

Dr. Ronald D. Hampton

University of Nebraska-Lincoln
Marketing
(402) 472-2316
Email: ron@unl.edu

Education

Ph D, University of Arkansas, 1984.

Major: Marketing

Supporting Areas of Emphasis: Economics and Social Psychology

Dissertation Title: A Model of Retail Salespersons' Job Satisfaction, Career Commitment, and Job Performance

MBA, Central Missouri State University, 1978.

Major: Marketing

Supporting Areas of Emphasis: Retailing

B.S.B.A, Central Missouri State University, 1972.

Major: Management

Academic, Government, Military and Professional Positions

Academic

Director of Executive Education, University of Nebraska-Lincoln, College of Business Administration. (July 2013 - Present).

Associate Professor of Marketing-Emeritus, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (September 2011 - Present).

Associate Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (September 1990 - August 2011).

Hollman Professor of International Business and Marketing, University of Nebraska-Lincoln, College of Business Administration. (1994 - 2002).

Assistant Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (August 1984 - August 1990).

Marketing Coordinator and Assistant Professor of Marketing, Southwest Missouri State University. (August 1982 - May 1984).

Research Assistant, University of Arkansas, Marketing Department. (July 1981 - August 1982).

Assistant Director, Arkansas Research Household Panel, College of Business, University of Arkansas. (August 1980 - August 1982).

Instructor, Marketing Department, University of Arkansas. (August 1980 - May 1981).

Instructor, Marketing Department, Central Missouri State University. (September 1978 - August 1980).

Military

Petty Officer - Second Class, U. S. Navy. (1966 - 1970).

Professional

U.S. Information Agency.

Outside Sales Consultant, YourChoiceAuto.

Ties That Bind, Inc. (1990 - 1995).

Principal Investigator, Eurasia Foundation. (1994).

Executive Development Seminar, Nebraska Savings & Loan Assoc. (February 1986).

NE Management/Recruiter, F. W. Woolworth & Co. (1972 - 1977).

Professional Memberships

American Marketing Association. (1984 - Present).

American Marketing Association - Lincoln Chapter. (1984 - Present).

Association for Consumer Research. (1984 - Present).

Chamber of Commerce, Lincoln. (1994 - 1998).

Chamber of Commerce, Omaha. (1994 - 1998).

Awards and Honors

Outstanding Leadership Award, AMA Student Chapter. (2010).

College of Business Administration Advisory Board Award for Faculty of the Year. (2008).

Phi Beta Delta International Faculty Award of the Year. (2008).

Nominated for Outstanding Teacher Award. (2007).

Nominated for Phi Beta Delta International Scholar of the Year. (2007).

Nominated for Chancellor's Award for Exemplary Service to Students. (2006).

Contributions to Students Award, UNL Parents Association. (2005).

Nominated for Chancellor's Award for Exemplary Service to Students. (2005).

Nominated for Outstanding Teacher Award. (2005).

Nominated for the Marketing Management Association Teaching Award. (2005).

Contributions to Students Award, UNL Parents Association. (2004).

Faculty Appreciation Award, Greek Scholarship Appreciation UNL. (2003).

CBA Distinguished Teaching Award. (2002).

Contributions to Students Award, UNL Parents Association. (2002).

Faculty Recognition, Department of Intercollegiate Athletics. (2002).

Most Valued Professor Award, Delta Sigma Pi. (2002).

Nominated for Outstanding Teacher Award. (2002).

Nominated for the University Distinguished Teaching Award. (2002).

Adopt-A-Faculty Award Recipient, Delta Sigma Pi. (2001).

Contributions to Students Award, UNL Parents Association. (2001).

Faculty Recognition, Department of Intercollegiate Athletics. (2001).

Marketing Professor Contributor of the Year, Marketing Club. (2001).

Nominated for Outstanding Teacher Award. (2001).

University Professor of the Month, Mortar Board. (November 2001).

Marketing Professor of the year, Marketing Club. (2000).

Contributions to Students Award, UNL Parents Association. (1999).

Outstanding Contributor Award, Student Advisory Board of CBA. (1998).

Visiting Scholar, Senshu University, Tokyo, Japan. (1998).

Academic Development and Contribution Award, Istanbul University. (1997).

Distinguished Service Award, Patronage Conference. (1995).

Honorary Faculty, Kyrgyz-American School (American University of Kyrgyzstan). (1995).

Nominated for Outstanding Teacher Award. (1989).

Outstanding Faculty Research Award. (1987).

Outstanding Faculty Fellowship Award. (1986).

American Marketing Association Consortium Fellow, University of Arkansas. (1983).

Alpha Kappa Psi. (1980).

Decision Sciences Honorary. (1980).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

BSAD 491, International Marketing, 4 courses.
GRBA 813, Managerial Marketing, 39 courses.
MRKT 341, Marketing, 4 courses.
MRKT 425, Retailing Management, 1 course.
MRKT 442, Marketing Management, 3 courses.
MRKT 453, International Marketing, 1 course.
MRKT 490, Marketing Special Topics AMA Goodyear Case, 3 courses.
MRKT 813, Managerial Marketing, 2 courses.
MRKT 898, Union Pacific, 11 courses.

Directed Student Learning

Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor), Marketing. (August 2005 - August 2008).
Advised: Clinton Lanier

Doctorate (committee chair/supervisor), Marketing. (August 2003).
Advised: Athinodoros Chronis

Doctorate (committee member)

Doctorate (committee member), Marketing. (2004 - May 2009).
Advised: Julie Pennington

Doctorate (committee member), Marketing. (August 2003 - April 2009).
Advised: Robert Harrison

Doctorate (committee member), Marketing. (2004 - August 2008).
Advised: Aubrey Fowler

Doctorate (committee member), Marketing. (December 2002).
Advised: Ahmet Ekici

Doctorate (committee member), Marketing. (August 2002).
Advised: Lee McGinnis

Doctorate (committee member), Marketing. (August 2001).
Advised: Lynn Samsel

Doctorate (committee member), Marketing. (August 2000).
Advised: Preeti Sharma

Doctorate (committee member), Economics. (August 1999).
Advised: Sadullah Celik

Doctorate (committee member), Marketing. (August 1997).
Advised: Tim Burkink

Doctorate (committee member), Marketing. (May 1997).
Advised: Jim Harter

Doctorate (committee member), Marketing. (August 1996).
Advised: Debra Dahab

Doctorate (committee member), Marketing. (August 1995).
Advised: Ken Anselmi

Doctorate (committee member), Marketing. (August 1995).
Advised: Madhavan Parthasarathy

Doctorate (committee member), Marketing. (August 1994).

