

## Kevin P. Gwinner

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### EDUCATION

Ph.D. in Marketing, 1997, Arizona State University, Tempe, Arizona  
Dissertation area: Antecedents and consequences of service employee adaptive behaviors

Master of Business Administration, 1992, Arizona State University, Tempe, Arizona  
Concentration in marketing

Bachelor of Science, 1988, Arizona State University, Tempe, Arizona  
Finance major

### PROFESSIONAL WORK EXPERIENCE SUMMARY

*Kansas State University - Manhattan, Kansas*

**Edgerley Family Dean of the College of Business** – June 2015 to Present

**Jon Wefald Chair of Business Leadership** – 2013 to 2016

**Marketing Department Head** – July 2005 to June 2015

Responsibilities include faculty and staff development and evaluations, budgeting and financial management, maintaining good student relations, managing curriculum development, planning course schedules, developing and maintaining relationships with alumni and other on and off campus constituencies, and raising outside funds for scholarships and supplemental faculty support.

**Professor of Marketing** – July 2007 to present

**Associate Professor of Marketing** – July 2002 to June 2007

**Assistant Professor of Marketing** - January 1999 to June 2002

Responsible for developing personal research program, meeting departmental service needs, and mentoring marketing majors. Teaching activity has included principles of marketing, sales management, services marketing, and the graduate and undergraduate marketing strategy courses.

*East Carolina University - Greenville, North Carolina*

**Assistant Professor of Marketing** - August 1996 to December 1998

Teaching experience: marketing management, strategic marketing, and graduate marketing strategy.

*Arizona State University - Tempe, Arizona*

**Graduate Research Assistant and Instructor** - August 1992 to July 1996

Collaborated and conducted research projects with faculty. Taught marketing research, marketing strategy, and principles of marketing.

*Pharmaceutical Card Systems - Scottsdale, Arizona*

**Market Research Analyst** - May 1991 to June 1992

Responsible for implementation of competitor intelligence program. Developed market feasibility analyses for new business ventures and product line extensions

*May Department Stores - Robinson's Division - Los Angeles, California*

**Merchandise Planning Analyst** - June 1988 to July 1990

Assisted buyers in developing merchandise plans accounting for \$4.5 million dollars in sales. Developed and implemented merchandise distribution strategies for 29 branch stores

## HONORS AND AWARDS

### Teaching Honors

- Tilford Fellow, Kansas State University, 2006.
- Hormel Meritorious Teaching Award, Marketing Management Association, 2005
- Commerce Bank Award for Distinguished Undergraduate Teaching, KSU, 2004.
- Outstanding Faculty Member Award, KSU Interfraternity and Panhellenic councils, 2000.
- College of Business Outstanding Graduate-Student Teacher Finalist, Arizona State Univ., 1995.
- Doctoral Student Teaching Excellence Award, Dept. of Marketing, Arizona State Univ., 1995.

### Research and Academic Awards

- Career Contributions Award, AMA Sports and Sponsorship Marketing SIG, 2016
- CSL Research Faculty Member, Center for Services Leadership, Arizona State Univ, 2009 to present.
- Outstanding Research Award for paper in the Marketing and Management track, 2008
  - Global Conference on Business and Finance, "Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit"
- 2006 "Excellence in Service Research Award" for the best article in the *Journal of Service Research*.
- Faculty Fellowship Award, College of Business, Kansas State University, 1999 to present.
- Faculty Fellow, Center for Services Leadership at Arizona State University, 2003 to 2008.
- Grant Proposal Award, College of Business, Kansas State University, summer 2004.
- Grant Proposal Award, College of Business, Kansas State University, summer 2003.
- Research Grant, College of Business, Kansas State University, summer 2002.
- Research Grant, College of Business, Kansas State University, summer 2001.
- Research Grant, College of Business, Kansas State University, summer 2000.
- Research Stipend Award, School of Business, East Carolina University, summer 1998.
- 2003 "Excellence in Service Research Award" for the best in the *Journal of Service Research*.
- Best Paper in Services Marketing Track Award, 1998
  - American Marketing Association Summer Educators' Conference, "Connecting with Customers: An Examination of Rapport in Service Industries."
- Best Paper in Relationship Marketing Track Award, 1997
  - American Marketing Association Winter Educators' Conference, "An Empirical Examination of Relational Benefits in Service Industries: What Do Customers Receive From the Relationship?"
- American Marketing Association Doctoral Consortium Fellow, 1996
- Doctoral Research Fellow, First Interstate Center for Services Marketing, Arizona State Univ., 1995
- Gene Gallup Graduate Fellowship Award for Services Marketing, First Interstate Center for Services Marketing, Arizona State University, 1994
- Conoco USA Graduate Scholar, Arizona State University, 1992
- MBA Academic Excellence Award, Arizona State University, 1992; graduated 1<sup>st</sup> in class
- Beta Gamma Sigma Honor Society, 1991

# RESEARCH PROGRAM

## Primary Research Agenda

My main research stream focuses on improving and managing the performance of front-line, customer-contact employees. Specifically, I am examining issues dealing with the real-time interaction between front-line service employees and consumers. To that end, my research interests and publications emphasize (1) the identification and measurement of personal and organizational antecedents impacting various job performance indicators in front-line service employees (e.g., adaptive service behavior and organizational citizenship behaviors), (2) customer expectations regarding service employee behaviors during service interactions (e.g., consumer relationship benefits and perceptions of rapport), and (3) the cognitive and emotional aspects of consumer complaint behavior and employee response within a service encounter.

