



MARKETING MILESTONES

News for UNL's Marketing Department Friends and Alumni

FROM THE DEPARTMENT CHAIR

Best wishes to you and yours!

On June 1, I became Interim Department Chair. I am grateful for all the groundwork and superb values of the previous chairs, **Ron Hampton**, **Ravi Sohi**, and **Les Carlson**, who often took page from the book that was written, so to speak, by **Sandy Grossbart**. And, like every other chair before me, I am deeply grateful for our talented staff who provide continuity and keep the department running. **Michelle Jacobs**, Administrative Coordinator, is now in her 29th year in the department, with a wall full of award plaques that attest to her ability to anticipate problems (including a sometimes clueless new interim chair) and solve them before anybody has time to notice them. **Mary Fischer**, Office Associate, now in her second year, has taken on a lot of new tasks enthusiastically. **Eric Reznicek**, student worker, is continuing this year to provide help above and beyond.

Our department is growing! While we did not hire a new department chair in the Spring after a national search, we did hire a very promising new assistant professor, **Xin Zhao**. His specialty is cross-cultural consumer behavior (with particular emphasis on China), and his preferred methodology is qualitative. Xin (pronounced "shin") comes to us from the University of Utah by way of the University of Hawaii (I have made my colleagues promise to take him to surf the beaches and climb the volcanos of Nebraska). Xin already has publications in the top journals in our field and we look forward to his long and happy association with our departmental family.

We have also welcomed our new Assistant Professor of Practice, **Steve Welton**. Steve comes to us from Ameritas Insurance, where he was formerly Vice-President of Marketing. As you might expect, Steve can find a personal example for his class of solving almost every kind of marketing problem. Steve has already made a big contribution by developing on-line versions of our Master's courses in Marketing & Globalization, Services Marketing, and Marketing Communications. Welcome, Steve! We look forward to your long and happy association with our departmental family.

We are also looking forward to the arrival of two new assistant professors in the summer of 2013: **Alok Kumar** (Ph.D. from Wisconsin and now at Penn. State) and **Meike Eilert** (finishing her Ph.D. at South Carolina). Both are very accomplished already, with multiple top-tier publications in marketing strategy. We will be excited and delighted to welcome them! Many thanks to the search committee of **Amit Saini**, **Ravi Sohi**, **Les Carlson**, **Pat Kennedy**, and supported by **Michelle Jacobs**, in finding us such an impressive collection of candidates.

You may not be aware of the big news that the College of Business is to get a new building for sure – approved by the Regents, and with sufficient funds raised to begin. It will be double the size of our current building, and be located between 14th and 15th streets, on Vine, just east of the stadium. It will be a spectacular place to educate the business leaders of the future, to do research, and to collaborate with our friends and supporters all over the state and world. We have been told to expect a move-in date of Spring, 2016. The new building will cost \$84 million, and Dean **Donde Plowman** is leading the effort to finish raising the money for the building.

We continue to hold the same values so well-articulated by our previous department chairs. We believe in the search for knowledge with impact, the development of our faculty and Ph.D. students, high-quality teaching, service to the discipline and our communities, and a collegial environment. Our faculty and Ph.D. students are moving ahead with their research, publishing high-quality papers, presenting at top conferences, demonstrating excellence in marketing education, making our work public, serving the community, and winning awards, as you will see below. It is a very exciting time to be in the Marketing Department at UNL! It is truly a privilege to be here.

Happy Holidays!

Dwayne Ball
Interim Department Chair & Associate Professor of Marketing

MARKETING DEPARTMENT



Search *Robert Mittelstaedt Doctoral Symposium*

NATIONAL COLLEGIATE SALES COMPETITION

The department will again be sponsoring two marketing students to compete at the National Collegiate Sales Competition (NCSC) taking place in Kennesaw, GA March 1-4, 2013. **Scott Friend** is the faculty advisor, preparing the students for the competition, which hosts students from over 60 universities across the United States. This will be UNL's third year being involved in the competition!

MARKETING DEPARTMENT ADVISORY BOARD

In conjunction with the CBA Advisory Board Summit, the Marketing Department Advisory Board met this fall. New members to our advisory board include Scott Carlson, President & CEO Westin Foods; Debbie Johnson, President, M & S Solutions; Blake Lawrence, Hurrdat Social Media, LLC; Jeffrey Phipps, Sr., Merrill Lynch Wealth Management; Dr. John Brasch, Brasch Group; John Moorhead, Fiserv; and Lindsey Eastwood, director of talent sourcing at Gallup.



