

MICHAEL S. LATOUR, Ph.D.  
Professor and Chair, Department of Marketing

Articles in Refereed Journals (articles listed in red indicate UNLV as institutional affiliation)

LaTour, Kathryn A., and Michael S. LaTour, "Can Advertising Change Memory for Even a Really Discrepant Experience? : Paradigm Issues in the Study of Post-experience Advertising", Journal of Current Issues and Research in Advertising, (forthcoming)

LaTour, Kathryn A., Michael S. LaTour and George M. Zinkhan, "Coke is It: An Icon Illuminated through Childhood Memory Stories" Journal of Business Research, (forthcoming)

LaTour, Kathryn A., Frank Sarrazit, Rom Hendler and Michael S. LaTour, "Cracking the Cultural Code of Gambling " Cornell Hospitality Quarterly Vol. 50, No. 4, 2009, 475-497

Close, Angeline G., Anjala S. Krishen, and Michael S. LaTour, "This Event is Me!: How Consumer Event-Self-Congruity Leverages Sponsorship" Journal of Advertising Research Vol. 49, No. 3, 2009, 271-284

LaTour, Kathryn A., and Michael S. LaTour, "Positive Mood and Susceptibility to False Advertising", Journal of Advertising Vol. 38, No. 3, 2009, 127-142

Khrushchev, Sergei, Tony L. Henthorne and Michael S. LaTour, "Cuba at the Crossroads: The Role of the U.S. Hospitality Industry in Cuban Tourism Initiatives," (case study) Cornell Hotel and Restaurant Administration Quarterly Vol. 48, No. 4, 2007, 402-415

Reichert, Tom, Michael S. LaTour and JooYoung Kim "Assessing the Influence of Gender and Sexual Self-Schema on Affective Responses to Sexual Content in Advertising" Journal of Current Issues and Research in Advertising Vol. 29, No. 2, 2007, 57-71

Braun-LaTour, Kathryn A. and Michael S. LaTour, "Introducing the Childhood Memory Elicitation Method to Gain Insights into a Brand at a Crossroads: The In-N-Out Burger Situation," Cornell Hotel and Restaurant Administration Quarterly Vol. 48, No. 3, 2007, 246-273

Braun-LaTour, Kathryn A., Michael S. LaTour, and George M. Zinkhan, "Using Childhood Memories to Gain Insight into Brand Meaning, " Journal of Marketing Vol. 71, No. 2, 2007, 45-60

Reichert, Tom, Michael S. LaTour, Jacqueline Lambiase, and Mark Adkins, "A Test of Media Literacy Effects and Sexual Objectification in Advertising", Journal of Current Issues and Research in Advertising Vol. 29, No. 1, 2007, 81-92

Potter, Robert F., Michael S. LaTour, Kathryn A. Braun-LaTour and Tom Reichert, "The Impact of Program Context on Motivational System Activation and Subsequent Effects on a Fear Appeal" Journal of Advertising Vol. 35, No. 3, 2006, 69-82 (first two authors contributed equally).

Braun-LaTour, Kathryn, Michael S. LaTour, and Elizabeth Loftus, "Is that a Finger in My Chili? Using Affective Advertising for Post-Crisis Brand Repair," Cornell Hotel and Restaurant Administration Quarterly Vol. 47, No. 2, 2006, 106-120. Featured, lead article publicized by Cornell University and selected as a finalist for best article of the year.