A secondary research interest involves sports marketing issues. To date, my research and publications on this topic have focused on understanding the brand image implications of sporting event sponsorship. Specifically, I have been active in the examination of the potential for an event's image to transfer to a brand through sponsorship activities. My focus is now turning toward the sponsorship implications of consumers' sports team identification and consumers' attitudes toward commercialization.

## Work in Progress

“Does Sponsorship Elicit Gratitude from Sport Spectators: The Mediating Role of Sponsor Motivation” (with Phillip Gomez). Status: Data collected and analyzed.

The Role of Emotions in Services Purchase Decision (with Lance Bettencourt). Status: Conceptual development and literature review.

## Chapters in Books

Dwayne D. Gremler and Kevin P. Gwinner (2015), ‘Relational Benefits Research: A Synthesis’, in Robert M. Morgan, Janet Turner Parish and George Deitz (eds.), *Handbook on Research in Relationship Marketing*, Cheltenham, UK and Northampton, Ma, U.S.A.: Edward Elgar Publishing, pp. 32-74.

Gwinner, Kevin P. (2013). “Brand-Event Fit in Sport Sponsorship” in *Leveraging Brands in Sport Business*. Mark Pritchard and Jeff Stinson, eds. Routledge Press, New York, NY. pp. 157-170.

Gwinner, Kevin P. (2005), “Image Transfer in Global Sport Sponsorship: Theoretical Support and Boundary Conditions,” in *Global Sport Sponsorship*, J. Amis and T. B. Cornwell, eds., Berg, 163-178.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "Why Customers Build Relationships with Companies - and Why Not," in *Relationship Marketing: Gaining Competitive Advantage through Customer Satisfaction and Customer Retention*, T. Hennig-Thurau and U. Hansen, eds. Berlin: Springer, 373-396.

## Journal Publications

Kim, Wansoo, Chihyung Ok, and Kevin P. Gwinner (2010) “The Antecedent Role of Customer-to-Employee Relationships in the Development of Customer-to-Firm Relationships,” *The Service Industries Journal*, 30 (July) , 1139-1157.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2009) “Toward a Theory of Repeat Purchase Drivers for Consumer Services,” *Journal of the Academy of Marketing Science*, 37 (2), 215-237.

- Walsh, Gianfranco and Kevin P. Gwinner (2009), "Purchasing Vacation Packages Through Shop-at-Home Television Programs: An Analysis of Consumer's Consumption Motives," *Journal of Vacation Marketing*, 15 (April), 111-128.
- Gwinner, Kevin P., Brian V. Larson and Scott R. Swanson (2009), "Image Transfer in Corporate Event Sponsorship: Assessing The Impact of Team Identification and Event-Sponsor Fit," *International Journal of Management and Marketing Research*, 2 (1), 1-15.
- Gremler, Dwayne D. and Kevin P. Gwinner (2008) "Rapport-Building Strategies Used by Retail Employees," *Journal of Retailing*, 84 (3), 308-324.
- Gwinner, Kevin P. and Gregg Bennett (2008), "The Impact of Brand Cohesiveness and Sport Identification on Brand Fit in a Sponsorship Context," *Journal of Sport Management*, 22 (4), 410-426.
- Swanson, Scott R. and Kevin P. Gwinner (2008), "An Examination of the Undergraduate Sports Marketing Curriculum: Tying Together Course Objectives and Assignments," *Sport Management Education Journal*, 1, 1-20.
- Prince, Bruce, Kevin P. Gwinner, and David M. Andrus (2008) "Applicant Expectations and Decision Factors for Jobs and Careers as Food Supply Veterinarians," *Journal of Veterinary Medical Education*, 35 (1), 14-19.
- Benson, Kimball J., Charles A. Lubbers, and Kevin Gwinner (2007), "Fit of Sponsorship and Attitude Toward Sports Commercialization as Predictors of Attitude Toward Sponsoring Companies," *Journal of International Business Disciplines*, 2 (1), 22-38.
- White, Brad J., Kevin P. Gwinner, David M. Andrus, and J. Bruce Prince (2007), "Unique Educational Methods to Improve the Veterinary Employment Selection Process for Rural Mixed-Animal Practices," *Journal of Veterinary Medical Education*, 34 (4), 517-523.
- Gwinner, Kevin P., David M. Andrus, and J. Bruce Prince (2006), "Importance - Performance Analysis of Food Supply Veterinary Medicine Career Commitment," *Journal of Veterinary Medical Education*, 33 (4), 525-529.
- Andrus, David, Bruce Prince, and Kevin P. Gwinner (2006), "Work Conditions, Job Preparation, and Placement Strategies for Food Animal Veterinarians," *Journal of Veterinary Medical Education*, 33 (4), 509-516.
- Prince, J. Bruce, David M. Andrus, and Kevin P. Gwinner (2006), "Academic Food Supply Veterinarians: Future Demand and Likely Shortages," *Journal of Veterinary Medical Education*, 33 (4), 517-524.
- Gwinner, Kevin P., J. Bruce Prince, and David M. Andrus (2006), "Attracting Students into Careers in Food Supply Veterinary Medicine," *Journal of the American Veterinary Medical Association*, 228 (11), 1693-1704.
- Andrus, David M., Kevin P. Gwinner, J. Bruce Prince (2006), "Job Satisfaction, Changes in Occupational Area, and Commitment to A Career in Food Supply Veterinary Medicine," *Journal of the American Veterinary Medical Association*, 228 (12), 1884-1893.
- Prince, J. Bruce, David M. Andrus, and Kevin P. Gwinner (2006), "Future Demand, Probable Shortages, and Strategies for Creating a Better Future in Food Supply Veterinary Medicine," *Journal of the American Veterinary Medical Association*, 229 (1), 1-13.