*Front Row: Dwayne Ball, Shawntell Kroese, John Moorhead, John Brasch, Debbie Johnson, Lindsey Eastwood
Back Row: Ravi Sohi, Eric Gillis, Andy Romjue, Scott Carlson*

MITTELSTAEDT DOCTORAL SYMPOSIUM

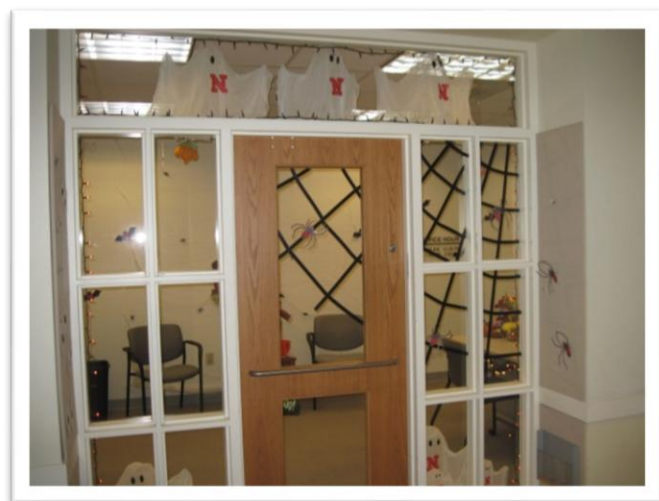
Be sure to mark your calendars for the 22nd Annual Mittelstaedt Doctoral Symposium, **March 28 – 30, 2013**, or visit the symposium's website:

cba.unl.edu/academics/marketing/symposium/symposium.aspx

Jim Gentry serves as faculty coordinator of the symposium.

WINNERS OF THE FIRST HALLOWEEN DECORATING COMPETITION

This past Halloween was the first annual departmental office decorating competition in CBA. There were two awards given, one by a panel of judges; the other was student vote. The Marketing Departmental Office won the student vote award.



Husker Ghosts were a hit!

OUR UNDERGRADUATES

EXPERIENTIAL LEARNING

For the sixth year the Marketing Department in Partnership with Union Pacific Railroad offered an experiential course, where the students worked on three major projects for UP. The students competed in groups on each project with UP managers determining which the winning group for each project. The students received feedback from UP managers and made individual presentations to the top management in Marketing and Sales at Union Pacific. Typically UP hires two or three students from each class for fulltime or internship positions.

NATIONAL RESEARCH CORPORATION'S (NRC) RISING STAR SCHOLARSHIP

This is the second year we have partnered with NRC to offer two scholarships per academic year. The scholarships are to recognize students with an interest in a career in business development, marketing and/or entrepreneurship and must have a minimum cumulative GPA of 3.0. Students submit a resume that highlights their previous work experience in sales, marketing and/or business development and track record in leadership and achievement. Along with the resume, each student was asked to submit a personal statement about their career ambitions in the field of business development. Recipients of the NRC scholarships were Emma Vavricka and Yanghui (Elaine) Ji.

STUDENTS CREATE MARKETING PLANS FOR LOCAL BUSINESSES AND NON-PROFITS.

Several Lincoln businesses and organizations benefited from marketing plans created by students in Rob Simon's undergraduate Marketing Management capstone courses and MBA Marketing course. Student groups worked with local businesses, entrepreneurs, inventors, and non-profit organizations to develop marketing plans for the organizations. The students received ongoing feedback from the principals of the businesses and organizations. Organizations the classes developed plans for included Hurrdat, Vestn, Nanonation, Lincoln Stars Hockey team, Open Harvest, Nebraska Angels, Nebraska Bank of Commerce, Fresh Start home, Mobile Trucker and new inventions EZ-Ride and Heat Guide.

GOOGLE ONLINE MARKETING CHALLENGE

In conjunction with the Raikes Honors Marketing Class **Rob Simon** developed an assignment where the students participated in the international Google Online Marketing Challenge. Students worked with local businesses and non-profits to create Google Ad words campaigns. The students competed with student groups from around the world with their results and marketing plan judged by a panel from Google.