Holbrook, Morris B., Kathleen T. Lacher and Michael S. LaTour, "Audience Judgments As the Potential Missing Link Between Expert Judgments and Audience Appeal: An Illustration Based on Musical Recordings of "My Funny Valentine" (authors names are in alphabetical order, each contributed equally) Journal of the Academy of Marketing Science Vol. 34, No. 1, 2006, 8-18

Braun-LaTour, Kathryn A. and Michael S. LaTour, "Transforming Consumer Experience: When Timing Matters," Journal of Advertising Vol. 34, No. 3, 2005, 19-30

Snipes, Robin L., Sharon Oswald, Michael S. LaTour and Achilles Armenakis "The Effects of Specific Job Satisfaction Facets on Customer Perceptions of Service Quality: An Employee-Level Analysis" Journal of Business Research Vol.58, No. 10, 2005, 1330-1339

Braun-LaTour, Kathryn A., Michael S. LaTour, Jacqueline Pickrell and Elizabeth F. Loftus, (2004), "How (and When) Advertising Can Influence Memory for Consumer Experience" Journal of Advertising Vol. 33, No. 4, 2004, 7-25.

Shankarmahesh, Mahesh, John B. Ford and Michael S. LaTour, "Determinants of Satisfaction in Sales Negotiations with Foreign Buyers: Perceptions of U.S. Export Executives", International Marketing Review Vol. 21, No. 4, 2004, 423-446

Braun-LaTour, Kathryn A. and Michael S. LaTour, "Assessing the Long-Term Impact of a Consistent Advertising Campaign on Consumer Memory," Journal of Advertising Vol. 33, No. 2, 2004, 49-61

Ford, John B., Michael S. LaTour and Irvine Clarke "A Prescriptive Essay Concerning Sex Role Portrayals in International Advertising Contexts", American Business Review Vol. 22, No. 1, 2004, 42-55

LaTour, Michael, S., Tony L. Henthorne, and Kathryn A. Braun-LaTour. "Is a Cigar Just a Cigar? A Glimpse at the New-Age Cigar Consumer." Academy of Marketing Science Review 2003 (12) <http://www.amsreview.org/articles/latour12-2003.pdf>

LaTour, Michael S., and Jeff Tanner "Radon: Appealing to Our Fears" Psychology & Marketing, Vol. 20, No. 5, 2003, 377-394

Shankarmahesh, Mahesh, John B. Ford and Michael S. LaTour, "Cultural Dimensions of Switching Behavior In Importer-Exporter Relationships" Academy of Marketing Science Review <http://www.amsreview.org/articles/shankar03-2003.pdf>

Gardiner, Stanley, Joe B. Hanna, and Michael S. LaTour, "ERP and the Reengineering of Industrial Marketing Processes: A Prescriptive Overview for the New-Age Marketing Manager", Industrial Marketing Management, Vol. 31, 2002, 357-365 (authors contributed equally)

Hanna, Joe B., and Michael S. LaTour, "Building Bridges Through Logistics Publication: Author and Institution Productivity in Business' Most Applied Science", American Business Review Vol. 20, No. 1, 2002, 43-49

DiPofi, Jackie A., LaTour, Michael.S. and Henthorne, Tony.L., "The New Social Marketing Challenge to Promote Radon Testing", Health Marketing Quarterly Vol. 19, No. 1, 2001, 79-90

Ford, John .B, Michael S. LaTour, and Tony L. Henthorne "Author and Institutional Productivity in Industrial Marketing Management, from 1971 to 1998" Industrial Marketing Management Vol. 30, No. 5, 2001, 441-452

Ford, J.B., Michael S. LaTour, and Tony L. Henthorne. "Cognitive Moral Development and Japanese Procurement Executives: Implications for Industrial Marketers." Industrial Marketing Management. Vol. 29, No. 6, 2000, 589-600

Ford, John B., Michael S. LaTour and Courtney Middleton "Women's Studies and Advertising Role Portrayal Sensitivity: How Easy is to Raise "Feminist Consciousness"?" Journal of Current Issues and Research in Advertising Vol 21, No. 2, 1999, 77-87, The first two authors are principal authors and contributed equally

Henthorne, Tony L., Michael S. LaTour and Tina Loraas, "Publication Productivity in the Three Leading U.S. Advertising Journals: 1989 Through 1996" Journal of Advertising, Vol. 27, No. 2, 1998, 53- 63