Gwinner, Kevin P., Mary Jo Bitner, Stephen W. Brown, Ajith Kumar (2005), "Service Customization Through Employee Adaptiveness," *Journal of Service Research*, 8 (2), 131-148.

\*Awarded the 2006 JSR Excellence in Service Research Award for the best article published in Vol. 8.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, and Michael Paul (2005), "Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers," *Advances in International Marketing*, Vol. 15, 11-31.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, Dwayne D. Gremler (2004), "Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing*, 18 (1), 38-52.

Yen, Rebecca, Kevin P. Gwinner, and Wanru Su (2004), "The Impact of Customer Participation and Service Expectation on Locus Attributions Following Service Failure," *International Journal of Service Industry Management*, 15 (1), 7-26.

Walsh, Gianfranco, Kevin P. Gwinner and Scott Swanson (2004), "What Makes Mavens Tick? Exploring the Motives of Market Mavens' Initiation of Information Diffusion," *Journal of Consumer Marketing*, 21 (2), 109-122.

Yen, Rebecca, and Kevin P. Gwinner (2003), "Internet Retail Customer Loyalty: The Mediating Role of Relational Benefits," *International Journal of Service Industry Management*, 14 (5), 483-500.

Swanson, Scott R., Kevin P. Gwinner, Brian V. Larson, Swinder Janda, (2003), "Motivations of College Student Game Attendance and Word-of-Mouth Behavior: The Impact of Gender Differences," *Sport Marketing Quarterly*, 12 (3), 151-162.

Gwinner, Kevin P. and Scott Swanson, (2003) "A Model of Fan Identification: Antecedents and Sponsorship Outcomes," *Journal of Services Marketing*, 17 (3), 275-292.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality," *Journal of Service Research*, 4 (3), 230-247.

\*Awarded the 2003 JSR Excellence in Service Research Award for the best article published in Vol. 4.

Janda, Swinder, Philip J. Trocchia, and Kevin P. Gwinner (2002) "Consumer Perceptions of Internet Retail Service Quality," *International Journal of Service Industry Management*, 13 (5), 412-431.

Gwinner, Kevin P. and Nancy Stephens (2001), "Testing the Implied Mediation Role of Cognitive Age," *Psychology and Marketing*, 18 (10), 1031-1048.

Gremler, Dwayne D., Kevin P. Gwinner, and Stephen W. Brown (2001), "Generating Positive Word-of-Mouth Communication Through Customer-Employee Relationships," *International Journal of Service Industry Management*, 12 (1), 44-59.

Bettencourt, Lance, Kevin P. Gwinner, and Matt Meuter (2001) "A Comparison of Attitude, Personality, and Knowledge Predictors of Service-oriented Organizational Citizenship Behaviors," *Journal of Applied Psychology*, 86 (1), 29-41.

Gremler, Dwayne and Kevin P. Gwinner, (2000) "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104.

Gwinner, Kevin P. and John Eaton (1999), "Building Brand Image Through Event Sponsorship: The Role of Image Transfer," *Journal of Advertising*, 28 (4), 47-57.

Stephens, Nancy and Kevin P. Gwinner (1998), "Why Don't Some People Complain? A Cognitive-Emotive Process Model of Consumer Complaint Behavior," *Journal of the Academy of Marketing Science*, 26 (3), 172-189.

Gwinner, Kevin P., Dwayne D. Gremler, and Mary Jo Bitner (1998), "Relational Benefits in Service Industries: The Customer's Perspective," *Journal of the Academy of Marketing Science*, 26 (2), 101-114.

Gwinner, Kevin P. (1997), "A Model of Image Creation and Image Transfer in Event Sponsorship," *International Marketing Review*, 14 (3), 145-158.

Bettencourt, Lance and Kevin P. Gwinner (1996) "Customization of the Service Experience: The Role of the Frontline Employee," *International Journal of Service Industry Management*, 7 (2), (3-20).

Gwinner, Kevin P. and Richard Beltramini (1995), "Alumni Satisfaction and Behavioral Intentions: University Versus Departmental Measures," *Journal of Marketing Education*, 17 (Spring), 34-40.

### **Pedagogical Publications**

Gwinner, Kevin P. (2003) End of Chapter questions for Gary Armstrong and Philip Kotler's *Marketing: An Introduction*, New Jersey: Prentice Hall.

Gwinner, Kevin P. (2000) Instructor's Manual for Russell S. Winer's *Marketing Management*, New Jersey: Prentice Hall.

### **Book Reviews**

Gwinner, Kevin P. (2001) Book review of "The Brave New Service Strategy" by Barbera A. Gutek and Theresa Welsh, American Management Association in *Academy of Management Executive*, November.