AMA NEWS

The collegiate chapter has 45 members, including over 20 new members this year. In conjunction with the AMA Lincoln Professional Chapter the collegiate organization has instituted a mentorship program, where each student who wanted a mentor was partnered with a professional marketer to work with them throughout the academic year. The collegiate chapter worked with Union Bank to develop a marketing plan for the bank to get more student customers. Under the leadership of undergrad Seonmin Bae the team developed and

presented the plan to the Marketing team at Union Bank. Faculty Advisors are **Rob Simon** and **Steve Welton**.

PI SIGMA EPSILON CHAPTER

Scott Friend and **Joe Matthes** are currently co-advisors for the newly formed Pi Sigma Epsilon (PSE) chapter at UNL. PSE is a national organization for college students interested in furthering their sales, marketing, and management skills. The group plans to develop sales and marketing projects in the business community, as well as networking events and speaker workshops with sales organizations.

OUR GRADUATE STUDENTS

GRADUATE STUDENT UPDATES

Fourth year Ph.D. student **Shipra Gupta** is working on her dissertation, under the guidance of **Jim Gentry**. Shipra taught International Marketing this past year and has been busy spending time with her family.

Joining us from Lee's Summit, Missouri is First year Ph.D. student **Brad Horn**, who is working on research with **Scott Friend** and **Jeff Johnson**. He and his wife Heather were married on July 28, honeymooned for a week, packed for a week and moved to Lincoln to start the Ph.D. Program. He will be teaching Marketing Principles next semester.

Mengzhu Ji, first year Ph.D. student joins us from China. She is working on research with **Xin Zhao**. Mengzhu has learned a lot about English language, teaching skills, and American education and has made many new friends at UNL. Mengzhu looks forward to teaching next year.

Second year Ph.D. student **Elise Johansen** taught Marketing Communication Strategy this past year. For the past year, she has been refining her research interests into family diversity and children and advertising, working with **Les Carlson** and **Jim Gentry**. She finished and presented her Master's thesis, "The Portrayals of Family in Advertising: Children's Perspectives" this past summer. She traveled to Seattle and Phoenix and is looking forward to traveling to warm, sunny Orlando over Christmas break.

Jeff Johnson, fourth year Ph.D. student has been working on his dissertation under the direction of **Ravi Sohi**. Jeff was awarded the 2012-2013 Presidential Graduate Fellowship by the University of Nebraska. He also attended and presented at the AMA Summer Educators' Conference. Jeff Johnson's dissertation proposal has been selected as one of the finalists for the 2012 ISBM Doctoral Dissertation Award Competition. This is the most prestigious award for a business-to-business dissertation. Jeff taught Marketing Research and Marketing Channels this past year.

Justin Knight, first year MBA student and teaching assistant for the Marketing Principles classes. He is also completing his law degree and will graduate from law school next spring and taking the bar exam in August. He hopes to continue his MBA studies over the next few years.

Joseph Matthes is in his third year in the Ph.D. Program. He is currently researching marketing channels, franchise relationships, and marketing's utilization of information technology from a strategy perspective with **Amit Saini**. Joseph's wife, Melina, is a Reporter at KPTM Fox 42 in Omaha, as well as the Weekend Anchor at KFOR 1240am. Joseph taught Marketing Channels this year.

Third year Ph.D. student **Jessica Mikeska** taught Consumer Behavior and Market Research this year. She attended and was accepted into the Doctoral Workshop at the Marketing & Public Policy Conference in Washington, DC. Jessica is working on research projects with **Les Carlson**. She is now the proud aunt of not one, but two nephews!

Jenifer Skiba, first year Ph.D. student, comes from Kalamazoo, Michigan. Jen has been working with **Dwayne Ball** and **Amit Saini**. In addition to becoming a huge Husker fan (cheering for the Huskers over both Michigan teams), she has kept busy with multiple 5 and 10k race (across multiple states) - both road races and mud runs. Jen also enjoys the many biking/running trails in training for the upcoming Lincoln half marathon. She enjoyed a wonderful trip to Asheville, NC in September for a weight loss summit, and was honored to be a part of a panel discussion on successful weight loss. She will be teaching her first class next semester, Marketing Principles.

Justine Rapp accepted a job at University of San Diego and started this fall. Justine defended her dissertation and at December Doctoral Hooding, she will be the 100th person to receive their Ph.D. from the department!