Doctorate (committee member), Marketing. (December 1992).
Advised: Steve Schulz

Doctorate (committee member), Marketing. (December 1989).
Advised: Robert Stassen

Doctorate (committee member), Marketing. (May 1989).
Advised: Hal Koenig

Doctorate (committee member), Marketing. (August 1988).
Advised: Jean Johnson

Doctorate (committee member), Marketing. (August 1988).
Advised: Young Lim

Masters (committee member)

Masters (committee member), Other (Within University of Nebraska-Lincoln). (May 2006).
Advised: Kumar Rao

Masters (committee member), Other (Within University of Nebraska-Lincoln). (May 1993).
Advised: Steve Narans

Other

Other (Within University of Nebraska-Lincoln). (August 2010 - December 2010).
Advised: Sara Smits

Other (Within University of Nebraska-Lincoln). (July 2010 - August 2010).
Advised: Ned Pelster

Other (Within University of Nebraska-Lincoln). (July 2008 - August 2008).
Advised: Sarah Andrews

(August 2007 - December 2007).
Advised: Bo Ruud

(August 2007 - December 2007).
Advised: Christopher Bohaboj

(August 2007 - December 2007).
Advised: Laura Linden

(July 2007 - August 2007).
Advised: Jennifer Green

(June 2006 - July 2006).
Advised: Adam Carriker

(May 2006 - June 2006).
Advised: Adam Carriker

(January 2006 - May 2006).
Advised: Elizabeth Aumua

(January 2006 - May 2006).
Advised: Rachelle Bose

(August 2005 - December 2005).
Advised: Erin Wolfe

(August 2005 - December 2005).
Advised: Samuel Koch

(July 2005 - August 2005).
Advised: Adam Carriker

(June 2005 - July 2005).
Advised: Adam Carriker

(January 2005 - May 2005).
Advised: David Offner

(January 2005 - May 2005).
Advised: Felicia Bachman

(January 2005 - May 2005).
Advised: Karla Birkel

(January 2005 - May 2005).
Advised: Melissa Elmer

(January 2005 - May 2005).
Advised: Sharon Czarnek

(January 2005 - May 2005).
Advised: Walker Zulkoski

(August 2004 - December 2004).
Advised: Lyndsay Petska

Postbaccalaureate, Marketing. (January 2011 - May 2011).
Advised: Shipra Gupta

Postbaccalaureate. (May 2010 - July 2010).
Advised: Jaclyn Michelsen

Postbaccalaureate. (May 2010 - July 2010).
Advised: James Hartnett

Postbaccalaureate. (May 2010 - July 2010).
Advised: Tami Kaschke

Postbaccalaureate. (May 2010 - June 2010).
Advised: Crystal Benavides

Postbaccalaureate, Marketing. (January 2009 - December 2009).
Advised: Edward Nowlin

Postbaccalaureate. (January 2009 - May 2009).
Advised: Debolina Ray

Postbaccalaureate. (January 2009 - May 2009).
Advised: Dipti Rane

Postbaccalaureate, Marketing. (January 2009 - May 2009).
Advised: Julie Pennington

Postbaccalaureate. (January 2009 - May 2009).
Advised: Nathan Swift

Postbaccalaureate, Marketing. (January 2009 - May 2009).
Advised: Robert Harrison

Postbaccalaureate. (January 2009 - May 2009).
Advised: Scott Walhaug

Postbaccalaureate. (January 2009 - May 2009).
Advised: Shannon Whisler

Postbaccalaureate. (January 2009 - May 2009).
Advised: Stacy Meints

Postbaccalaureate, Marketing. (May 2008 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (January 2008 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (August 2007 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (July 2007 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (June 2007 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (January 2007 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (August 2006 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (May 2006 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (May 2006 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (January 2006 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate, Marketing. (August 2005 - August 2008).
Advised: Clinton Lanier

Postbaccalaureate. (June 2008 - July 2008).
Advised: Eric Wolford

Postbaccalaureate. (May 2008 - July 2008).
Advised: Mark Heiser

Postbaccalaureate. (May 2008 - July 2008).
Advised: Sarah Amstutz

Postbaccalaureate. (May 2008 - July 2008).
Advised: Takuya Kato

Postbaccalaureate. (May 2007 - July 2007).
Advised: David Dewester

Postbaccalaureate. (May 2007 - July 2007).
Advised: John Brodston

Postbaccalaureate. (January 2007 - May 2007).
Advised: Adrian Basulto

Postbaccalaureate. (January 2007 - May 2007).
Advised: Ella Reeves

Postbaccalaureate. (January 2007 - May 2007).
Advised: Javier Perez

Postbaccalaureate. (January 2007 - May 2007).
Advised: Meghan Lyons

Postbaccalaureate. (January 2007 - May 2007).
Advised: Patrick Ryan

Postbaccalaureate, Marketing. (August 2005 - December 2006).
Advised: Clinton Lanier

Postbaccalaureate. (May 2006 - July 2006).
Advised: Aaron Raymond

Postbaccalaureate. (May 2006 - July 2006).
Advised: Anneke Gustafson

Postbaccalaureate. (May 2006 - July 2006).
Advised: Christopher Kerr

Postbaccalaureate. (May 2006 - July 2006).
Advised: David Dewester

Postbaccalaureate. (May 2006 - July 2006).
Advised: Erinn Brauer

Postbaccalaureate. (May 2006 - July 2006).
Advised: Jais Woolf

Postbaccalaureate, Marketing. (May 2006 - July 2006).
Advised: Jule Pennington

Postbaccalaureate. (May 2006 - July 2006).
Advised: Neil Donovan

Postbaccalaureate. (May 2006 - July 2006).
Advised: Seth Kunnemann

Postbaccalaureate. (May 2006 - July 2006).
Advised: Tomas Murtagh

Postbaccalaureate. (January 2006 - May 2006).
Advised: Daniel Carmody

Postbaccalaureate, Marketing. (July 2005 - August 2005).
Advised: Clinton Lanier

Postbaccalaureate. (June 2005 - July 2005).
Advised: Britton Nielsen

Postbaccalaureate. (June 2005 - July 2005).
Advised: Cameron Thomson

Postbaccalaureate. (June 2005 - July 2005).
Advised: Eric Snell

Awards and Honors

Graves-Leopold Award, College of Business Administration, UNL. (March 2010).