### **Conference Publications and Presentations**

Kevin P. Gwinner (2014) "Engaging Students via Technology in the Delivery of Service Marketing Education," presented at the *2014 AMA Winter Educators' Conference*.

Kevin P. Gwinner (2012) "The Role of Congruence Type in Event Sponsorship" presented at the *2012 AMA Summer Educators' Conference*.

Gwinner, Kevin P. (2010), "Services Marketing Programs, Courses, Textbooks, and Tools," presented at the *2010 AMA Winter Educators' Conference*.

Swanson, Scott R., Kevin Gwinner and Brian V. Larson (2008), "Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit," in Global Conference on Business and Finance, The Institute for Business and Finance Research, San Jose, Costa Rica, 3 (2), 87-89.

Gwinner, Kevin P., Mary Jo Bitner, Stephen W. Brown (2008) "Service Customization Efforts of Boundary-Spanning Service Personnel: Antecedents and Consequences" presented at the *2008 AMA Winter Educators' Conference*.

- J. Bruce Prince, David M. Andrus, Kevin P. Gwinner (2007) "The Future Demand & Likely Shortages of Food Supply Veterinarians" presented at the North American Veterinary Conference, January 2007, Orlando, FL.
- J. Bruce Prince, David M. Andrus, Kevin P. Gwinner (2007) "Maintaining an Adequate Supply of Food Supply Veterinarians: Strategic Choices for the Future" presented at the North American Veterinary Conference, January 2007, Orlando, FL.
- J. Bruce Prince, Kevin P. Gwinner, David M. Andrus (2007) "Patterns of Food Supply Veterinary Medicine Career Selection and Commitment and Underlying Causes" presented at the North American Veterinary Conference, January 2007, Orlando, FL.
- Andrus, David, Kevin P. Gwinner, and Bruce Prince (2006), "Student and Employer Expectations of the Entry Level Large Animal Veterinarian," To be presented at the Association of the American Veterinary Medical Colleges Conference, November 2006, Kansas City, MO
- Saltman, Roger, David M. Andrus, Kevin P. Gwinner, and J. Bruce Prince (2006) "The Future of Food Supply Veterinary Medicine: What the FSVMC-Bayer Study Tells us and How Can AABP Use this Information?" presented at the 39th Annual Convention of the American Association of Bovine Practitioners, Saint Paul, MN.
- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, and Kevin P. Gwinner (2006) "Toward a Means-End Theory of Service Relationships: Linking Relationship-Driving Benefits with Service Attributes and Motivational Values" presented at the *2006 AMA Summer Educators' Conference*.
- Gwinner, Kevin P., and Gregg Bennett (2006) "The Role of Event Sponsor Fit and Event Involvement in Understanding Sponsorship Outcomes" presented at the 2006 Conference of the North American Society for Sport Management, Kansas City, MO.
- Andrus, David, Kevin P. Gwinner, and Bruce Prince (2005), "Estimating FSVM Demand and Maintaining the Availability of Veterinarians for Careers in Food Supply Disciplines" presented at the *2005 American Veterinary Medical Association annual convention*, Minneapolis, MN.
- Andrus, David, Bruce Prince, and Kevin P. Gwinner (2005), "Job Satisfaction, Turnover Intentions and Demand For Beef and Dairy Cattle Veterinarians" presented at the *2005 American Association of Bovine Practitioners Annual Conference*, Salt Lake City, UT.
- Andrus, David, Bruce Prince, and Kevin P. Gwinner (2005), "Demand, Attraction, and Retention For Food Animal Veterinarians: Strategies for Colleges of Veterinary Medicine" presented at the *Veterinary Medical Education for Modern Food Systems Conference*, Kansas City, MO.
- Gremler, Dwayne D., Tom DeWitt, and Kevin P. Gwinner (2005), "Guaranteeing Service: Learning from Service Guarantees Found on the Internet" presented at the *Fourteenth Annual Frontiers in Services Conference*, Arizona State University, Tempe, AZ.
- Walsh, Gianfranco, Kevin P. Gwinner, and Klaus-Peter Wiedmann (2005), "The Use of Shop-at-Home Television Programs in the Travel Industry: An Analysis of Consumer's Consumption Motives" presented at the *2005 AMA Summer Educators' Conference*, San Francisco, CA.
- Gremler, Dwayne D., Thorsten Hennig-Thurau, and Kevin P. Gwinner (2005), "Customer Relationship Benefits: A Cross Cultural Perspective" presented at the *Academy of Marketing Science Annual Conference*, Tampa, Florida.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne Gremler, and Kevin P. Gwinner (2004), "The 'Why' of Service Relationships: Applying Means-End Theory to Understand Consumers' Desire for Relationship Building" presented at the *Thirteenth Annual Frontiers in Services Conference*, University of Miami, Miami, FL.

Gwinner, Kevin P. and Dwayne D. Gremler (2004), "Examining The Knowledge Structure And Performance Link Among Front-Line Service Providers" in the *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, William L. Cron and George S. Low, eds., American Marketing Association.

Larson, Brian V., Kevin P. Gwinner and Scott R. Swanson (2004), "Reaching the Highest Fruit: A Study of Professional Sports Targeting Women" presented at the *International Academy of Business Disciplines Conference*.

Hennig-Thurau, Thorsten, Kevin Gwinner, and Dwayne Gremler (2003), "Managing Service Relationships in a Global Economy: Refining and Extending the Concept of Customer Relational Benefits" in the *2003 AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, R. Bruce Money and Randall L. Rose, eds., American Marketing Association.