Fifth year student **Tim Reilly** is working on his dissertation, chaired by **Jim Gentry**. He defended his dissertation proposal in April. His research focuses on how consumers respond to marketing crises. He taught Marketing Research and Marketing Channels this past year. Tim was also on the market this year, and has accepted a position with the University of Minnesota-Duluth. He is considering taking up the Olympic sport of curling, which is apparently played in the area (according to a tourism guide).

FELLOWSHIPS, HONORS AND AWARDS

Joseph Matthes and **Justine Rapp** received the department's "Award for Excellence in Teaching" by a Graduate Student.

Jeff Johnson received the department's "Award for Excellence in Research" by a Graduate Student.

Jessica Mikeska received the department's "Baker Award for Excellence in Service" by a Graduate Student.



L-R: Les Carlson, Justine Rapp, Joseph Matthes, Jessica Mikeska and Jeff Johnson

Shipra Gupta, Brad Horn, Joseph Matthes, and Jessica Mikeska, were awarded the J. J. and Eleanor S. Ogle Fellowships for 2012-2013. These fellowships are available to Ph.D. students in CBA and awarded by the department.

Elise Johansen and **Jenifer Skiba** were recipients of the Othmer Fellowship; **Mengzhu Ji** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

In recognition of her teaching accomplishments, **Justine Rapp** received the 2011-2012 Outstanding Graduate Research Assistant Award from CBA. She also was awarded Honorable Mention in recognition of her accomplishments for Outstanding Graduate Research Assistant Award by the Office of Graduate Studies. Justine was nominated by **Jim Gentry**.

Shipra Gupta, Jeff Johnson, and Joseph Matthes were awarded Honorable Mention in recognition of their accomplishments for Outstanding Graduate Teaching Assistant Award by the Office of Graduate Studies. Shipra was nominated by **Jim Gentry**, Jeff nominated by **Ravi Sohi**, and Joseph was nominated by **Amit Saini**.

Jeff Johnson was selected by the department to represent UNL at the 2012 AMA-Sheth Foundation Consortium, hosted by the University of Washington.

This year we participated in the 42nd Annual Haring Symposium, hosted by Indiana University, Kelley School of Business, Department of Marketing. Representing UNL was presenter **Shannon Cummins**, discussant **Jeff Johnson** and **Jim Gentry**.

Jeff Johnson served as Chair of the Marketing Planning and Organization Session at the AMA Summer Educators' Conference.

"Dying to be Tan: Policy Directives for the Indoor Tanning Industry," **Justine Rapp** and **Les Carlson**, received the 2012 Marketing and Public Policy Conference Best Student Conference Paper Award.

PUBLICATIONS

Friend, Scott B., Jeff S. Johnson, Brian N. Rutherford, and G. Alexander Hamwi. "INDSALES Model: A Facet-Level Job Satisfaction Model Among Salespeople." *Journal of Personal Selling and Sales Management* (Forthcoming).

CONFERENCE PRESENTATIONS

"A Stratified Examination of the Drivers and Outcomes of the Types of Marketing Cross-Pollination," **Jeff Johnson** and **Amit Saini**, presented at the AMA Summer Educators' Conference.

"Adult and Teen Internet Safety Perceptions and Behaviors: A Comparative Protection Motivation Theory Examination," **Jeff Johnson, Shipra Gupta, Les Carlson**, Nora J. Rifon, Robert LaRose, and Elizabeth T. Quilliam, presented at the AMA Winter Educators' Conference.

"Conjoint Analysis of the Consumer Trade-Off Decisions Associated with a Beverage Tax," **Jessica Mikeska**, presented at the AMA Marketing & Public Policy Conference.

"Understanding Antecedents to Overweight and Obese Among Children," **Jessica Mikeska, Pat Kennedy** and **Les Carlson**, presented at the AMA Marketing & Public Policy Conference.

"The Role of Franchisee Marketing Commitment on Promotion Execution and Performance," **Joseph Matthes** and **Amit Saini**, presented at the AMA Summer Educators' Conference.

"Is Believing in the Product Necessary? A Conceptual Model for Frontline Employee Buy-In," **Jessica Mikeska** and **Amit Saini**, AMA Winter Educators' Conference.

SERVICE

Elise Johansen and **Jeff Johnson** were student coordinators at the 21st Annual Robert Mittelstaedt Doctoral Symposium.

Shipra Gupta presented at the 21st Annual Robert Mittelstaedt Doctoral Symposium.

Jessica Mikeska was a discussant at the 21st Annual Robert Mittelstaedt Doctoral Symposium.

