

JAMES CROSS

**University of Nevada, Las Vegas
Department of Marketing
College of Business
4505 South Maryland Parkway
Las Vegas, NV 89154-6010
(702) 895-3176**

EDUCATION

- Ph.D.** 1984, University of Minnesota, Minneapolis, MN
Major Field: Marketing
- M.B.A.** 1979, University of Minnesota, Minneapolis, MN

EMPLOYMENT BACKGROUND

- Academic:** Associate Professor of Marketing, University of Nevada, Las Vegas, 1989-Present
Chairperson, Department of Marketing, 1990-1997 and 2003-2004
M.B.A. Director, 1996-1997
Tenured.
- Courses Taught: Strategic Marketing (M.B.A. and E.M.B.A.)
Marketing Policies
Marketing Channels
Sales Management
Business Marketing
Principles of Marketing
- Assistant Professor of Marketing, Arizona State University, 1983-1988
- Courses Taught: Marketing Policies
Marketing Channels
Business Logistics
- Industry:** 1972-1977 Market Analyst
Tennant Company, Minneapolis, MN

PUBLICATIONS

Journals:

Cross, James and Steven W. Hartley, "Segmenting Strategic Business Markets," to be submitted to Industrial Marketing Management in 2009.

Cross, James, Hartley, Steven W., and William Rudelius (2001), "Sales Force Activities and Marketing Strategies in Industrial Firms: Relationships and Implications," Journal of Personal Selling & Sales Management, 21:3, Summer, 199-206.

Beier, Frederick J. and James Cross (1993), "Shortline-Client Relationships: Can Local Carriers Be More Than Small Railroads?" Transportation Journal, 33 (Winter), 5-14.

Cross, James, James Stephens, and Robert Benjamin (1990), "Gray Markets: A Legal Review and Public Policy Perspective," Journal of Public Policy and Marketing, 9, 183-194.

Cross, James and Steven W. Hartley (1988), "How Sales Promotion Can Work For and Against You," Journal of Consumer Marketing, 5 (Summer), 35-42.

Cross, James and Bruce J. Walker (1987), "Services Marketing and Franchising: A Practical Business Marriage," Business Horizons, 30 (November-December), 10-20.

Rudelius, William, John Walton, and James Cross (1987), "Managerial Issues in Market Segmentation," Review of Marketing, American Marketing Association, Michael J. Houston, ed., 385-404.

Gaidis, William and James Cross (1987), "Behavior Modifications as a Framework for Sales Promotion Management," Journal of Consumer Marketing, 4 (Spring), 65-74.

Cross, James and Frederick J. Beier (1986), "Marketing Planning: Status and Need in Small and Medium Class I Motor Carriers," Transportation Journal, 25 (Spring), 12-19.

Book Chapters:

Cross, James (2008), "Supply Chain & Logistics Management" in Marketing, Kerin/Hartley/ Rudelius, 9th ed., McGraw-Hill, 414-35.

Cross, James and Bruce J. Walker (2000), "Addressing Services Marketing Challenges Through Franchising," in Handbook of Services Marketing and Management, Teresa A. Swartz and Dawn Iacobucci eds., Sage Publications, 473-84.

PUBLICATIONS (Cont.)

- Proceedings:** Cross, James, Hartley, Steven W., and William Rudelius (2001), "A Systematic Approach to Outcomes Assessment in Marketing Education," Marketing Educators' Association Proceedings, eds. Stuart Van Auken and Regina P. Schlee.
- Hartley, Steven W., Cross, James, and William Rudelius (2000), "Assessment Issues in Higher Education," Western Marketing Educators' Proceedings, eds. Katrin Harich and Stuart Van Auken.
- Hartley, Steven W. and James Cross (1999), "Integrating Economic and Social Values Into the Marketing Curriculum," Western Marketing Educators' Proceedings, eds. Mary Curren and Katrin Harich.
- Cross, James (1998), "Improving the Relevance of Franchise Failure Studies," Society of Franchising Proceedings, ed. Francine La Fontaine.
- Cross, James (1994), "Franchise Failures: Definitional and Measurement Issues," Society of Franchising Proceedings, ed. Skip Swerdlow.
- Cross, James and William Rudelius (1993), "Tradeoffs in Industrial Market Segmentation: Theory and Practice," in Developments in Marketing Science, eds. Michael Levy and Dhruv Grewal.
- Cross, James, Thomas J. Belich, and William Rudelius (1990), "How Marketing Managers Use Market Segmentation: An Exploratory Study," in Developments in Marketing Science, ed. B.J. Dunlap.
- Walker, Bruce J. and James Cross (1989), "A Progress Report on the Scope of International Expansion by U.S. Franchise Systems," Society of Franchising Proceedings, ed. F. Robert Dwyer.
- Walker, Bruce J. and James Cross (1988), "Franchise Failures: Some Incomplete Answers and a Call for Further Examination," Society of Franchising Proceedings, ed. F. Robert Dwyer.
- Cross, James, Steven W. Hartley, and Richard Rexeisen (1985), "Sales Promotion: A Review of Theoretical and Managerial Issues," AMA Winter Educators' Proceedings, ed. Richard Lutz.
- Gaidis, William and James Cross (1985), "Issues in Sales Promotion Research: An Applied Behavior Analysis Perspective," AMA Summer Educators' Proceedings, ed. Robert Lusch.