Gwinner, Kevin P., Dwayne Gremler, Thorsten Hennig-Thurau and Gianfranco Walsh (2003), "Consumption-Related Consumer-to-Consumer Communication via the Internet: Implications for e-tailing" presented at the *Twelfth Annual Frontiers in Services Conference*, University of Maryland, College Park, MD.

Gwinner, Kevin P., Scott R. Swanson, Brian V. Larson (2002), "Corporate Event Sponsorship: Assessing the Impact of Team Identification on Image Transfer" in *AMA Summer Educators' Conference Proceedings: Toward Tomorrow: Domestic, Global, Virtual Marketing*, Jack Lindgren and Bill Kehoe, eds., American Marketing Association.

Janda, Swinder, Philip J. Trocchia, Kevin P. Gwinner, and Erica Guries (2002), "Developing a Scale to Measure Internet Service Quality: An Exploratory Study," in *AMA Summer Educators' Conference Proceedings: Toward Tomorrow: Domestic, Global, Virtual Marketing*, Jack Lindgren and Bill Kehoe, eds., American Marketing Association.

Swanson, Scott R. and Kevin Gwinner (2002), "The Sports Marketing Curriculum: An Overview of Sports Marketing Syllabi," in *AMA Summer Educators' Conference Proceedings: Toward Tomorrow: Domestic, Global, Virtual Marketing*, Jack Lindgren and Bill Kehoe, eds., American Marketing Association.

Yen, Rebecca and Kevin Gwinner (2002), "The Role of Internal Marketing on Employees' Customer-Service Provision Competence," presented at the *Eleventh Annual Frontiers in Services Conference*, Maastricht University, The Netherlands.

Hennig-Thurau, Thorsten, Gianfranco Walsh, Kevin Gwinner, and Dwayne Gremler (2002), "Why Customers Articulate Themselves on the Internet: An Extension of the Word-of-Mouth Concept," presented at the *Eleventh Annual Frontiers in Services Conference*, Maastricht University, The Netherlands.

Gwinner, Kevin P., Scott R. Swanson, Brian V. Larson (2002), "Image Transfer and the Impact of Team Identification on Sponsorship Related Behavioral Intentions," presented at the *2002 American Marketing Association Faculty Consortium*, University of Kentucky, Lexington, KY.



Gwinner, Kevin P and Dwayne Gremler (2001), "The Influence of Service Employee Categorical Knowledge on Customer-Interaction Performance," presented at the *Tenth Annual Frontiers in Services Conference*, University of Maryland, College Park, MD.

Swanson, Scott, Kevin P. Gwinner, and Brian Larson (2001), "Take Me Out to the Ball Game: What Motivates Fan Game Attendance and Word-of-Mouth Behavior?" in *AMA Summer Educators' Conference Proceedings: 2001 A Marketing Odyssey*, Stephen J. Grove and Greg W. Marshall, eds., American Marketing Association, 176-177.

Eaton, John, Kevin P. Gwinner, Brian Larson, and Scott Swanson (2001), "The Role of Spectators' Attitudes Toward Commercialization on the Effectiveness of Corporate Sponsorship of Sporting Events," presented at the *Academy of Marketing Science Annual Conference: New Meanings for Marketing in a New Millennium*.

Swanson, Scott and Kevin Gwinner (2000), "A Model of Fan Identification and Sponsorship Success," in *AMA Summer Educators' Conference Proceedings: SIGNificant Marketing Contributions in the New Millennium*, Gregory T. Gundlach and Patrick E. Murphy, eds., American Marketing Association, v. 11, 147.

Gremler, Dwayne D., Kevin P. Gwinner, Stephen W. Brown (2000), "Cultivating Positive Word-of-Mouth Communication Through Customer-Employee Bonds," presented at the *Seventh International Research Symposium on Service Quality (QUIS)*, Karlstad, Sweden.

Thorsten Hennig-Thurau, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "The Rationales of Service Relationships: Integrating Company-Oriented and Customer-Oriented Relational Benefits," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, John P. Workman and William D. Perreault, eds., American Marketing Association, v. 11, 201-202.

Gwinner, Kevin P., Mary Jo Bitner, and Stephen W. Brown (1999), "The Adaptive Behaviors of Boundary-Spanning Service Personnel: Identifying Antecedents and Consequences," presented at the *Eighth Annual Frontiers in Services Conference*, Vanderbilt University, Nashville, TN.

Gremler, Dwayne D. and Kevin P. Gwinner (1999), "Interpersonal Relationships Between Employees and Customers: A Means of Encouraging Positive Word-of-Mouth Communication?" presented at the *Eighth Annual Frontiers in Services Conference*, Vanderbilt University, Nashville, TN.

Gwinner, Kevin P. and Nancy Stephens (1999), "Understanding Customer Silence in the Face of Dissatisfying Consumption," presented at the *1999 SERVSIg Services Research Conference: Jazzing Into the New Millennium*, New Orleans, LA.

Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Customer-Employee Rapport in Service Industries: Scale Development, Validation, and Future Directions," presented at the *Seventh Annual Frontiers in Services Conference*, Vanderbilt University, Nashville, TN.

