



# MARKETING MILESTONES

*News for UNL's Marketing Department Friends and Alumni*

## FROM THE DEPARTMENT CHAIR

To revise the old Lake Wobegon introduction, it is never a quiet year in the Marketing Department. We are always having things change, usually for the better, and you will see the evidence for all of that here.

You will see our new arrivals on the faculty, Ph.D. students, and staff, and you will see just a sampling of our activities as well. Our extended family is publishing, giving papers, winning awards, and even running conferences or parts of them, and so much more. I am so very proud to be in this office!

Come and see that we have **started something!**

Happy New Year!

Dwayne Ball  
Department Chair & Associate Professor of Marketing

# Start Something.

Start your story. Start your career. It all **starts** here.

## MARKETING DEPARTMENT

### MARKETING DEPARTMENT ADVISORY BOARD

In conjunction with the CBA Advisory Board Summit, the Marketing Department Advisory Board met this past fall. The advisory board members were uniformly enthusiastic about the Sales Center and felt it was a real point of differentiation for our department, the College of Business, and the University of Nebraska. The advisory board reminds us every year that Marketing is now an even faster-moving field, and we have to prepare our graduates to thrive under those conditions. They also tell us that employers want proactive, entrepreneurial leaders that think critically and execute solutions well. We are very fortunate to have their good counsel. The next Advisory Board Summit is tentatively scheduled for October 9, 2015.

### RECOGNITION FOR CONTRIBUTIONS TO STUDENTS

The UNL Parents Association and the Teaching Council asked UNL parents, in consultation with their sons and daughters, to nominate a faculty or staff member who "has made a significant contribution to their lives while at UNL." This was the 26th year for the faculty and staff "Certificate of Recognition for Contributions to Students" award. **Les Carlson, Michelle Jacobs, and Amit Saini** were recognized from the department.

### MITTELSTAEDT DOCTORAL SYMPOSIUM

Be sure to mark your calendars for the 24<sup>th</sup> Annual Mittelstaedt Doctoral Symposium, **April 2-4, 2015**, or visit the symposium's website:

[cba.unl.edu/academics/marketing/symposium/symposium.aspx](http://cba.unl.edu/academics/marketing/symposium/symposium.aspx)

**Jim Gentry** serves as faculty coordinator of the symposium.



Search *Robert Mittelstaedt Doctoral Symposium*

## OUR UNDERGRADUATES

### AMA COLLEGIATE CHAPTER

**Rob Simon** and **Steve Welton** were co-advisors to the chapter this fall. This year's officers are extremely engaged in developing programming and increasing membership. This past fall seven students traveled to University of Wisconsin-Whitewater for the AMA conference and came back energized and full of good ideas from one of the top collegiate chapters. Other activities included volunteering at Shop the Block, speakers from Single Barrel, Innovation Campus and NRC. Twenty seven students are participating in the mentorship program, which pairs them with mentors from the AMA Lincoln professional chapter. Several students plan to attend the national conference in New Orleans this March.

### TARGET CASE COMPETITION

Target Corporation and the Marketing Department again sponsored The Target Case Competition, which is open to all UNL undergraduate business students. Each team did a case analysis on the new City Targets that Target is developing. Target awarded \$3,000 in prize money to the students. Two teams of students tied for first and the students split \$2500 for first place. The third place team won \$500. The case presentations were judged by Target Management. Everyone who participated enjoyed the competition and the feedback from Target Management. Plans are underway for the 2015 Case Competition.

### EXPERIENTIAL LEARNING

For the eighth consecutive year, the Marketing Department has partnered an experiential learning class with the Union Pacific Railroad Marketing and Sales Department. **Rob Simon** taught the class in partnership with Mike Dickmeyer and Shawntell Kroese from Union Pacific. Twenty undergraduates and four graduate students from CBA were chosen for the class. The class is a competitive one with groups of students working on projects that Union Pacific has developed. The students present their results to Union Pacific managers. The students get feedback from the Union Pacific management. Union Pacific picks a winning team for each project, which created a high level of competition in the class. Individually, the students had the opportunity to present to Union Pacific's executive Vice Presidents of Marketing and Sales. Last year Union Pacific hired two students from the class.