PUBLICATIONS (Cont.)

- Presentations:** Cross, James, et.al. (2008), "The Use and Abuse of Students in Research Activities," Special Session presented at the Marketing Educators' Association Conference, April 2008, Salt Lake City, UT.
- Cross, James, et.al. (2008), "Assurance of Learning and Assessment Issues," Special Session at the Marketing Educators' Association Conference, April 2008, Salt Lake City, UT.
- Cross, James, et.al. (2007), "Interactive Marketing Coverage in the Curriculum," Special Session at the Marketing Educators' Association Conference, April 2007, San Antonio, TX.
- Cross, James, et.al. (2006), "The Impact of Gray Marketing on Textbook Publishing," Special Session at the Marketing Educators' Association Conference, April 2006, San Francisco, CA.
- Cross, James, et.al. (2006), "The Internet and Marketing Education: Now What?," Special Session at the Marketing Educators' Association Conference, April 2006, San Francisco, CA.
- Cross, James, et.al. (2004), "Technological and Pedagogical Impacts on the Future of Basic Marketing Courses and Textbooks," Special Session at Marketing Educators' Association Conference, April 2004, Las Vegas, NV.
- Cross, James, et.al. (2002), "What Every Marketing Faculty Member Needs to Know About Those Business School Rankings," Special Session at Marketing Educators' Association Conference, April 2002, San Diego, CA.
- Cross, James, et.al. (2002), "Strategies For Faculty Success at 'Low Resource' Business Schools," Special Session at Marketing Educators' Association Conference, April 2002, San Diego, CA.
- Cross, James, et.al. (2001), "Evaluating Research: Current Practices and Future Directions," Special Session at Marketing Educators' Association Conference, April 2001, Waikoloa, HI.
- Cross, James, et.al. (2001), "The Independent Contractor Problem: Causes and Solutions," Special Session at Marketing Educators' Association Conference, April 2001, Waikoloa, HI.
- Cross, James, et.al. (2000), "Picking Up the Pieces: How to Get Past the Effects of a Bad Administrator," Special Session at Western Marketing Educators' Conference, April 2000, Lake Tahoe, NV.

PUBLICATIONS (Cont.)

- Presentations:** Cross, James, et.al. (2000), "Towards a Global System of Education: A Comparison of the Anglo-Saxon and Central European Higher Education Systems," Special Session at Western Marketing Educators' Conference, April 2000, Lake Tahoe, NV.
- Cross, James, et.al. (2000), "New Ways to Differentiate Your Department of Marketing That Create Value for Students and Employees," Special Session at Western Marketing Educators' Conference, April 2000, Lake Tahoe, NV.
- Cross, James, et.al. (1999), "Teaching Basic Marketing: Yesterday, Today and Tomorrow," Special Session at Western Marketing Educators' Conference, April 1999, Palm Springs, CA.
- Cross, James, et.al. (1999), "Supply Chain Management: Something Old, Something New, Something Borrowed, Something Blue?," Special Session at Western Marketing Educators' Conference, April 1999, Palm Springs, CA.
- Cross, James, Thomas E. Boyt, Gillian Naylor, and John A. Schibrowsky (1998), "Where Has All the Distribution Gone?," Western Marketing Educators' Conference, April 1998, San Diego, CA.
- Schibrowsky, John A., Thomas E. Boyt, James Cross, James Peltier, and Bruce J. Walker (1997), "How to Turn Your 'Liberal Arts Oriented' Marketing Department Into a Professional Marketing Program," Western Marketing Educators' Conference, April 1987, Phoenix, AZ.
- Cross, James, Bruce J. Walker, and Tom Christiansen (1987), "The Parallel Growth of Services and Franchising," Society of Franchising Conference, January 1987, San Francisco, CA.
- Cross, James (1983), "Effects of Strategic Marketing Planning on the Transportation Industry Under Deregulation," Transport and Public Utilities Group of AEA, (Allied Social Sciences), December 1983, San Francisco, CA.