Elise Johansen serves as Vice President of our Marketing Doctoral Student Association.

Shipra Gupta reviewed manuscripts for the *Journal of Small Business Management*, Summer & Winter AMA Educators' Conferences and volunteers at Food Net Lincoln.

Joseph Matthes is President of our Marketing Doctoral Student Association.



L-R: **Jim Gentry, Justine Rapp** (Graduate Assistant Research Award recipient), **Les Carlson, Michelle Jacobs** (Distinguished Service Award recipient) and **Ravi Sohi** at the CBA Awards Reception.

OUR STAFF

Administrative Coordinator **Michelle Jacobs** just started her 29th year with the department. As usual, she is very busy taking care of everyone here in the department (and sometimes the college), helping on the farm, and at Brian's auto repair shop. She continues to work the Agribusiness Program, advising the 45 majors in the college. Michelle received the 2011-2012 Distinguished Service Award from the College of Business Administration. This is the fourth time Michelle has won this award, the most of anyone! This past summer Michelle assisted with our faculty recruiting efforts and attended the AMA Summer Educators' Conference. She had a great time seeing many friends and alumni in Chicago!

Mary Fischer, Office Associate, is in her second year with the department. She is enjoying her added responsibilities working with the Human Trafficking Conference. Kenny, Mary's son, who is in the 4th grade, still plays soccer and basketball and now also plays the violin. He has been invited to join the Duke University TIP Program, which is quite an accomplishment. Athletics and the theater are still their favorite outings.

Eric Reznicek, our returning student worker, is getting ever close to graduation. Being a junior, he only has about a year and a half left at the university. He is continuing studying Marketing and Finance through his Regent Scholarship, and is currently in the planning stages for his campaign for Student Body President. Summer employment includes State Farm's Enterprise Marketing Team.

OUR FACULTY

Linda and **Les Carlson** were not quite as ambitious this year regarding renovating/updating "the farm". This year's projects included some needed plumbing fixes plus taking down more trees that were lost to "pine blight". For the latter, Les "got" to accompany my tree man to dizzying heights to help "guide" cut branches to the ground, or, so he was told.

A team of UNL faculty has received one of six grants from Microsoft to study the role of technology in human trafficking. The project will focus on identifying the role of online advertising in child sex trafficking in the United States. The goal is to take a crucial step forward in combating domestic minor sex trafficking by identifying the role of the Internet in child sex trafficking and the clandestine language used in web advertising to facilitate child sex trafficking, and

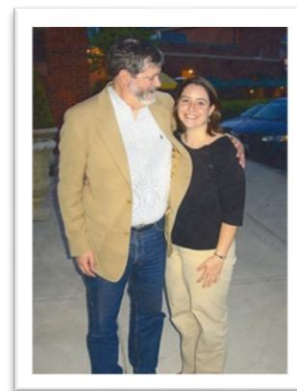
conceptualizing intelligent software to identify online advertising of child sex for sale. Principal investigators for the project are: **Dwayne Ball**, Anna Shavers, Sriyani Tidball, and Matt Waite, David Keck, is an investigator on the project.

Robyn and **Scott Friend** introduced the youngest member of the department on April 14, the birth of their son Jordan Daniel Friend. Scott is currently working on Sales Center and research projects in the areas of professional sales, sales force management, and business-to-business relationships.



Jordan Friend

Ruth and **Jim Gentry** traveled to Berlin for the Macromarketing Conference and Jim's personal/professional highlight of the year was presenting a paper at the Aging and Society conference in Vancouver with his co-author and daughter, Erin Gentry Lamb.



Erin Gentry Lamb and Jim Gentry at the Aging and Society Conference

Pat Kennedy's grandson, Finnegan Kincaid, turned three in August and provides more joy and entertainment every day. Pat will be retiring at the end of the upcoming Spring semester.

Rob Simon was promoted to Associate Professor of Practice. He was also chair of the search committee for the new Assistant Professor of Practice, which resulted in the hiring of **Steve Welton**. Rob also secured a \$2,000 grant from Target Corporation that will be used as cash awards to the top two teams in the retail case competition that will be held this upcoming Spring semester. Rob and Susan were married in May.



Rob & Susan Simon

Ravi Sohi continues to serve as the Associate Dean – Graduate Programs and Research and the Steinhart Foundation Distinguished Professor of Business.