Natarajan, Rajan, Tony L. Henthorne and Michael S. LaTour," Reinforcing the Importance of the Marketing Practitioner-Marketing Academic Interface"American Business Review, Vol 16, No.2, 1998, 109-112

LaTour, Michael S., Tony L. Henthorne and Alvin J. Williams " Is Industrial Advertising Still Sexist: It's in the Eye of the Beholder" Industrial Marketing Management, Vol. 27, No. 3, 1998, 247-255

Ford, John, B., Michael S. LaTour and Earl Honeycutt "An Examination of the Cross-Cultural Female Response to Offensive Sex Role Portrayals in Advertising: A Research Note" International Marketing Review, Vol. 14, No. 6, 1997; 409- 423

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Oswald, Sharon, Peter Stanwick and Michael S. LaTour "Vision, Strategic Planning and Cultural Relationships on Organizational Performance : A Structural Approach" International Journal of Management, Vol. 14, No. 3, 1997; 521-529

Rotfeld, Herb, Kathleen T. Lacher and Michael S. LaTour "Newspapers Standards for Acceptable Advertising" Journal of Advertising Research, Vol. 36, No. 5, 1996; 37-48

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Min, Hokey, Michael S. LaTour and Michael Jones "The Effects of a Negotiator's Initial Offer, Time, Gender and Team Size on Negotiation Outcomes" International Journal of Purchasing and Materials Management Vol.31, No.4, 1995; 19-24

Ford, John B., Michael S. LaTour and Tony L. Henthorne "Perceptions of Marital Roles in Purchase Decision Processes: A Cross Cultural Study" Journal of the Academy of Marketing Science Vol. 23, No. 2, 1995; 120-131

Henthorne, Tony and Michael S. LaTour "A Model to Explore the Ethics of Erotic Stimuli in Print Advertising" Journal of Business Ethics Vol. 14, 1995; 561-569

Tsalikis, John, and Michael S. LaTour. "Bribery and Extortion in International Business: Ethical Perceptions of Greeks Compared to Americans." Journal of Business Ethics Vol. 14, 1995; 249-264

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Min, Hokey, Michael S. LaTour and Alvin J. Williams "Positioning Against Foreign Supply Sources in an International Purchasing Environment" Industrial Marketing Management Vol. 75, December 1994; 371-382

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Ford, John B., Michael S. LaTour, Earl D. Honeycutt and Matthew Joseph "Female Role Portrayals in International Advertising: Should Advertisers Standardize in the Pacific Rim?" American Business Review ,Vol. 12, No. 2, 1994.

Ford, John B., and Michael S. LaTour "Differing Reactions to Female Role Portrayals in Advertising" Journal of Advertising Research, Vol. 33, No. 5, September/October 1993; 43-52

Henthorne, Tony L., Michael S. LaTour and Rajan Nataarajan. "Fear Appeals in Print Advertising: An Analysis of Arousal and Ad Response"Journal of Advertising, Vol. 22, No. 2, 1993; 59-69 (authors contributed equally).

Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams. "How Organizational Buyers Reduce Risk" Industrial Marketing Management, Vol. 22, 1993; 41-48

Nataarajan, Rajan, Michael S. LaTour and Sudhir Chawla. "The Nutritionally Conscious Consumer and Nutritional Labeling: An Experimental Investigation" American Business Review Vol. 11 No. 1, 1993; 107-111

Benet, Suzanne, Robert E. Pitts, and Michael S. LaTour. "The Appropriateness of Fear Appeal Use for Health Care Marketing to the Elderly." Journal of Business Ethics,. Vol. 12 (January) 1993; 45-55

Johnson, Kerenami, and Michael S. LaTour. "Is an 'Ideal' Service Institution Image the Same for All Referral Sources?: The Case of Chemical Dependency Programs." Journal of Hospital Marketing, Vol. 7, No. 2, 1993; 101-120

Tsalikis, John, Marta Ortiz-Buonafina, and Michael S. LaTour. "The Role of Accent on the Credibility and Effectiveness of the Salesperson: The Case of Guatemala" International Marketing Review, Vol. 9, No. 4, 1992; 57-72 (All authors contributed equally, order of names determined by institutional affiliation).