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science
Society for Marketing Professional Services
Society of Franchising
Beta Gamma Sigma
Marketing Educators' Association

PROFESSIONAL SERVICE HIGHLIGHTS

- 2008 Paper Reviewer, Journal of Public Policy and Marketing
Paper Reviewer, Marketing Educators' Association
Paper Reviewer, Southern Marketing Association
- 2007 Paper Reviewer, Journal of Public Policy and Marketing
- 2002 Paper Reviewer, Marketing Educators' Association
- 1997 Paper Reviewer, Journal of Business Venturing
Paper Reviewer, AMA Summer Educators' Conference
Paper Reviewer, Society of Franchising Conference
- 1996 Paper Reviewer, Journal of Business Venturing
Paper Reviewer, Society of Franchising Conference
AMA Faculty Consortium (Strategic Marketing)
- 1995 Paper Reviewer, Society of Franchising Conference
- 1994 Paper Reviewer, Society of Franchising Conference
- 1993 Paper Reviewer and Discussant, Academy of Marketing Science Conference
Paper Reviewer and Discussant, Academy of Business Administration Conference
Paper Reviewer, AMA Summer Educators' Conference
Paper Reviewer, Society of Franchising Conference
- 1992 Paper Reviewer, Academy of Marketing Science Conference
Paper Reviewer, AMA Summer Educators' Conference
- 1991 Paper Reviewer and Discussant, AMA Summer Educators' Conference
- 1990 Paper Reviewer, Western Marketing Educators' Conference
- 1989 Paper Reviewer and Discussant, Academy of Marketing Science Conference
- 1988 Paper Reviewer, Society of Franchising Conference
- 1987 Phoenix Chapter Officer, Society for Marketing Professional Services
Advisor, Student AMA Chapter, Arizona State University
- 1986 Phoenix Chapter Officer, Society for Marketing Professional Services
Advisor, Student AMA Chapter, Arizona State University
- 1985 Advisor, Student AMA Chapter, Arizona State University
- 1984 Paper Reviewer, Academy of Marketing Science Conference

INSTITUTIONAL SERVICE HIGHLIGHTS

UNLV Member, Faculty Senate Grievance Committee (2007-2008)
Chair, Academic Standards Committee (1999-2000)
Member, Academic Standards Committee (1998-1999)
Member, Faculty Senate Program Review Committee (1997-1998)
Member, Graduate Committee (1996-1997)

UNLV **College of Business**

Member, Entrepreneurship Search Committee (2008-2009)
Member, Core Curriculum Revision Committee (2007-2009)
Chair, Assessment Implementation Committee (1998-2005)
Member, Executive Committee (1990-1997 and 2003-2004)
Member, Personnel Appeals Committee (2001-2006)
Member, Executive M.B.A. Committee (2000-2003)
Member, Promotion and Tenure Task Force (2001-2003)
Member, Merit Committee (1997-1998)
M.B.A. Director (1996-1997)
Member, M.B.A. Committee (1989-1997)
Graduate Advisor, International Business Policy Competition (1992-1994 and 1997)
Member, Standards Committee (1989-1999)

UNLV **Department of Marketing**

Member, Merit/Annual Evaluation Committee (2006-2009)
Chair, Recruiting Committee (2003-2004)
Chair, Promotion and Tenure Committee (2001-2004, and 2008-2009)
Chair, Merit/Annual Evaluation Committee (2000-2003)
Assessment Coordinator (1998-2007)
Department Chair (1990-1997 and 2003-2004)
Member, Recruiting Committee (1990-1997 and 2001-2002)

CONSULTING AND SEMINARS

Honeywell – Minneapolis, MN
Graco – Minneapolis, MN
Minnesota Dance Theater – Minneapolis, MN
Murphy Motor Freight – St. Paul, MN
Inertia Dynamics – Phoenix, AZ
Clements Loudspeakers – Chandler, AZ
Noxell Corporation – Baltimore, MD
Nevada Escrow Association – Las Vegas, NV
Source One – Las Vegas, NV
Triple Check – Washington, DC
American Council of Independent Laboratories – Washington, DC
eCompany Store – Atlanta, GA

REFERENCES

Dr. Mike Hutt
Professor of Marketing
College of Business
Arizona State University
Tempe, AZ 85287-4106
(602) 965-6205

Dr. William Rudelius
Professor of Marketing
Carlson School
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Minneapolis, MN 55455
(612) 624-6081

Dr. Bruce J. Walker, Dean
College of Business
University of Missouri
Columbia, MO 65211
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