Kathy and **Steve Welton** welcomed their first grandchild, Canon Lee Welton in September. Their son Tyler and his wife Amanda live in Nashville, Tennessee. Canon weighed 7 lbs. 2 oz.



Canon Welton

Xin Zhao arrived in Lincoln this fall and is becoming another Husker fan! Xin is becoming acclimated with the University and Lincoln. Welcome Xin! Xin is teaching Consumer Behavior and International Marketing.

HONORS AND AWARDS

Jim Gentry and **Amit Saini** each received a Seacrest Faculty Award for faculty research in CBA. This award is given for top-level publications.

Jim “Gym” Gentry received the department’s 2011-2012 Faculty Research Award.



Jim Gentry receiving the department’s Faculty Research Award

"The Role of Relational Knowledge Stores in Interfirm Partnering" published in *Journal of Marketing* in 2004 with **Ravi Sohi**, Raj Grewal (Penn State) and **Jean Johnson** (Washington State) was selected as the winner of the 2012 Stern Award. The selection committee indicated there were many great articles to consider, but felt that this paper stood out among the set as most worthy of the award. This is one of the most prestigious awards for a researcher in Marketing Channels. The award is given to an article appearing in a major journal that has made a significant contribution to the field of marketing and channels of distribution. More information on this award can be found at: <http://themarketingfoundation.org/stern.html>.

The Editorial Advisory Board of the *Journal of Marketing Education* selected the article "Educating Students to Give them a Sustainable Competitive Advantage," authored by **Les Carlson**, Christopher Hopkins and Mary Anne Raymond, which appeared in the December 2011 issue as the journal's Outstanding Article of the Year for 2011. They were honored at the Marketing Educators' Association (MEA) annual conference in Long Beach, CA.

Scott Friend received the Outstanding Faculty Award from Delta Sigma Pi.

Amit Saini was one of the recipients of CBA Summer Research Awards for 2012. These individuals were selected based on their research performance over the last five years.

At their Annual Professor Recognition, Beta Theta Pi Fraternity, awarded one of their 2012 Outstanding Educator Awards to **Les Carlson**.

Jim Gentry was one of three marketers recognized by the Macromarketing Society for their contributions to macromarketing at the Macromarketing Conference in Berlin, Germany this past summer.



L-R: Ruth Gentry, John Mittelstaedt, Ahmet Ekici and Jim Gentry at the Macromarketing Conference.

Rob Simon was the first recipient of Interim Chair Les Carlson's "Step Up" Award. This award was given by Les to a faculty member whom Les could continually rely to "volunteer" for any number of tasks during Les' time as Interim Chair. Thanks, Rob.



Rob Simon receiving his "Step Up" Award from Les Carlson

"Student Identification of Academic Cheating Typology and the Link to Shoplift Motivation," Kevin Shanahan, **Les Carlson**, and Mary Anne Raymond received the Lamb, Hair, McDaniel Best Paper Award Marketing Track at the Society of Marketing Advances Annual Conference.

CONFERENCE PRESENTATIONS

Les Carlson, Amanda Cooper Fine, Michael Dorsch, Stephen Grove, Scott Jones, and M. Wilson, "Special Session Issues in the Marketing of Spectator Sport: A Potpourri," Society of Marketing Advances Annual Conference.

Kevin Shanahan, **Les Carlson**, and Mary Anne Raymond, "Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation," Society of Marketing Advances Annual Conference.

Stephen Grove, Raymond Fisk, Lloyd Harris, Emmauel Ogbonna, Joby John, **Les Carlson**, and Jerry Goolsby, "Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...", Annual Conference of the Academy of Marketing Science.

Nathaniel Evans, **Les Carlson**, and Mariea Hoy, "Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergaming?" American Academy of Advertising Conference.

Erin Gentry Lamb and **Jim Gentry**, "Portrayals of Aging (versus the Aged) in American Advertising," Aging and Society Conference.

"Consumer Socialization during Family Life and Gender Role Transitions: Perceptions from Children and Their Single Fathers," **Rob Harrison, Jim Gentry**, and **Suraj Commuri**, Consumer Culture Theory Conference.

"The Golf Course as a Gendered Place: The Role of Interaction Rituals," **Jim Gentry, Lee McGinnis** and Alexandra Hein, Gender Conference.

"Perceptual Alignment & Asymmetry in Buyer-Seller Relationships," **Ravi Sohi, Mike Krush** and **Amit Saini**, AMA Winter Educators' Conference.