CBA Distinguished Teaching Award. (2008).

CBA Distinguished Teaching Award. (2007).

Nominated for Outstanding Teacher Award. (2006).

CBA Distinguished Teaching Award. (2003).

Nominated for the University Distinguished Teaching Award. (2003).

RESEARCH

Published Intellectual Contributions

Book Chapters

Hampton, R. D., Lanier, C. (2009). Experiential Marketing: Understanding the Logic of Memorable Customer Experiences. In Adam Lindgreen, Joelle Vanhamme, and Michael Beverland (Ed.), *Memorable Customer Experiences*. Gower Publishing Ltd.

Refereed Journal Articles

Chronis, A., Arnould, E. J., Hampton, R. D. (2012). Gettysburg re-imagined: The Role of Narrative Imagination in Consumption Experience. *Consumption Markets & Culture*, 1-26.
<http://dx.doi.org/10.1080/10253866.2011.652823>

Pennington, J., Ball, A. D., Hampton, R. D., Soulakova, J. (2009). The Cross-National Market in Human Beings. *Journal of Macromarketing*, 29, 119-134. jmmk.sagepub.com

Hampton, R. D., Chronis, A. (2008). Consuming the Authentic Gettysburg: How a Tourist Landscape Becomes an Authentic Experience. *Journal of Consumer Behavior*, 7, 111-126.
info@wiley.com

Chronis, A., Hampton, R. D. (2006). Authenticity at Gettysburg. *Advances in Consumer Research*, 33, 367-369.

Parthasarathy, M., Sohi, R. S., Hampton, R. D. (1994). Dual Diffusion: Analysis and Implications for Sales Force Management. *Journal of Marketing Theory and Practice*, 2.

Hampton, R. D., Darden, W. R., McKee, D. (1993). Salesperson Employment Status as a Moderator in the Job Satisfaction Model: A Frame of Reference Perspective. *Journal of Personal Selling & Sales Management*.

Grossbart, S., Hampton, R. D., Rammohan, B., Lapidus, R. S. (1990). Environmental Dispositions and Customer Response to Store Atmospherics. *Journal of Business Research*, 21, 225-241.

Hampton, R. D., Sinkula, J. M. (1988). Centralization and Information Acquisition by In-House Market Research Departments. *Journal of Business Research*.

Hampton, R. D., Boatwright, E.W., Darden, W. R. (1987). Investigating Retail Employee Turnover: An Application of Event History Analysis. *Journal of Retailing*.

Hampton, R. D., Guy, B., Sinkula, J. M. (1987). An Investigation of Bank Image as Perceived by the Retail Customer. *Journal of Professional Services Marketing*.

Hampton, R. D., Dubinsky, A. J., Skinner, S. J. (1986). A Model of Sales Supervision Leadership Behavior and Retail Salespeople's Job-Related Outcomes. *Journal of the Academy for Marketing Science*.

Hampton, R. D., Darden, W. R., Carlson, S. M. (1984). Issues in Fitting Theoretical and Measurement Models in Marketing. *Journal of Business Research*, 12.

Hampton, R. D., Darden, W. R., Boatwright, E. (1982). Itrec. *Journal of Marketing Research*.

Conference Proceedings

- Ball, A. D., Hampton, R. D., Pennington, J. R., Ngyuen, A. (2012). *A Method for Determining Advertising Effectiveness in Bring HT Victims to Rehabilitation*. Lincoln, NE: 2012 Interdisciplinary Conference in Human Trafficking Proceedings.
digitalcommons.unl.edu/humtraffconf4/
- deMcKinney, T., Pennington, J., Ball, A. D., Hampton, R. D., Creswell, J. (2011). *Finding Weak Points in the Human Trafficking System: An Analysis of 156 Cases*. Lincoln, NE: Third Annual Interdisciplinary Conference on Human Trafficking Proceedings.
- Sebora, T. C., Prayotudomkit, P., Hampton, R. D. (2011). *Small Business Ownership by Thai Women: The Influence of Personal, Family, and Resource Access Antecedents*. International Family Enterprise Research Academy.
- Ball, A. D., Hampton, R. D., Pennington, J., Ngyuen, A. (2010). *Understanding Human Trafficking as a Marketing System*. Lincoln, NE: Second Interdisciplinary Conference on Human Trafficking Proceedings/UNL Human Trafficking Team.
digitalcommons.unl.edu/humtraffconf2/
- Hampton, R. D., Ball, A. D., Pennington, J. (2010). *Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Methods: Toward A Global Approach*. Bali: Pan-Pacific Conference.
- Ball, A. D., Hampton, R. D., Pennington, J., Nguyen, A. (2009). *Estimating the Extent of Human Trafficking in the Ukraine*. Lincoln, NE: First Interdisciplinary Conference on Human Trafficking Proceedings.
- Hampton, R. D. (2009). *I'm All In': The Marketing Consumption of Poker*. Pan Pacific Conference.
- Hampton, R. D., Pennington, J., Ball, A. D. (2008). *Human Trafficking as a Marketing System: How to Disrupt or Disable the System*. San Jose: Pan Pacific Conference.
- Hampton, R. D., Viddayakorn, S., Sebora, T. (2007). *Mimetic Isomorphic Approach of Thai Collegiate Entrepreneurship Education: Can Imitating the U.S. Speed Up the Effectiveness of Thailand's System?*. Queenstown: Pan Pacific Conference.
- Ball, A. D., Rao, K., Hampton, R. D. (2007). *Examination of Types and Effects of Spiritual Seeking*. San Diego, CA:.
- Hampton, R. D., Ball, A. D., Rao, K. (2006). *Spiritual but not Religious: Insights from an Online Panel*. Chicago: presented at the Midwest Association for Public Opinion Research conference.
- Hampton, R. D., Ball, A. D., Pennington, J. (2006). *Human Trafficking: A Marketing Perspective*. Pan Pacific Conference.
- Hampton, R. D., Ball, A. D., Rao, K. (2006). *Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior*. Montreal: AAPOR conference.
- Hampton, R. D., Chronis, A. (2005). *Authenticity at Gettysburg*. San Antonio, Texas: Association of Consumer Research.
- Hampton, R. D., Chronis, A. (2005). *Authenticity at Gettysburg*. Santa Fe, New Mexico: Society for Applied Anthropology Conference.