Union Pacific also sponsored a case competition last spring that the Marketing Department participated in. The competition was between UNL and Iowa State. Each school brought two teams to the competition. The students were given a business case by Union Pacific and had five hours to develop a solution and presentation. They made their presentations to Union Pacific Management. One of the teams from UNL won second place. Eric Reznicek from UNL won the award for the top presenter.

During the spring semester, we began a new partnership for an experiential learning class with Lincoln Industries. **Steve Welton** taught this class. Lincoln Industries is a medium size B2B industrial company with about 500 employees. They are primarily known for industrial coatings for heat and wear resistance as well as cosmetic finishing. When you see a Harley motorcycle or Peterbilt truck, chances are the chroming was done at Lincoln Industries. Four graduate students and twenty undergraduate students were selected for the class this spring. The students were then placed into six, four-person teams which competed in three different marketing challenges for Lincoln Industries. The projects were: 1) finding new markets for their chroming capability 2) finding new markets for a specific product they make and 3) improving their B2B branding. Evaluation and feedback was given by Lincoln Industries' senior management and Steve. Lincoln Industries has hired and plans to continue to hire UNL students.

Students enrolled in MRKT 453 (International Marketing) during the summer session worked on a project for the University of Nebraska Federal Credit Union (NUFCU) to promote their company to international students. The students developed plans to promote NUFCU to students from Japan, Germany, and Canada. The students came up with three strategies on how to market to three different segments of international students. This project gave students the opportunity to learn how to promote to another culture.

### **NATIONAL RESEARCH CORPORATION'S (NRC) RISING STAR SCHOLARSHIP**

This is the fourth 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 Samantha Areman and Brendon Henning.



*Samantha Areman and Brendon Henning*

### **NATIONAL COLLEGIATE SALES COMPETITION**

Marketing majors Matthew Palmer and Sierra Allen participated in the National Collegiate Sales Competition (NCSC) at Kennesaw State University. They were coached by **Scott Friend** and **Jessica Mikeska**. The department will again be sponsoring two marketing students to compete at the National Collegiate Sales Competition (NCSC) taking place in Kennesaw, GA April 7 - 10, 2015. Scott Friend will be preparing the students for the competition, which hosts students from over 60 universities across the United States. This will be UNL's fourth year being involved in the competition!

### **CENTER FOR SALES EXCELLENCE**

The certificate and advanced certificate programs in sales excellence was launched during the spring semester. These programs are open to all majors on campus. The certificate requires 12 hours of coursework. The program is very popular with the students as well as with local area companies who are interested in hiring the students and becoming corporate partners for the center.

## OUR GRADUATE STUDENTS

### GRADUATE STUDENT UPDATES

Second year student **Arvind Agrawal** is working on research with **Scott Friend** and teaching Marketing Metrics. Arvind and his family again hosted a Deepawali party for members of the department. This was reminiscent of social gatherings back home when members of the faculty and fellow graduate students joined in celebrating the Hindu New Year.



*Arvind and family with some of their guests at their "Deepawali party."*

**Aditya Gupta**, first year student, is from Alwar, India and is making a career shift to academia after having spent a few years in sales management. He's enjoying every second of his first time here in America and has fallen in love with UNL and Lincoln. Other 'firsts' include an unforgettable stopover in New York before coming to Lincoln, seeing a football game in Memorial Stadium and enjoying a classical Thanksgiving experience. He's working on research with **Jim Gentry** and **Xin Zhao** and is busy learning about what life in academia is like!

**Elise Harvey**, in her fourth year in the program. She is working on a dissertation proposal with **Les Carlson**.

Second year student **Lynn Phillips** is working on research with **Jim Gentry** and **Meike Eilert**. Her area of focus is branding strategy. She is working on her second year paper with Jim and Meike. She taught Marketing Research this past year.