PUBLICATIONS

"Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation," Kevin Shanahan, Christopher Hopkins, **Les Carlson**, and Mary Anne Raymond, forthcoming, *Marketing Education Review*.

"Increasing Proclivity to Donate for Nonprofits Employing Print Advertisements: Depictions of Self-Inflicted versus Blameless Victims," Kevin Shanahan, Christopher Hopkins, **Les Carlson**, and Mary Anne Raymond, forthcoming, *Journal of Advertising*.

"The Effects of Mentoring on Salesperson Commitment," Nathaniel Hartmann, Brian N. Rutherford, G. Alexander Hamwi, and **Scott B. Friend**, forthcoming, *Journal of Business Research*.

"Antecedents to Consumer Perceptions of Sacredness in Extended Service Experiences: The Case of Golf," **Lee McGinnis**, **Jim Gentry**, and Tony Gao, *Journal of Services Research*.

"The Simple Man: The Consumption Behavior of the Principled Life," **Lee McGinnis**, Angela M. Frenkle, and **Jim Gentry**, forthcoming, *Journal of Consumer Behaviour*.

BOOK CHAPTERS

"A Theory of Advertising to Children," **Russ Laczniak**, and **Les Carlson**, invited and peer reviewed book chapter in *Advertising Theory*, edited by Shelly Rodgers and Esther Thorson.

"An Assessment of Sustainability Claims in Environmental Advertising," **Shannon Cummins**, **Tim Reilly**, **Les Carlson**, Stephen Grove, and Michael Dorsch, forthcoming, peer reviewed book chapter in *Environmental Marketing*, edited by Michael J. Polonsky.

"Masculinity Globally: Advertising-Based Observations from China and India," **Jim Gentry**, Himadri Roy Chaudhuri, and **Jie Gao Fowler**, in Jacob M. Aston and Estela Vasquez, *Masculinity and Femininity: Stereotypes/Myths, Psychology and Role of Culture*.

"A Grounded Theory of Transition to Involved Parenting: The Role of Household Production and Consumption in the Lives of Single Fathers," **Rob Harrison**, **Jim Gentry**, and **Suraj Commuri**, in Cele Otnes and Linda Tuncay-Zayer, *Gender, Culture, and Consumer Behavior*.

SERVICE

Les Carlson is a member of the Senior Advisory Board of the *Journal of Advertising* and *Journal of Marketing Theory and Practice*. He is also editorial review board member for *Academy of Marketing Science Review*, *Journal of Current Issues & Research in Advertising*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Marketing Education*, *Journal of Business Research*, *Journal of Marketing Theory & Practice*, *Journal of Consumer Affairs*, *Journal of Public Policy and Marketing*, *Services Industry Journal*, *Marketing Theory*, *Journal of Advertising Research*, and *Journal of Public Policy & Marketing*.

Scott Friend is an Ad Hoc reviewer for the *Journal of Personal Selling & Sales Management* AMA Summer Educators' Conference.

Ravi Sohi serves on the *Journal of Retailing* and *Journal of Personal Selling and Sales Management* editorial boards. He is an Ad Hoc reviewer for the *Journal of Marketing*, *Journal of the Academy of Marketing Science* and several other journals.

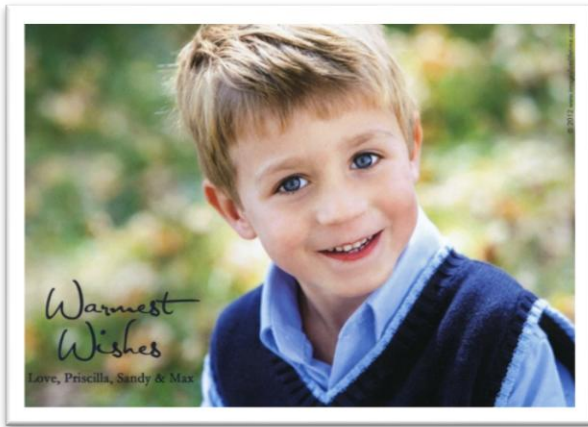
Amit Saini and **Ravi Sohi** are Marketing Theory Track Co-Chairs for the 2013 AMA Winter Educators' Conference.