- Hampton, R. D., Ball, A. D., Chronis, A. (2005). *The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?*. Shanghai: XXI Pan-Pacific Conference.
- Hampton, R. D., Chronis, A. (2005). *Consuming Authenticity at Gettysburg*. Goteborg: European Association of Consumer Research.
- Hampton, R. D., Chronis, A. (2004). *Authenticating Gettysburg*. Las Vegas, Nevada: Academy of Business Administration Conference.
- Hampton, R. D., Chronis, A. (2004). *The Consumption of Heritage and the Significance of World Heritage Sites*. Anchorage, Alaska: XX Pan-Pacific Conference.
- Hampton, R. D., Ball, A. D., Bunker, M., Chronis, A. (2004). *'God Found me that Car' Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer*. St. Petersburg, Florida: Society for Consumer Psychology Conference.
- Hampton, R. D., Chronis, A. (2003). *Byzantine at the Edge of History: Consumption of the Past at a Heritage Exhibition*. Dublin: European Association for Consumer Research.
- Hampton, R. D., Chronis, A. (2003). *Living in Another World: The Role of Narrative Imagination in the Production of Fantasy Enclaves*. Toronto: Association for Consumer Research.
- Hampton, R. D., Chronis, A. (2003). *The Consumption of Heritage and the Significance of World Heritage Sites*. Saigon: XX Pan-Pacific Conference.
- Hampton, R. D., Chronis, A. (2002). *Baudolino at the Edge of history: Narrative Construction and Narrative Closure in a Heritage Museum*. Atlanta, GA: Association for Consumer Research.
- Hampton, R. D., Chronis, A., Ball, A. D. (2002). *Bringing a Closure in the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding Through Vicarious Experience* (pp. 96-97). Austin, TX: AMA Winter Marketing Educators' Conference.
- Hampton, R. D., Ball, A. D., Chronis, A., Bunker, M. (2002). *Evidence for the Effect of Spiritual Development on Consumer Behavior*. San Diego, CA: AMA Summer Marketing Educators' Conference Proceedings.
- Hampton, R. D., Chronis, A. (2002). *Lincoln, Nebraska-Bangkok, Thailand in Two Seconds: Globalization in Tourism Marketing and the Unique Experience of the Local*. Bangkok: XIX Pan-Pacific Conference.
- Hampton, R. D., Chronis, A. (2002). *Theory Building for Experiential Consumption: The Use of the Phenomenological Tradition to Analyze International Tourism* (pp. 318-319). Austin, TX: AMA Winter Marketing Educators' Conference.
- Hampton, R. D., Ball, A. D., Chronis, A., Bunker, M. (2001). *The Development of Spirituality and Its Effect on Consumer Behavior*. AMA Summer Marketing Educators' Conference Proceedings.
- Hampton, R. D. (2001). *Marketing Strategies for Lotteries in the U.S. and Abroad: Are there Major Differences?*. Pan Pacific Conference Proceedings.
- Hampton, R. D. (2000). *The International Marketing of Hope: A Survey of International Lottery Activity*. Pan Pacific Conference Proceedings.

- Hampton, R. D., Chronis, A., Ball, A. D. (1997). *Bringing a Closure in the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding Through Vicarious Experience*. Austin, TX: AMA Winter Marketing Educators' Conference Proceedings.
- Hampton, R. D., Grünhagen, M., Mittelstaedt, R. A. (1997). *The Effect of the Relaxation of Blue Laws on the Structure of the Retailing Industry in the Federal Republic of Germany*. American Marketing Association Summer Educator's Conference Proceedings.
- Hampton, R. D. (1997). *Virtual Economics-An Interactive Center for Economic Education: A Model for Interactive Education in Business and Economics*. Kuala Lumpur: Pan Pacific Conference.
- Hampton, R. D., Parthasarathy, M. (1995). *International Issues in the Retailing of Computer Software*. Symposium on Patronage Behavior and Retail Strategy.
- Hampton, R. D., Schulz, S., Marquardt, R., Anselmi, K. (1993). *Modular Corporations and Private Labels: Implications for the Food Industry*. Agribusiness Symposium.
- Hampton, R. D., Parthasarathy, M. (1993). *The Role of Piracy in the Diffusion of a Software Product: A Propositional Framework*. American Marketing Association.
- Hampton, R. D., Darden, W. R. (1986). *Event History Analysis in the Decision Sciences*. Decision Sciences Institute Proceedings.
- Hampton, R. D., Trewatha, R.L. (1985). *A Multiple Branch Location Model: A Method to Analyze Site Selection Factors*. Southern Management and Marketing Conference Proceedings.
- Hampton, R. D., Carlson, S. M. (1985). *The Structure and Theory of Models*. The American Institute for Decision Sciences National Conference Proceedings.
- Hampton, R. D., Guy, B. (1985). *Small Financial Institutions: Positioning For survival*. Academy of Marketing Science and American Collegiate Retailing Association National Conference Proceedings.
- Hampton, R. D., Stoltman, J. (1985). *A Model of the Antecedents and Consequences of Cognitive Responses to Puffery in Advertisements*. American Marketing Association's Winter Educator's Conference Proceedings.
- Hampton, R. D., Darden, W. R., Carlson, S. M., Miller, S. J. (1983). *Measurement/Error Modeling: An Analysis of Marketing Applications*. American Marketing Association's Winter Educators' Conference Proceedings.

Other

- Hampton, R. D., Grossbart, S., Lapidus, R. (1989). *Environmental Depositions and Customer Responsiveness to Atmospherics*. Retail Patronage and Strategy Theory.