Gwinner, Kevin P. and John Eaton (1998), "Image Transfer in Sporting Event Sponsorship: An Empirical Assessment," presented at the *Society for Consumer Psychology, 17<sup>th</sup> Annual Advertising and Consumer Psychology Conference*, Portland, OR.

Bettencourt, Lance and Kevin P. Gwinner (1998), "Service-Oriented Citizenship Performance of Customer-Contact Employees: An Empirical Assessment," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Ronald C. Goodstein and Scott MacKenzie, eds., American Marketing Association, 262-263.

Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Connecting with Customers: An Examination of Rapport in Service Industries," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Ronald C. Goodstein and Scott MacKenzie, eds., American Marketing Association, 161-162.

Gremler, Dwayne D., Kevin P. Gwinner, and Mary Jo Bitner (1997), "An Empirical Examination of Relational Benefits in Service Industries: What Do Customers Receive From the Relationship?," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Debbie Thorne LeClair and Michael Hartline, eds., American Marketing Association, 241-242.

Gwinner, Kevin P., Dwayne D. Gremler, and Mary Jo Bitner (1996), "Relationship Marketing Benefits in Service Industries: A View from the Customer's Perspective," Presented to *Services Marketing Special Interest Group, American Marketing Association Summer Educators' Conference*, San Diego, CA.

Gwinner, Kevin P. (1996), "Employee Adaptive Behaviors on the Front-Line: The Role of Categorical Knowledge," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Cornelia Droge and Roger Calantone, eds., American Marketing Association, 468-473.

Gwinner, Kevin P., Dwayne D. Gremler, and Mary Jo Bitner (1995), "Relationship Marketing Benefits: The Consumer's View," presented at the *Fourth Annual Frontiers in Services Conference*, Vanderbilt University, Nashville, TN.

Gwinner, Kevin P. and Nancy Stephens (1995), "Complaint Behavior in Older Women: The Role of Life Experience," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Barbara B. Stern and George M. Zinkhan, eds., Chicago: American Marketing Association, 150-151.

Gwinner, Kevin P. (1994), "Event Sponsorship as a Promotional Tool: The Impact on Brand Awareness and Brand Image," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, C. Whan Park and Daniel C. Smith, eds., Chicago: American Marketing Association, 133-139.

## TEACHING ACTIVITY

I have taught the following courses at Kansas State University and East Carolina University. My student evaluations are consistently among the top of all business school faculty in the institutions where I have taught. My average student evaluation ratings at Kansas State University are 4.2 out of 5.0 as an assistant professor and 4.6 out of 5.0 since being promoted and granted tenure.

Courses Taught: Marketing Management – undergraduate capstone marketing class, Marketing Concepts and Research (graduate marketing strategy course), Sports Marketing, Services Marketing, Professional Selling and Sales Management, Graduate Business Practicum Management, Marketing Internship, Marketing Principles, Financial Services Marketing, Special Topics in Marketing (graduate independent study), and Honors Colloquium in Business.

From 2013 to 2015, I founded and directed the CBA Excellence in Teaching Initiative, a college wide effort aimed at increasing teaching effectiveness among business faculty. Accomplishments in this area include (1) organizing and hosting teaching workshops, (2) organizing and leading teaching circles, (3) conducting a teaching climate survey of CBA faculty, (4) maintaining the ETI website for promotion efforts and to archive teaching resources, (5) creating and arranging for distribution of weekly “teaching tip” for CBA faculty.

### **Doctoral Dissertation Committee activities**

- Chen-Wei Tao, Department of Hospitality Management and Dietetics, Title: TBD, 2015.
- Hyeongjin Jeon, Department of Hospitality Management and Dietetics, Title: TBD, 2015.
- Ainul Bakar, Department of Hospitality Management and Dietetics, Title: Dining At Continuing Care Retirement Communities: A Social Interaction View, 2012.
- Young Gin, Department of Hospitality Management and Dietetics, Title: The Roles of Brand Value Perception in the Development Of Brand Prestige, 2013.
- Juwon Choi, Department of Hospitality Management and Dietetics, Title: to be determined, 2012.
- Wansoo Kim, Department of Hospitality Management and Dietetics, Title: Customer share of visits to full-service restaurants in response to perceived value and contingency variables, 2009.
- Amelia Estepa Asperin, Department of Hospitality Management and Dietetics, Title: Exploring Brand Personality Congruence: Measurement and Application in the Casual Dining Restaurant Industry 2007.
- Soo-kyoung Kang, Department of Hospitality Management and Dietetics, Title: A Model of Family Decision-Making Process on Tourism Product Purchase, 2002.
- Chihyung Ok, Department of Hospitality Management and Dietetics, Title: Restaurant Customer Reactions to Service Recovery: A Cross-Cultural Study, 2002.