**Argha Sen**, first year student, is from New Dehli India. He has been working in marketing and sales with multinational companies. This is his first time in the United States. Argha is

working on research with **Alok Kumar** in business to business. His research interests include marketing strategy and sales management. Argha's family joined him in December.

Fourth year student **Jenifer Skiba**, is working on her dissertation proposal with **Amit Saini**. She taught Marketing Research and Consumer Behavior.

**Joseph Matthes** graduated in August and is an Assistant Professor at Marquette University. **Amit Saini** was his dissertation chair.

Also graduating in August was **Jessica Mikeska**, who accepted a position at the University of Massachusetts Dartmouth as an Assistant Professor. **Les Carlson** was Jessica's dissertation chair.

**Tim Reilly** received his doctorate at the December commencement ceremony.

### FELLOWSHIPS, HONORS AND AWARDS

**Elise Harvey**, **Jenifer Skiba**, **Arvind Agrawal**, **Aditya Gupta** and **Argha Sen** were awarded the J. J. and Eleanor S. Ogle Fellowships for 2014-2015. These fellowships are available to Ph.D. students in CBA and awarded by the department.

**Lynn Phillips**, **Aditya Gupta**, and **Jenifer Skiba** were recipients of the Othmer Fellowship; **Arvind Agrawal** and **Argha Sen** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

**Jenifer Skiba** was selected by the department to represent UNL at the 2014 AMA-Sheth Foundation Consortium, hosted by the University of Michigan and the ISBM Ph.D. Camp.

This year we again participated in the 43<sup>rd</sup> Annual Haring Symposium, hosted by Indiana University, Kelley School of Business Department of Marketing. Representing UNL was presenter **Jessica Mikeska**, discussant **Jenifer Skiba** and faculty representative **Xin Zhao**.

**Jessica Mikeska** received the 2013-2014 CBA Graduate Student Research Award.



**Elise Harvey** and **Jenifer Skiba** received the department's "Award for Excellence in Teaching" by a Graduate Student.



**Joseph Matthes** received the department's "Baker Award for Excellence in Service" by a Graduate Student.

## CONFERENCE PRESENTATIONS

**Jim Gentry, Lynn Phillips, M. Barnhart** (2014). "Everyday Consumption and Perceptions of Oldness: Barnhart and Penaloza Extended." ACR Latin American Conference, Guadalajara, Mexico

**Jenifer Skiba, Ravi Sohi** (2014). "Attachment Style Influence on Marketing Relationships," AMA Winter Marketing Educators' Conference Proceedings, Orlando, FL

**Jenifer Skiba, Xin Zhao** (2014). "Decline of a Consumption Community: The Biggest Loser Club (BLC)," CCT Conference Proceedings, Helsinki, Finland, (Poster presentation).

**Elise Harvey, Les Carlson** (2014). *Daddy, Let me Play on your iPhone: Parental Attitudes toward Child-Targeted Mobile Applications and Advertising.* 2014 AMA Marketing & Public Policy Conference.

## PUBLICATIONS

T. Al Baghal, R.F. Belli, **Lynn Phillips**, N. Ruther 2014. What Are You Doing Now? Activity-Level Responses and Recall Failures in the American Time Use Survey. *Journal of Survey Statistics and Methodology* 2(4):519-537.

## BOOK CHAPTERS

**Lynn Phillips**, M.C. Phillips, G.M. Phillips (2014). Where, Oh Where Have the Vampires Gone? An Extension of the Tiebout Hypothesis to the Undead. In G. Whitman and J. Dow (Eds.), *Economics of the Undead* (pp. 201-210). Lanham, MD: Rowman & Littlefield.

## SERVICE

**Jenifer Skiba** and **Lynn Phillips** were student coordinators at the 23<sup>rd</sup> Annual Robert Mittelstaedt Doctoral Symposium.

**Joe Matthes** presented and **Lynn Phillips** served as a discussant at the 23<sup>rd</sup> Annual Robert Mittelstaedt Doctoral Symposium.