Presentations Published in Proceedings

- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "I'm All In: The Marketing Consumption of Poker," University of Nebraska, Shenzhen, China. (June 2009).
- Viddayakorn, S. (Presenter & Author), Hampton, R. D. (Author Only), Sebora, T. C. (Author Only), Pan Pacific Conference, "Mimetic Isomorphic Approach of Thai Collegiate Entrepreneurship Education: Can Imitating the U.S. Speed Up the Effectiveness of Thailand's System," Queenstown, New Zealand. (May 2007).

- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Academy of Business Administration, "Authenticating Gettysburg," Las Vegas, Nevada. (2004).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "The Consumption of Heritage and the Significance of World Heritage Sites," Anchorage, Alaska. (May 2004).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Association for Consumer Research, "Living in Another World: The Role of Narrative Imagination in the Production of Fantasy Enclaves," Toronto, Canada. (November 2003).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), European Association for Consumer Research, "Byzantine at the Edge of History: Consumption of the Past at a Heritage Exhibition," Dublin, Ireland. (May 2003).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "Lincoln, Nebraska-Bangkok, Thailand in Two Seconds: Globalization in Tourism Marketing and the Unique Experience of the Local," Bangkok, Thailand. (May 2002).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Macromarketing Conference, "Globalization and Tourism: Theoretical Basis and Strategic Implications for the Marketing of Tourism Destinations." (August 2001).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "Marketing Strategies for Lotteries in the U.S. and Abroad: Are there Major Differences?," Chile. (June 2001).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "The International Marketing of Hope: A Survey of International Lottery Activity," Australia. (June 2000).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "International Marketers on the Internet: A Survey of International Marketing Activity," Fiji. (June 1999).
- Hampton, R. D. (Author Only), Grünhagen, M. (Presenter & Author), Mittelstaedt, R. (Author Only), American Marketing Association Summer Educators' Conference, "The Effect of the Relaxation of Blue Laws on the Structure of the Retailing Industry in the Federal Republic of Germany," Chicago, Illinois. (August 1997).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "Virtual Economics-An Interactive Center for Economic Education: A Model for Interactive Education in Business and Economics," Kuala Lumpur, Malaysia. (June 1997).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "Internationalization of Business Schools," Tokyo, Japan. (June 1996).
- Hampton, R. D. (Presenter & Author), Parthassarthi, M. (Presenter & Author), Retail Patronage Theory and Strategy Conference, "International Issues in the Retailing of Computer Software," Baton Rouge, Louisiana. (May 1995).
- Hampton, R. D. (Author Only), Schulz, S. (Presenter & Author), Marquardt, R. (Author Only), Anselmi, K. (Author Only), Agribusiness Conference, "Modular Corporations and Private Labels: Implications for the Food Industry," San Francisco, CA. (May 1993).

Hampton, R. D. (Author Only), Grossbart, S. (Author Only), Lapidus, R. (Presenter & Author), Retail Patronage Theory and Strategy Conf., "Environmental Depositions and Customer Responsiveness to Atmospherics," Baton Rouge, LA. (May 1989).

Presentations Given

Ball, A. D. (Presenter & Author), Hampton, R. D. (Author Only), Pennington, J. R. (Presenter & Author), Ngyuen, A. (Author Only), Interdisciplinary Conference in Human Trafficking, "A Method for Determining Advertising Effectiveness in Bring HT Victims to Rehabilitation," University of Nebraska-Lincoln, Lincoln, NE. (October 13, 2012).

deMcKinney, T. (Presenter & Author), Pennington, J., Ball, A. D., Hampton, R. D., Ngyuen, A., Creswell, J., Interdisciplinary Conference on Human Trafficking, "Finding Weak Points in the Human Trafficking System: An Analysis of 156 Cases," University of Nebraska-Lincoln, Lincoln, NE. (September 30, 2011).

Ball, A. D. (Author Only), Hampton, R. D. (Author Only), Pennington, J. (Presenter & Author), Tenth Annual Summer Specialization Course on International Criminal Law, "Measuring the Extent of Human Trafficking," Institute for Higher Studies in the Criminal Sciences, Syracuse, Sicily, Italy. (2010).

Ball, A. D., Hampton, R. D., Pennington, J., Ngyuen, A., Second Interdisciplinary Conference on Human Trafficking, "Understanding Human Trafficking as a Marketing System," UNL Human Trafficking Team, Lincoln, NE. (September 30, 2010).

Ball, A. D., Pennington, J. R., Hampton, R. D., Macromarketing Conference, "Human Trafficking (invited plenary session)," Macromarketing Society, Laramie, Wyoming. (June 10, 2010).

Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Pennington, J. (Author Only), Pan-Pacific Conference 2010, "Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method: Toward a Global Approach," University of Nebraska, Bali, Indonesia. (June 1, 2010).

Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "I'm All In: The Marketing Consumption of Poker," University of Nebraska, Shenzhen, China. (June 2009).

Hampton, R. D. (Presenter & Author), Pennington, J. (Author Only), Ball, A. D. (Author Only), Pan Pacific Conference, "Human Trafficking as a Marketing System: How to Disrupt or Disable the System," San Jose, Costa Rica. (June 2008).

Ball, A. D. (Author Only), Rao, K. (Presenter & Author), Hampton, R. D. (Author Only), American Association for Public Opinion Research Conference, "Examination of Types and Effects of Spiritual Seeking," American Association for Public Opinion Research, San Diego. (May 2007).

Viddayakorn, S. (Presenter & Author), Hampton, R. D. (Author Only), Sebor, T. C. (Author Only), Pan Pacific Conference, "Mimetic Isomorphic Approach of Thai Collegiate Entrepreneurship Education: Can Imitating the U.S. Speed Up the Effectiveness of Thailand's System," Queenstown, New Zealand. (May 2007).

Ball, A. D., Rao, K., Hampton, R. D., Midwest Association for Public Opinion Research Conference, "Spiritual but not Religious: Insights from an Online Panel," Midwest Association for Public Opinion Research, Chicago. (November 2006).

- Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Pennington, J. (Author Only), Pan Pacific Conference, "Human Trafficking: A Marketing Perspective," Pusan, Korea. (June 2006).
- Ball, A. D., Rao, K., Hampton, R. D., American Association for Public Opinion Research Conference, "Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior," American Association for Public Opinion Research, Montreal. (May 2006).
- Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Chronis, A. (Author Only), Pan Pacific Conference, "The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?," Shanghai, China. (May 2005).
- Ball, A. D., Hampton, R. D., Bunker, M., Chronis, T., Society for Consumer Psychology Conference, "God Found Me that Car: Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer," Society for Consumer Psychology, St Petersburg Beach, FL. (February 2005).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Academy of Business Administration, "Authenticating Gettysburg," Las Vegas, Nevada. (2004).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "The Consumption of Heritage and the Significance of World Heritage Sites," Anchorage, Alaska. (May 2004).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Association for Consumer Research, "Living in Another World: The Role of Narrative Imagination in the Production of Fantasy Enclaves," Toronto, Canada. (November 2003).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), European Association for Consumer Research, "Byzantine at the Edge of History: Consumption of the Past at a Heritage Exhibition," Dublin, Ireland. (May 2003).
- Ball, A. D., Hampton, R. D., Chronis, A., Bunker, M., AMA Summer Educators Conference, "Evidence for the Effect of Spiritual Development on Consumer Behavior.," American Marketing Association. (August 2002).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "Lincoln, Nebraska-Bangkok, Thailand in Two Seconds: Globalization in Tourism Marketing and the Unique Experience of the Local," Bangkok, Thailand. (May 2002).
- Ball, A. D., Hampton, R. D., Chronis, T., AMA Winter Educators Conference, "Bringing Closure to the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding through Vicarious Experience," American Marketing Association. (February 2002).
- Hampton, R. D. (Author Only), Chronis, A. (Presenter & Author), Macromarketing Conference, "Globalization and Tourism: Theoretical Basis and Strategic Implications for the Marketing of Tourism Destinations." (August 2001).
- Ball, A. D., Hampton, R. D., Chronis, T., Bunker, M., Summer AMA Marketing Educators' Conference, "Development of Spirituality and Its Effect on Consumer Behavior," American Marketing Association, Washington, D.C. (August 2001).
- Hampton, R. D. (Presenter & Author), Chronis, A. (Author Only), Pan Pacific Conference, "Marketing Strategies for Lotteries in the U.S. and Abroad: Are there Major Differences?," Chile. (June 2001).

- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "The International Marketing of Hope: A Survey of International Lottery Activity," Australia. (June 2000).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "International Marketers on the Internet: A Survey of International Marketing Activity," Fiji. (June 1999).
- Hampton, R. D. (Author Only), Grünhagen, M. (Presenter & Author), Mittelstaedt, R. (Author Only), American Marketing Association Summer Educators' Conference, "The Effect of the Relaxation of Blue Laws on the Structure of the Retailing Industry in the Federal Republic of Germany," Chicago, Illinois. (August 1997).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "Virtual Economics-An Interactive Center for Economic Education: A Model for Interactive Education in Business and Economics," Kuala Lumpur, Malaysia. (June 1997).
- Hampton, R. D. (Presenter & Author), Pan Pacific Conference, "Internationalization of Business Schools," Tokyo, Japan. (June 1996).
- Hampton, R. D. (Presenter & Author), Parthassarthi, M. (Presenter & Author), Retail Patronage Theory and Strategy Conference, "International Issues in the Retailing of Computer Software," Baton Rouge, Louisiana. (May 1995).
- Hampton, R. D. (Author Only), Schulz, S. (Presenter & Author), Marquardt, R. (Author Only), Anselmi, K. (Author Only), Agribusiness Conference, "Modular Corporations and Private Labels: Implications for the Food Industry," San Francisco, CA. (May 1993).
- Hampton, R. D. (Author Only), Grossbart, S. (Author Only), Lapidus, R. (Presenter & Author), Retail Patronage Theory and Strategy Conf., "Environmental Depositions and Customer Responsiveness to Atmospherics," Baton Rouge, LA. (May 1989).
- Hampton, R. D., Retail Workshop at American Collegiate Retail Association and Academy of Marketing Science Conference, Charleston, SC. (October 1988).
- Hampton, R. D., LISREL Workshop, Southern Marketing Assoc. Conference, New Orleans, LA. (November 1987).
- Hampton, R. D., Midwest Decision Science Conference, Lincoln, NE. (April 1986).
- Hampton, R. D., Retailing Workshop at the annual Southwest Federation of Administrative Disciplines, San Antonio, TX. (March 1984).
- Hampton, R. D., Error Modeling in Marketing Workshop at annual American Institute for Decision Sciences Conference, San Francisco, CA. (November 1982).

Media Contributions

Newspaper

- New York Times. Article related to spirituality in the marketplace with 2000 villages (2005).

Contracts, Grants and Sponsored Research

Grant

Hampton, R. D., "Global Study Abroad Grant," Sponsored by Chancellor's Office, Universities. (2009 - 2010). Current Status: Awarded.

Ball, A. D. (Co-Principal Investigator), Potuto, J. (Co-Principal Investigator), Hampton, R. D. (Co-Principal Investigator), Dalla, R. (Co-Principal Investigator), "The Unlawful Sex Economy in the United States," Sponsored by National Institutes of Justice, U.S. Department of Justice, Federal, \$806,202.00. Current Status: Declined.

Hampton, R. (Principal Investigator), Ball, D. (Investigator), "Meas & Assess Trafficking in Humans," Sponsored by Intl Organization for Migration, Associations/Foundations, \$35,001.00. (October 1, 2006 - January 31, 2009). Current Status: Awarded.

Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Pennington, J. (Collaborator), "Measuring and Assessing the Trafficking in Humans in the Ukraine," Sponsored by International Organization for Migration, Other Agencies, \$43,730.00. (June 2005 - January 31, 2009). Current Status: Awarded.

Hampton, R. (Principal Investigator), "Measuring & Assessing the Trafficking in Humans in the Ukraine," Sponsored by Intl Organization for Migration, Associations/Foundations, \$26,130.00. (August 1, 2005 - June 30, 2008). Current Status: Awarded.

Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Pennington, J. (Investigator), Yakushko, O. (Investigator), "Prevention and Intervention of Trafficking in Children and Women in Sri Lanka," Sponsored by U.S. State Department, Federal, \$0.00. Current Status: Declined.

Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Yakushko, O. (Investigator), "Understanding Experiences of Human Trafficking Victims in the United States: Implications for Services," Sponsored by U.S. Department of Justice, Federal, \$752,470.00. Current Status: Declined.

Hampton, R. D., Ee, M.-A., "U-CARE." (2001 - 2003).

Hampton, R. D., Sponsored by South Sioux City and the Bureau of Business Research Grant, \$25,000.00. (2001 - 2002).

Hampton, R. D., Sullivan, K., "U-CARE." (2000 - 2002).

Hampton, R. D., "Ethics Grant," \$1,000.00. (2000).

Hampton, R. D., "Mid-America Universities International (MAUI) Grant." (1998).

Hampton, R. D., "Instructional Equipment Grant," \$90,000.00. (1996 - 1997).

Hampton, R. D., "Software Equipment Grant," \$40,000.00. (1996).

Hampton, R. D., "USAID Specialist Program in Albania." (1996).

Hampton, R. D., "Eurasia Foundation Grant," \$70,000.00. (1994 - 1996).

Hampton, R. D., "Software Equipment Grant," \$40,000.00. (1993).

Hampton, R. D., "COE Classroom Grant," \$43,000.00. (1992).

Hampton, R. D., "COE Classroom Grant," \$65,000.00. (1991).

Hampton, R. D., "Marketing Electronic Classroom Grant," \$60,000.00. (1987 - 1990).

Hampton, R. D., "Bureau of Business Research Grant." (1988).

Hampton, R. D., "SELS Program Grant," Sponsored by Bureau of Business Research. (1986).

Hampton, R. D. (Principal Investigator), "University of Nebraska Layman Fund Research Grant," Sponsored by University of Nebraska, Universities. (June 1985 - September 1985). Current Status: Awarded.

Other

Potuto, J. (Principal Investigator), Hampton, R. (Investigator), Dalla, R. (Investigator), Ball, D. (Investigator), "Unlawful Commercial Sex Economy US," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.

Anderson, J. (Principal Investigator), McNulty, L. (Investigator), Hampton, R. (Investigator), Sebor, T. (Investigator), MacPhee, C. (Investigator), Harnisch, D. (Investigator), Latta, W. (Investigator), Lee, S. (Investigator), "ACIE Faculty Development," Sponsored by Amer Councils for Intl Educ, Associations/Foundations. Current Status: Declined.

Hampton, R. D., Sponsored by International Organization for Migration. (2006 - 2008).

Hampton, R. (Principal Investigator), Ball, D. (Investigator), "Within Country Trafficking Ukraine," Sponsored by Intl Organization for Migration, Associations/Foundations. Current Status: Declined.

Hampton, R. (Principal Investigator), Ball, D. (Investigator), Yakushko, O. (Investigator), Pennington, J. (Investigator), "Human Trafficking in Sri Lanka," Sponsored by Dept of State, Federal. Current Status: Declined.

Hampton, R. (Principal Investigator), Yakushko, O. (Investigator), Ball, D. (Investigator), "Understanding Human Trafficking," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.

Hampton, R. D., Sponsored by International Organization for Migration. (2005).

Hampton, R. D., "USAID Specialist Program in Albania." (1994).

Hampton, R. D., "USIA Academic Specialist Program in Kyrgyzstan." (March 1993 - April 1993).

Hampton, R. D., "USIA Academic Specialist Program in Russia." (October 1992).

Hampton, R. D., "USAID Marketing Specialist Program in Albania." (September 1992).

Hampton, R. D., "USAID Academic Specialist Program in Russia." (May 1992 - June 1992).

Hampton, R. D., "Nelson Fund Fellowship Award." (1986).

Awards and Honors

Charles C. Slater Ward Best Article Award, Journal of Macromarketing. (June 2010).

Graves-Leopold Award, College of Business Administration, UNL. (March 2010).

New York Times Magazine Feature, New York Times. (2006).

SERVICE

College Service

Committee Member, Executive Committee. (2005 - May 2010).

International Committee. (1999 - 2002).

Committee Chair, Academic Planning Committee. (August 2000 - May 2001).

Assessment Committee. (1996 - 2000).

Committee Chair, International Committee. (1996 - 1998).

Committee Chair, Information Systems Committee. (1995 - 1998).

Committee Chair, Scholarship, Honors, and Awards Committee. (1995 - 1998).

Committee Chair, Academic Planning Committee. (1994 - 1998).

Director, Undergraduate Programs. (1994 - 1998).

Director, International Programs. (August 1991 - 1998).

Executive Committee. (1990 - 1998).

Director, Graduate Programs. (1997).

Committee Chair, Graduate Committee. (August 1991 - 1994).

Director, Graduate Programs. (August 1991 - 1994).

Ad hoc MBA Curriculum Review Committee. (1992 - 1993).

Committee Chair, Sponsored Program's Strategic Planning Committee. (1991 - 1992).

Committee Chair, Academic Planning Committee. (1990 - 1991).

University Service

Faculty Advisor, Chi Alpha. (2008 - 2011).

Faculty Advisor, Students for Life. (2007 - 2011).

Committee Member, EE&O Advisory Council. (2002 - 2011).

Conference-Related, Interdisciplinary Human Trafficking Conference. (October 2009).

Committee Member, International Study Abroad. (2003 - 2006).

Faculty Advisor, TGAN Students. (1997 - 2005).

Faculty Advisor, Extreme Devotion. (1999 - 2004).

Committee Chair, Parking Advisory Committee. (2000 - 2003).

Faculty Advisor, International House. (1997 - 2002).

Committee Member, University Honors Program Advisory Board. (1997 - 1999).

Committee Member, International Affairs Committee. (1996 - 1999).

Committee Member, International Studies Committee. (1996 - 1999).

Committee Member, Research Dean's Council. (1991 - 1999).

Faculty Advisor, Chi-Alpha. (1995 - 1998).

Host, Omaha World Herald Scholars. (1994 - 1998).

Committee Member, Student Leadership Awards Committee. (1996 - 1997).