### **Masters Thesis Committee activities**

- Joseph Mosier, Master of Science degree in Agribusiness. Title: Evaluation of Product Support Services, Chair of thesis committee 2014
- Tara Deines, Master of Science degree in Agribusiness. Title: Market Segmentation to Become the Partner of Choice, Chair of thesis committee 2014
- Christopher Bursiek, Master of Science degree in Agribusiness. Title: Factors Influencing Aftermarket Parts Sales in China: The Case of an American Manufacturer, 2013.
- Aaron Bartholomay, Master of Science degree in Agribusiness. Title: Analysis of Machine Failure Codes and the Impact On Customer Satisfaction, 2013.
- Emily Barwick, Master of Science degree in Agribusiness. Title: Introduction of a New Retail Product, Chair of thesis committee 2013
- Sarah Bernard, Master of Science degree in Agribusiness. Title: Locavore Consumption Motives, Chair of thesis committee 2012
- Nate Smith, Master of Science degree in Agribusiness. Title: Strategy for De-Commoditizing A Commodity: Focusing on Replacement Filters, Chair of thesis committee 2011
- Derrick Coleman, Master of Science degree in Agribusiness. Title: Reinventing the Honey Turkey Product for Profit and Growth, Chair of thesis committee 2010
- Doug Regehr, Master of Science degree in Agribusiness. Title: Advertising Effectiveness for Online Property Auctions, Chair of thesis committee 2009.

- Alison Rosenblum, Master of Science degree in Agribusiness. Title: To Be Determined, Chair of thesis committee 2008.
- Paula Prindiville, Master of Science degree in Agribusiness. Title: A Business Plan and Strategy for Taste St. Louis Catering and Vending, 2008
- Chris Carver, Master of Science degree in Agribusiness. Title: Online Transaction Fees and Their Impact on Conversion, 2006.
- Kimball J. Benson, Master of Science degree in Journalism and Mass Communications. Title: Spectator Response in Sport Sponsorship: Challenging Conventional Wisdom, 2005.
- Zach Gaines, Master of Science degree in Agribusiness. Title: Factors Influencing Consumption of Traditional Domestic Beer in the U.S., 2005.
- Maria Pilar Jativa, Master of Science degree in Agribusiness, Title: Florists Attitudes Towards Roses from Ecuador, 2004.
- David D. Rock, Master of Science degree in Agribusiness, Title: A Study to Determine the Viability of Dealer Owned “all-Makes” Agricultural Equipment Parts and Service Centers, 2003.
- Leah Sullenthrop, Master of Science degree in Agribusiness, Title: Export Readiness Plan: Original Juan, Purveyor of Specialty Foods. Chair of thesis committee, 2001.

### **FUNDED RESEARCH GRANTS AND CONTRACTS**

\$5,000, National Commission on Veterinary Economic Issues, "Center for Veterinary Business Management for Web-Hosting, Data Analysis and Veterinary Practice Management Research", 2010.

\$490,000, Kansas State University Targeted Excellence program, “The Beef Cattle Institute”, serve as member of large interdisciplinary team, 2007.

\$7,500 course development grant from the KSU Department of Finance’s Integrated Investment Management program to develop a “Marketing of Financial Services” course for their planned certificate program, 2006.

\$7,500 course development grant from the KSU College of Business Administration’s Center for Leadership to develop an online version of Marketing Concepts and Research (MKTG 810) for the MBA program, 2005.

\$300,000, Food Supply Veterinary Medical Coalition, “Estimating FSVM Demand and Maintaining the Availability of Veterinarians for Careers in Food Supply Related Disciplines in the United States and Canada”, collaborators Dr. David Andrus and Dr. Bruce Prince. Contract awarded 2004.

\$5,000, KSU, College of Business Grant writing incentive award (competitive college award), 2004.

\$5,000, KSU, College of Business Grant writing incentive award (competitive college award), 2003.

\$5,000, KSU, College of Business summer grant (competitive college award), 2002.

Awarded \$500 in FDA travel funds to attend international conference from KSU ORSP, 2002.

\$5,000, KSU, College of Business summer grant (competitive college award), 2001.

\$6,500, KSU, College of Business summer grant (competitive college award), 2000.

\$5,000, KSU, College of Business summer grant (non-competitive as part of new faculty package), 1999.

\$7,500, ECU, School of Business summer research stipend (competitive college award), 1998.

Dell computer and HP printer, ECU, Faculty microcomputer program (competitive university award), 1996.

## EXTERNAL SERVICE ACTIVITY

### Editorial Review Boards

*Journal of Service Research*, 2007 - present

*Journal of Marketing Education*, 1997 - present

*Marketing Education Review*, 2001 - present

### Service to Discipline

- Sports Marketing Track Chair, 2014 Academy of Marketing Science Conference.
- SIG Special Sessions Track Chair, 2012 AMA Summer Marketing Educators' Conference.
- SIG Special Sessions Track Chair, 2010 AMA Winter Marketing Educators' Conference.
- Judge, Fisher IMS – AMA ServSig Dissertation Proposal Competition, 2007.
- External reviewer for tenure and promotion: University of Strathclyde, University of Colorado at Denver, Commonwealth College of Penn State University, University of Colorado at Colorado Springs, University of Haifa (Israel), Clemson University, and University of Maine .
- Services Marketing Track Chair, 2005 Academy of Marketing Science Annual Conference.
- Review committee for the Liam Glynn Scholarship sponsored by the Services Marketing Special Interest Group (SERVSIG) of the American Marketing Association, 2004 and 2005.
- Conference organizing committee for the 2004 Frontiers in Services Conference, Miami, FL.
- Chair, Services Marketing Special Interest Group, American Marketing Association, 2003-2004.
- Guest editor, *International Journal of Internet Marketing and Advertising*, Special issue on: Consumption Related Consumer-to-Consumer Communication via the Internet, 2004.
- Chair, Best services marketing research article award committee, AMA SERVSIG, 2002.
- Co-Chair - 9<sup>th</sup> Annual Services Marketing Consortium, Maastricht, The Netherlands, 2002.
- Chair, Best services marketing research article award committee, AMA SERVSIG, 2002.
- Co-Chair - 8<sup>th</sup> Annual Services Marketing Consortium, Washington D.C., 2001.
- Services Marketing Track Chair, 2001 AMA Summer Marketing Educators' Conference.
- Manuscript reviewer: *California Management Review*, *Journal of Marketing*, *Journal of Advertising*, *Journal of Retailing*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Journal of Marketing Theory and Practice*, *International Journal of Service Industry Management*, *International Journal of Internet Marketing and Advertising*, *International Review of Retail, Distribution and Consumer Research*, *International Journal of Electronic Business*, Society for Marketing Advances Conference, AMA Summer Educators' Conference, AMA Winter Educators' Conference, Academy of Marketing Science Conference, AMA Services Marketing Special Interest Group Conference, World Marketing Congress.