**Lynn Phillips** is the department's representative to UNL's Graduate Student Association (GSA). She holds the position of Internal Research Co-Chair of the GSA Academic Affairs and Internal Research Committee.

## OUR STAFF

Administrative Coordinator **Michelle Jacobs**, as usual, is very busy taking care of everyone here in the department, working with the Agribusiness Program majors and sometimes within the college. She just started her 31<sup>st</sup> year with the department. Besides helping on the family farm, at Brian's auto repair shop, she babysits when she can to niece Penny. She was also recognized (fourth time) for Contributions to Students from the Parents Association and the Teaching Council at UNL and was the first recipient of a new award created in the college, Celebrate CBA – Say Thank You.

**Caitlyn Gardner**, Outreach Support Associate joined us this past August. Caitlyn received her BA in Communication Studies at UNL in May. Caitlyn and her husband Kendall have lived in Lincoln for three and a half years now with their dog Laney. Kendall is completing his coursework in nursing at Union College. They enjoy camping, fishing, and home improvement projects in their spare time.

Two new student workers joined us this year. **Nikki Novak**, senior agribusiness major from Elmwood, Nebraska and **Jackson Setter**, freshman accounting major (Michelle is trying to get that changed to marketing) from Paola, Kansas.

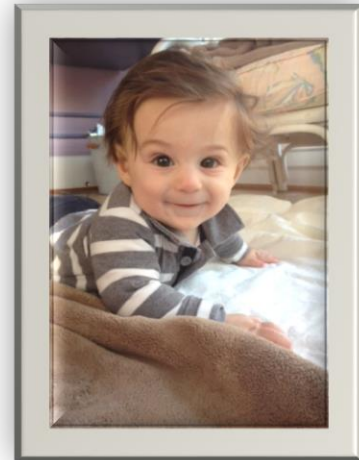
## OUR FACULTY

**Dwayne Ball** is serving as co-chair again of the Sixth Interdisciplinary Conference on Human Trafficking. His daughter Amanda graduated in May with her DVM from Kansas State University and is now practicing veterinary medicine in Lubbock, Texas where her husband has become a real estate agent. Son Allen, is in his seventh year as an aerospace engineer for Boeing, and is in charge of the group that manages fleet support for the 737. He and his new wife, Penny, were wed on August 16 in Seattle. Unlike his father, the boy has flair, and he and Penny arrived at the wedding reception on South Lake Union in a seaplane.

Linda and **Les Carlson's** construction on their new sunroom addition has officially started (late fall). This project has become much more involved (and expensive) than imagined. One of the unexpected components of this project was (is) construction of a new basement under the "den" portion of their home. They are excited about their new addition and are looking forward to hosting the department's end of the year party (if the work is actually completed by then).

**Meike Eilert** is enjoying living in downtown Lincoln, Husker athletics and the local music scene. She started learning how to play the guitar and is volunteering at the Capital Humane Society.

Robyn and **Scott Friend** welcomed their second child, Joshua in May. He is a happy baby, full of laughter and love. Jordan will be three in April and he is still making every day exciting and fun. Scott also helped launch the Center for Sales Excellence



*Josh Friend*



*Jordan Friend*

Joining us this year is **Imran Khan**, Assistant Professor of Practice, who is from Mobile, Alabama. His research interests include B2B and services marketing. He taught Sales Communication, Marketing Channels Management and Digital Marketing & Electronic Commerce.

**Alok Kumar** taught Marketing Channels Management, Marketing Management and Managerial Marketing in its new format, as an eight week class. His son Ayush is in first grade at Kloefkorn Elementary and daughter Shruti attends Lincoln East High School and is in 9<sup>th</sup> grade. They are planning to visit India this summer.

Also joining us this year is **Chad Mardesen**, Assistant Professor of Practice. Chad was previously at Nike, working as Tournament Director of the Cox Classic (Web.com Tour/PGA Tour event in Omaha). Chad and his wife Teresa have two children, Clara (11) and Davis (9) and lives in Omaha. He enjoys the commute and thanks the heavens every day for whoever invented satellite radio. Chad is assisting with the Center for Sales Excellence and is teaching the Advanced Professional Selling and Sales Force Management.