OUR EMERITUS FACULTY

John Brasch continues to work in marketing and product development, leading two separate entities. TurunUK, Ltd sells products made by the Stanly Healthcare Division in the UK and Republic of Ireland. These are products used in long term care for resident safety, and the world's most adopted infant security system, Hugs. In 2012 they commissioned a Hugs system at the Portland hospital in London. Portland is the leading private women's and children's hospital in Great Britain. JBrasch Co LLC, the second company, has been developing new category products for patient safety in home care and new concepts in patient safety for caregivers in hospitals, nursing homes and continuing care retirement communities. These new product will launch in February and March of next year. John also continues I also continue to be active on the executive committee of the Nebraska Angels, Inc., an investor network focusing on startup Nebraska companies. The Nebraska Angels group has invested over \$5M in 14 companies in 7 years. At the end of November Beatty and John celebrated their 50th wedding anniversary and will splurge on a photography trip to Myanmar in February, after celebrating the holidays with their three grandchildren age 5-8 and their parents.

Dee and **Ron Hampton** spent their first retirement winter in Florida and were joined by their family for the holidays. They've also been research their families and beginning to pull together information on Ron's mother and father's life stories. Ron hopes to finish a book about their lives over the next year or so. Ron is still doing research in combatting human trafficking/slavery and the department needed someone to teach a class -- it didn't take much arm twisting to have him come back!

Priscilla, **Sandy Grossbart**, and Max also did some travelling this past year. Max keeps them very busy between school, soccer, and other events. Max is a **BIG** Husker fan and on home football games you can find him with his dad in Memorial Stadium!



Max Grossbart

Alberta and **Ray Marquardt** are doing well. They had a busy year, making several trips to Western Nebraska. Ray's mother passed away in September of 2011. She was 94. The highlight of 2012 was a trip to five countries in Europe for Ray, Alberta their daughters, son in-law and the five grandchildren. It was a great learning experience for all. The grandchildren range from Kaden who is 12 to Morgan who is 18 and a freshman at the University of Arizona.

After spending the winter in South Carolina, Venita and **Bob Mittelstaedt** celebrated their 80th birthdays with a family gathering in Colorado in July. Although Bob had co-authored a paper with son John for the Macromarketing Conference in Berlin, they didn't get to the meeting; instead they spent the summer becoming bionic – Venita with a pacemaker and Bob with hearing aids. After another winter in South Carolina, they are looking forward to travel in 2013.

OUR ALUMNI

ALUMNI UPDATES

Suresh Subramanian (1992) continues to work at Hewlett Packard. He was promoted this year to head Customer Insights for HP's \$40B PC division. Lots of travel and long hours. **Alka Subramanian** (1993) continues to run the Power of Love Foundation and her work in Africa is growing and being recognized. The program now has 200 HIV+ children in its care model. As a measure of how successful her work has been, every single child in the program is gaining weight, is off infections and all children who are of school-going age are attending school. She will be visiting Zambia again in early 2013. If anyone from our Nebraska family wants to join her, let her know soon. Their daughter Amritha (Bambi) got married this year. They had a fun wedding event in San Diego with lots of bollywood music and dance. Reena and **Ravi Sohi** represented the Husker family and lit up the place.



Suresh and Alka Subramanian during Bambi's wedding

Carl Witte (1997) was promoted to Full Professor at Roosevelt University in Chicago.

Mike Tippins (1999) has been part of a small faculty team charged with developing an executive MBA program. They'll launch it next September.

Marko Grünhagen (1999) was promoted to Professor of Marketing at Eastern Illinois University. He will also co-chair the 2013 International Society of Franchising (ISoF) conference in China with his academic "brother" **Bob Stassen** (1989), since **Bob Mittelstaedt** chaired both of their dissertations.

Lee McGinnis (2002) was promoted to Associate Professor at Stonehill College.

UNL MARKETING DEPARTMENT UPDATE & DONATION FORM

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Additional information for "Alumni News" to appear in our next *Marketing Milestones* newsletter:

Yes, I would like to support the **UNL Marketing Department's Programs!** I am enclosing a check made payable to University of Nebraska Foundation (*with Marketing Department in the memo area*) for : _____

Yes, I would like to support the **Robert Mittelstaedt Doctoral Symposium!** I am enclosing a check made payable to University of Nebraska Foundation (*with Mittelstaedt Symposium in the memo area*) for: _____

Return this form and your check(s) to:

University of Nebraska–Lincoln
Marketing Department
310 College of Business Administration
P.O. Box 880492, 512 N. 12th Street
Lincoln, NE 68588-0492

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