### Recent Marketing Consulting

- *PepGel*, Customer needs assessment
- *Food Animal Veterinary Institute*, online business education modules for veterinarians
- *Honeywell*, Customer service training
- *Heartland Plant Innovations*, customer needs and satisfaction survey
- *Bayer Animal Health*, research methods consulting
- *Food Animal Welfare Network (FAWN)*, organizational structure development.
- *Jalas*, market analysis.
- *Food Supply Veterinary Medical Coalition*, focus groups, Internet and mail surveys.
- *Cottonwood Racquet Club*, consumer preference mail survey.

- *Veriprime*, focus group research.
- *Division of Continuing Education, Kansas State University*, online educational needs survey.
- *Andersen Consulting / Sprint Corporation*, strategic marketing training course development.

### **Kansas State University Committee Activity**

- KSU Tuition and Fee Structure Committee 2017
- KSU Dean's Council 2015 to present
- Board of Directors, Kansas State University Veterinary Clinical Outreach, Inc., 2011 - 2015.
- All-University Changing Lives Campaign committee, 2006, 2011, 2012, 2013, 2014.
- Chair, Provost Review Committee of Academic Support Services for Student-Athletes, 2014-2015.
- TEVAL Task Force, 2014
- Chair, Search committee for CBA Associate Dean, fall 2011.
- Chair, Search committee for CBA Interim Associate Dean, spring 2011.
- Chair, CBA Graduate Studies committee, 2010 to 2012.
- CBA AACSB Accreditation committee, 2006 to present.
- Chair, KSU Marketing Research Taskforce, 2010.
- Co-Chair, All-University Changing Lives Campaign committee, 2010.
- CBA Graduate Studies Committee, 2009, Chair 2010-2011.
- NCAA Recertification Committee, 2010-2011.
- Chair, Search committee for Vanier Chair in Relational Selling, 2010.
- Chair, Search committee for Communications Coordinator, 2010.
- Department of Management Head Search Committee, 2010.
- KSU Faculty Mentoring Program Task Force, 2008.
- KSU Salary Task Force, 2007.
- KSU All-University GIS Steering committee, 2007 to 2009.
- Chair, Search committee for Vanier Chair in Business for Geographical Information Systems, 2008.
- Chair, CBA Summer Research Grant committee, 2007 to present.
- Champion for Geospatial Information Systems in Business focus area, 2006 - 2008.
- CBA administrative council, 2005 to present.
- Marketing Department student internship coordinator, 2005 to present.
- CBA Vetmed / MBA program task force, 2005.
- CBA Summer Grant Awards committee, 2005 and 2006.
- CBA scholarship committee, 2006.
- Jon Wefald Leadership Chair in Business Administration Search committee, 2006.
- All-University Changing Lives Campaign committee, 2006.
- Elected by peers to the KSU Faculty Senate, CBA representative. 3 year term (2003 to 2005).
- Chair, Marketing Department Curriculum Review/ SLO assessment committee, 2002 to 2005.
- KSU Faculty Affairs committee, KSU Faculty Senate. 3 year term (2003 to 2005).
- Department search committee, spring 2005.
- Graduate Studies committee in the College of Business, 1999 - 2005.
- Served as 1 of 4 supervising faculty for the MBA Practicum program (GENBA 890), 1999 - 2005.
- CBA awards committee in spring 2004.
- Chair, Marketing Department Faculty Search committee, 2003.
- Chair, Strategic Plan committee, Department of Marketing, 2001 and 2002.
- Chair, Chairperson Reappointment Advisory committee, Department of Marketing, 2001
- Chair, Tenure and Promotion Revision committee, Department of Marketing, 1999.
- Chair, Faculty Search committee, 2000. .
- Chair, three Faculty Search committees, 1999.
- College of Business Administration Associate Dean Search committee, 2001.
- College of Business Administration Summer Research Grant Process committee, 1999

**Professional Association Memberships**

- American Marketing Association
- Academy of Marketing Science
- AMA Services Marketing Special Interest Group (SERVSIG)
- AMA Event/Sports Marketing Special Interest Group

**Community Involvement**

- Boy Scouts of America: Coronado Area Council Board of Directors, Coronado Area Council President, Council Long Range Strategic Planning Committee, Council Growth and Marketing Vice President, Assistant Scoutmaster Troop 75.
- Service 360 Partners: Advisory Board Member
- Miller Ranch Home Owners Association: Board Member