**Rob Simon** traveled to Porto Alegre, Brazil and represented UNL at two major universities, developing partnerships with them. He is also coordinating a trip to Brazil this upcoming summer for 20 UNL undergraduates

**Ravi Sohi** assumed responsibility as the Executive Director of the Center for Sales Excellence. Relocated Rohan to Houston this past summer. He completed his MPA in May and started work with Deloitte. Simran will finish the MBA program at UNL this spring. Ravi and Reena got a mini golden-doodle dog, Simba, who is one year old now.



Kathy and **Steve Welton** had a great year. They went to Sandals Resort in Ocho Rios, Jamaica in May for their 25<sup>th</sup> wedding anniversary (actually it was their 30<sup>th</sup> but they didn't celebrate #25). Son Kelley is attending UNL as a biology major. Visits to Nashville, Tennessee to see their grandson, Canon (age 2) and their son Tyler and wife Amanda. He has even found a bit of time for golf this year.

## HONORS AND AWARDS

**Alok Kumar** received the department's 2014 Faculty Research Award.

**Alok Kumar** received the 2014 CBA Distinguished Research Award.



*Alok Kumar receiving his award from Dean Donde Plowman.*

**Scott Friend** received the 2014 CBA Distinguished Teaching Award.



*Scott Friend receiving his award from Dean Donde Plowman.*

## GRANTS

**Dwayne Ball** and **Ron Hampton**, Nebraska VoT Phase 1", Nebraska Crime Commission.

**Les Carlson** is collaborator on "Point-of-Sale Tobacco Marketing", UNMC-University of Nebraska Medical Center.

## CONFERENCE PRESENTATIONS

**Russ Laczniak**, D. Walker, **Les Carlson**, D. Brocato (2014). Parental Influences on Children's Playing of Violent Videogames. Special session at the American Academy of Advertising Conference.

S. J. Grove, M. J., Dorsch, **Les Carlson** (2014). The Need for Internal Service Recovery: Safeguarding the Service Profit Chain. Society of Marketing Advances Conference.

**Shannon Cummins**, **Tim Reilly**, **Les Carlson**, S. J. Grove, M. J. Dorsch (2014). Sustainability in Advertising: Impactful or Inert. 43rd European Marketing Academy Conference.

**Meike Eilert**, S. Jayachandran (2014). Brands and Firm Performance. INFORMS Marketing Science Conference, Atlanta, GA.

**Jeff Johnson**, **Scott Friend**, B. Rutherford, G. Hamwi (2014). Absolute versus Relative Sales Failure. San Francisco, CA: AMA Summer Educators' Conference.

**Jie G. Fowler**, **Jim Gentry** (2014). The Portrayal of Quality of Life for the Elderly in Chinese Advertising: A Literary Criticism Approach. New Orleans, LA: Society for Marketing Advances Conference.

**Jim Gentry**, **Robert Mittelstaedt** (2014). A Macromarketing Perspective of THE Consumer Issue of the Future: The Quality of Life of the Elderly, Globally. Macromarketing Conference Proceedings

**Lee McGinnis**, R. A. Davis, **Jim Gentry**, T. Gao, **Sunkyu Jun** (2014). New Zealand Underdogs: Giving All a 'Fair Go'. Macromarketing Conference.

**Jim Gentry**, Jie G. Fowler (2014). The Aging Population and Quality of Life in Chinese Society: A Macromarketing Perspective. Macromarketing Conference.

**Jim Gentry**, A. Veeck, H. Yu, **Xin Zhao**, F. Yu (2014). The Food Risk Society in China. Macromarketing Conference.

W. Gwozdz, **Shipra Gupta**, **Jim Gentry** (2014). Can Consumer Satisfaction with Fashion Compensate for the Fashion Industry's Social Ills. Consumer Satisfaction - Dissatisfaction Conference.