Faculty Mentor, Spice Mentoring Program. (1991 - 1994).

Committee Member, Honors Program Committee. (1986).

Professional Service

Reviewer, Book, Journal of Macromarketing. (January 2011 - March 2011).

Editorial Review Board Member, Journal of Academy of Marketing Service. (2008).

Editorial Review Board Member, Journal of Business Research. (2008).

Reviewer, Ad Hoc Reviewer, Journal of World Business. (2008).

Reviewer, Ad Hoc Reviewer, Marketing and Marketing Research, National Science Foundation. (2008).

Board of Directors of a Company, People's City Mission Foundation. (2002 - 2008).

Board of Directors of a Company, American Marketing Association. (2000 - 2008).

Committee Member, Lincoln Medical Education Foundation. (2001 - 2004).

Board of Directors of a Company, Ties that Bind, Inc. (1995 - 1999).

International Programs Fellow, AACSB. (1994 - 1998).

Session Chair, Research in Marketing Strategies, Pan Pacific Conference, Seoul. (June 1998).

Reviewer, Grant Proposal, U. S. Information Agency. (1997).

Board of Directors of a Company, American Marketing Association. (1994 - 1997).

Board of Directors of a Company, Dinosaurs, Inc. (1994 - 1997).

Session Chair, Virtual Economics Workshop, Pan Pacific Conference, Kuala Lumpur. (May 1997).

Session Chair, Internationalization of Business Schools, Pan Pacific Conference, Tokyo. (May 1996).

Track Chairperson, Cutting Edge Retail Panel at Retail Patronage Theory and Strategy Conf., Baton Rouge, LA. (May 1995).

Track Chairperson, International Retail Issues, Retail Patronage Theory and Strategy Conf., Baton Rouge, LA. (May 1995).

Track Chairperson, Academy of Marketing Science Annual Conf., Nashville, TN. (June 1994).

Panelist, Associate Deans Seminar, Winston-Salem, MA. (December 1993).

American Marketing Association's Winter Educators' Conference, Sarasota, FL. (March 1993).

Reviewer, The Academy of Marketing Science. (1986 - 1992).

Academy of Marketing Science, San Diego, CA. (May 1992).

Reviewer, Decision Science Institute. (1985 - 1991).

Editorial Review Board Member, Journal of Academy of Marketing Science. (1985 - 1991).

Reviewer, Southern Marketing Association. (1985 - 1991).

Reviewer, Southwest Marketing Association. (1984 - 1991).

Track Chairperson, Retail Patronage Theory and Strategy Conf., Baton Rouge, LA. (May 1991).

Track Chairperson, Distribution and Retailing Track, Southwest Marketing Association Conference, Dallas, TX. (March 1990).

Committee Member, Doctoral Student Consortium Committee, Decisions Science Institute. (1986 - 1989).

Panelist and discussant, Decision Science Institute Conf., New Orleans, LA. (November 1989).

Officer, Treasurer, Goodwill Industries, Inc. (1985 - 1988).

Board of Directors of a Company, Goodwill Industries, Inc. (1984 - 1988).

Editorial Review Board Member, Journal of Retailing. (1984 - 1988).

Member of Governor's Research Forum, State of Nebraska. (1984 - 1988).

Track Chairperson, Academy of Marketing Science Conference, Bal Harbor, FL. (May 1987).

Reviewer, American Marketing Association. (1984 - 1986).

Workshop Chairperson, Decision Science Institute International Conference, Honolulu, HI. (November 1986).

Reviewer, Midwest Marketing Association. (1985).

National Decision Science Institute Conference, Las Vegas, NV. (November 1985).

Track Chairperson, Southern Marketing Association Conference, Orlando, FL. (November 1985).

American Collegiate Retail Association and Academy of Marketing Science Conference,
Charleston, SC. (October 1985).

American Marketing Assoc. Educators' Conference, Washington, D.C. (August 1985).

Editorial Review Board Member, Journal of Business Research. (1984).

Officer, President/Elect/Past, Alpha Iota Delta. (1981 - 1982).

Public Service

Board Member, Center for Legal Immigration Assistance (CLIA). (January 2011 - Present).

Member, Bread of Life Ministries (Outreach to Homeless Youth). (2008).

Committee Member, Christ's Place Personnel Committee. (2003 - 2008).

Board Member, People's City Mission. (2002 - 2008).

Chairperson, Christ's Place Church. (2000 - 2008).

Board Member, Christ's Place Church. (2003 - 2007).

Board Member, Ties that Bind, Inc. (1995 - 1999).

Good News Bears of Omaha. (1994 - 1999).

MAD DADS, Omaha and Lincoln. (1998).

Member, Omaha Chamber of Commerce, Omaha. (1994 - 1998).

Board Member, Dinosaurs, Inc. (1994 - 1997).

Indian Center. (1995 - 1996).

Officer, Treasurer, Goodwill Industries, Inc. (1985 - 1988).

Board Member, Goodwill Industries, Inc. (1984 - 1988).

Consulting

Academic, Gallup MBA, Omaha, NE. (2001 - 2011).

Non-Governmental Organization (NGO), Lincoln Medical Education Foundation. (2004 - 2006).

Academic, Bangkok University, Bangkok, Thailand. (2000 - 2006).

For Profit Organization, Behlen Manufacturing, Columbus, NE. (2002 - 2004).

Non-Governmental Organization (NGO), Joyce Meyer Ministries, St. Louis, MO. (2002).

For Profit Organization, Valentino's Pizza, Inc., Lincoln, NE. (1995).

For Profit Organization, Ameritas, Inc., Lincoln, NE. (1992).

Government, U. S. Department of Conservation, Lincoln, NE. (1984 - 1987).

For Profit Organization, Boatman's Bancshares, Inc., Springfield, MO. (1982 - 1984).

Government, Small Business Administration, Springfield, MO. (1982 - 1984).

For Profit Organization, Continental Telephone, Springfield, MO. (1983).

Awards and Honors

Scholarship/Research, Service, University, Teaching

Graves-Leopold Award, College of Business Administration, UNL. (March 2010).

Service, University

25 Years of Service, University of Nebraska-Lincoln. (September 10, 2009).