**Jim Gentry**, C. Baker, **Stacey Baker** (2014). Making Sense of Body Disposition: Implications for Theory, Sustainability, and Public Policy. AMA Marketing & Public Policy Conference.

**Jim Gentry**, M. Kaulbach, Smith, J. Alexander, **Rob Simon**, A. Feinstein, A. (2014). Distance Learning and ABSEL--Revisited for the Nth Plus 1 Time. ABSEL Conference Proceedings.

**Shipra Gupta**, **Jim Gentry** (2014). The Psychological Effects of Perceived Scarcity on Consumers' Buying Behavior. Orlando, FL: American Marketing Association Winter Educators' Conference Proceedings.

A. Chakravarty, **Alok Kumar**, R. Grewal (2014). Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms, ISBM Biennial Conference Proceedings.

K. Wathne, **Alok Kumar**, J. Heide (2014). Institutional Influences on Governance Efficiency, ISBM Biennial Conference Proceedings.

**Ravi Sohi**, **Avinash Malshe** (2014). Learning to Improve New Product Outcomes. Lima: Academy of Marketing Science 17th Biennial World Marketing Conference.

**Ravi Sohi**, **Avinash Malshe** (2014). Getting Sales and Marketing to Work Together: A Grounded Theory Investigation. New Delhi: International Conference on Listening to Consumers Emerging Markets/AMA, ACR and AMS.

R. C. Myrtle, G. Ronald Gilbert, **Ravi Sohi** (2014). Leadership Effectiveness Compared Across Three Different Work Settings. Philadelphia, PA: Academy of Management Annual Meeting/Academy of Management

**Xin Zhao** (2014). The Decline of a Brand Community: The Biggest Loser Club (BLC). Consumer Culture Theory Conference Proceedings

## PUBLICATIONS

J. W. Peltier, **Shannon Cummins**, N. Pomirleanu, J. Cross, **Rob Simon** (2014). "A Parsimonious Instrument for Predicting Intent to Pursue a Sales Career: Scale Development and Validation," *Journal of Marketing Education*.

A. Chakravarty, **Alok Kumar**, R. Grewal (2014). Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms. *Journal of Marketing*, 78, 1-23.



J. B. Heide, **Alok Kumar**, K. H. Wathne (2014). Concurrent Sourcing, Governance Mechanisms, and Performance Outcomes in Industrial Value Chains. *Strategic Management Journal*, 35, 1164-1185.

**Jeff Johnson, Ravi Sohi** (2014). The Curvilinear and Conditional Effects of Product Line Breadth on Salesperson Performance, Role Stress, and Job Satisfaction. *Journal of the Academy of Marketing Science*, 42(1), 71-89.

**Scott Friend**, C. F. Curasi, J. S. Boles, D. N. Bellenger (2014). Why Are You Really Losing Sales Opportunities? A Buyer Perspective on the Determinants of Key Account Sales Failures. *Industrial Marketing Management; Special Issue - Key Account Management Effectiveness: Broadening the Scope of Analysis*, 43, 1124-1135.

**Scott Friend, Jeff Johnson** (2014). Key Account Relationships: An Exploratory Inquiry of Customer-Based Evaluations. *Industrial Marketing Management*, 43, 642-658.

**Jeff Johnson, Scott Friend**, B. Horn (2014). Levels of Analysis and Sources of Data in Sales Research: A Multilevel-Multisource Review. *Journal of Personal Selling & Sales Management*, 34, 70-86.

**Les Carlson**, B. Clark (2014). *Reassessing the Current State of Advertising to Children* (3rd ed., vol. 33, pp. 429-436). Special Issue of International Journal of Advertising on "Children and Advertising" introduction chapter.

**Shannon Cummins, Tim Reilly, Les Carlson**, S. J. Grove, M. J. Dorsch (2014). Investigating the Portrayal and Influence of Sustainability Claims in an Environmental Advertising Context. *Journal of Macromarketing, Sage Publications*, 34(3), 332-348.

A. Veeck, F. Yu, F., H. Yu, G. Veeck, **Jim Gentry** (2014). Influences on Food Choice of Urban Chinese Teenagers. *Young Consumers*, 15, 296-311.

## BOOKS & BOOK CHAPTERS

**Les Carlson**, N. J. Rifon, M. B. Royne (2014). Introduction Chapter. In Nora J. Rifon, Marla B. Royne, and Les Carlson (Ed.), *Advertising and Violence: Concepts and Perspectives*. Armonk, NY: M.E. Sharpe.

B. J. Blackford, **Jim Gentry, Rob Harrison, Les Carlson** (2014). The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials. In Dedria Bryfonski (Ed.), *Violence in the Media*. Greenhaven Press.

B. J. Blackford, **Jim Gentry, Rob Harrison, Les Carlson**. (2014). The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials. In Nora J. Rifon, Marla Royne Stafford, and Les Carlson (Ed.), *Advertising and Violence: Concepts and Perspectives*.

## 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*. Les was also invited editor of the special issue, 33 (3) of *International Journal of Advertising* on "Children and Advertising."

**Meike Eilert** reviewed for the Academy of Marketing Science Annual Conference and AMA Summer Educators' and Winter Educators' Conferences. She also organized a special session and moderator (with Niket Jindal from UT Austin) at INFORMS Marketing Science Conference.

**Scott Friend** serves as an ad-hoc reviewer for the *Journal of Personal Selling & Sales Management*; reviewed for the AMA Summer and Winter Educators' Conferences and the National Collegiate Sales Competition (Doctoral Student Track). He is also advisor to UNL's Pi Sigma Epsilon Chapter.

**Alok Kumar** serves as an ad-hoc reviewer for various journals, including *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Services Research*. He is also track chair for the Business-to-Business track at the upcoming AMA Winter Educators' Conference.

**Alok Kumar** and **Amit Saini** were co-chairs of the B2B Marketing Track at the AMA Winter Educators' Conference.

**Amit Saini** now serves as Chair of the AMA Strategy SIG.

**Rob Simon** and **Steve Welton** are co-advisors of our AMA Collegiate Chapter.

**Steve Welton** is faculty advisor for the Chinese Students and Scholars Association.

**Ravi Sohi** continues to serve on UNL's Research Policy Committee as well as help out with the University's international initiatives. He also continues to serve of the editorial review boards of the *Journal of Retailing* and the *Journal of Personal Selling and Sales Management*. He is also an ad-hoc reviewer for the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and several other journals.

## OUR EMERITUS FACULTY

Venita and **Bob Mittelstaedt** have had a good year, staying healthy and having opportunities to spend time with their busy family. Granddaughters Morgan (freshman) and Meredith (senior) Mann are both enrolled at the University of Missouri. Matthew Mittelstaedt is a sophomore in high school, remains active in Scouts and with the swim team. His sister Marlow, who just turned 8, is in second grade at the University "lab school" and loves it. They are in Laramie, Wyoming.

Priscilla Henkelmann and **Sandy Grossbart** have kept extremely busy this past year. They rang in 2014 in the warm waters of the Caribbean. Max turned seven in May. He likes school and also enjoys extracurricular activities, including karate, tennis, football, and pretty much any sport. He loves being outdoors.



Max Grossbart

**Ron Hampton** retired for the second time from UNL by stepping down from the Executive Education Director position June 1. He was able to develop the Executive Education programs for CBA, which included the development of Power Breakfasts and Lunches. Ron has continued working against human trafficking and continues to serve on the Human

Trafficking Conference organizing committee. He recently finished the first draft of a book about his parents' lives. He will seek a publisher after the first of the year. It is entitled, *The Orphans, the Ordinary and the Extra-ordinary*. Dee finished many beautiful quilts this past year and won a first and a second place ribbon at the fair with two of her hand quilted quilts. They have been enjoying retirement including fun with their four grandchildren, Theo, Gavin, Phoebe, and Liam. They also have enjoyed traveling and recently returned from a trip to San Francisco and have plans to spend time in Europe next year traveling.

## OUR ALUMNI

### ALUMNI UPDATES

After working at Radford University for 30 years, **Hsin-Min (Carl) Tong** (1978) retired at the end of the spring semester of 2014. You can read his article titled "Strengthen the U.S.-Brazil Trade Partnership" via the link:

[http://www.roanoke.com/opinion/commentary/strengthen-the-u-s--brazil-trade-partnership/article\\_d46c2350-70dc-11e3-b999-001a4bcf6878.html](http://www.roanoke.com/opinion/commentary/strengthen-the-u-s--brazil-trade-partnership/article_d46c2350-70dc-11e3-b999-001a4bcf6878.html)

**Cecelia Wittmayer** (1993) retired from her administrative position but still teaches 1-2 marketing classes a year. Norman is still feeding America. Daughter Morgan has moved back to South Dakota and is with an architectural firm in Sioux Falls, and very happy to have her back in the state.

**Marko Grünhagen** (1999), Lumpkin Distinguished Professor at Eastern Illinois University, has taken on additional responsibilities as Director of the new Entrepreneurship (SEED) Center at EIU. As newly elected officers of the *International Society of Franchising (ISoF)*, Marko (President) and **Bob Stassen** (Treasurer) are continuing the tradition of UNL Marketing graduates' impact in the academic world of franchising.

**Avinash Malshe** (2005) first co-authored book is slated for publication

<http://www.businessexpertpress.com/books/improving-sales-and-marketing-collaboration-step-step-guide>

**Aubrey R Fowler III** (2008) has had a busy year. Aside from being granted promotion to associate professor and receiving tenure, the Langdale College of Business gave him the opportunity to head the new Department of Marketing & International Business. In addition, he has published an article in *Qualitative Marketing Research* titled *Fashion Globally: A Cross-Cultural and Generational Examination* along with his

co-authors **Jie Fowler** and Tim Reisenwitz and a book chapter with **Clinton Lanier** and Scott Rader titled “*What Are You Looking At, Ya Hockey Puck?!*” *Anthropomorphizing Brand Relationships in the Toy Story Trilogy*, and he has presented his Commercial Intimacy paper at SMA New Orleans. Along with **Mike Krush**, **Julie Pennington**, and John Mittlestaedt, he also has a paper forthcoming at *Journal of Business Research* titled Positive Marketing Through Alternative Forms of Exchange: Understanding Sharing Through an Online Community, and he is co-authoring the new edition of James Burrows’ *Marketing* text book. Among that flurry of activity, he actively enjoys playing with his daughter, Olivia, who is now four years old and runs the house.

Joan and **Mike Krush** (2009) are both entering their sixth year at NDSU. Gerin is four and enjoying pre-school and Griffin turned one and enjoys walking and mischief. Joan received the Outstanding Professional Adviser Award at NDSU in 2014. The award highlights the importance of academic advising at NDSU by recognizing advisers who are committed to helping undergraduate students reach their full potential.



*Gerin and Griffin Krush*

**Rob Harrison** (2009) was promoted to Associate Professor at Western Michigan University.

**Shannon Cummins** (2012) and Clay Stephens welcomed their son Ellis in November.



*Ellis Stephens*

**Jie Gao Fowler** (2012) passed her pre-tenure review. Olivia was transferred to a private college prep school.

**Jeff Johnson** (2013) dissertation was selected as the 1<sup>st</sup> Runner-Up in the 2014 AMA Sales SIG Dissertation Award competition. Jeff was recognized and presented the award at the AMA Summer Marketing Educators’ Conference at San Francisco in August.



Melina and **Joseph Matthes** (2014) are expecting their first child in May.

**Jessica Mikeska** (2014) became engaged to Brian Kirkland.

# UNL MARKETING DEPARTMENT UPDATE & DONATION FORM

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

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University of Nebraska–Lincoln  
Marketing Department  
310 College of Business Administration  
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Lincoln, NE 68588-0492

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