Colburn, Chris, Michael S. LaTour, and Kerenami Johnson. "Using Marginal Analysis for MRI Facility Location." Journal of Health Care Marketing, Vol. 12, No. 4, 1992; 66-70 (Blind refereed mini-case)

Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams. "Initial Impressions in the Organizational Buyer-Seller Dyad: Sales Management Implications." Journal of Personal Selling and Sales Management, Vol. 12, No. 3, 1992; 57-65

LaTour, Michael S., and Scott Roberts. "Cultural Anchoring and Product Diffusion." Journal of Consumer Marketing, Vol. 9, No. 4, 1992; 29-34

LaTour, Michael S., and Scott Roberts "Cultural Anchoring in the Service Sector"Journal of Services Marketing, Vol. 6, No. 4, 1992; 29-34 (Invited article by same publisher of somewhat similar JCM article [see above])

Singhapakdi, Anusorn, and Michael S. LaTour. "Examining the Link Between Social Responsibility, Motives and Social Buying Behavior: A Case of An Anti-Littering Campaign." Journal of Public Policy and Marketing, Vol 10, No. 2, 1991; 118-129

McKee, Tim, and Michael S. LaTour. "American Taxpayers' Perceptions of the Fairness of the Tax Reform Act of 1986: Do Tax Preparers and the IRS Need to Segment Their Market?" Journal of Professional Services Marketing, Vol. 8, No. 1, 1991; 201-221.

Tsalikis, John, Oscar W. DeSheilds, and Michael S. LaTour. "The Role of Accent on the Credibility and Effectiveness of the Salesman." Journal of Personal Selling and Sales Management, (Spring) 1991; 31-41

Pitts, Robert E., Michael S. LaTour, and David C. Snook-Luther. "Eroticism in Advertising: A Psychophysiological Explanation of Diverse Reactions." Webeforschung and Praxis, (Advertising Research & Practice) (February) 1991; 57-64

LaTour, Michael S., Robert E. Pitts, and David Snook-Luther. "Female Nudity, Arousal and Ad Response: An Experimental Investigation." Journal of Advertising, Vol. 19, No. 4, 1990; 51-62

LaTour, Michael S., and Tony L. Henthorne. "The PRC: An Empirical Analysis of Country of Origin Product Perceptions." Journal of International Consumer Marketing, Vol. 2, No. 4, 1990; 7-36

LaTour, Michael S., Paul J. Champagne, G. Steven Rhiel, and Robert Behling. "Are Students a Viable Source of Data for Conducting Survey Research on Organizations and their Environments?" Review of Business and Economic Research, Vol. 26, No. 1, 1990; 68-82.

LaTour, Michael S. "Female Nudity in Print Advertising: An Analysis of Gender Differences in Arousal and Ad Response." Psychology and Marketing, Vol. 7, No. 1, 1990; 65-81.

LaTour, Michael S., Tony L. Henthorne, and Alvin J. Williams. "The Role of Initial Impressions in the Retail Environment: A Comparison of Black and White Perceptions." Psychology and Marketing, Vol. 6, No. 4, 1989; 329-347

LaTour, Michael S. and Robert E. Pitts. "Using Fear Appeals in Advertising for AIDS Prevention in the College Aged Population." Journal of Health Care Marketing, Vol. 9, No. 3, 1989; 5-14

LaTour, Michael S. and Shaker A. Zahra. "Fear Appeals as Advertising Strategy: Should They Be Used?" Journal of Consumer Marketing, Vol. 6, No. 2, (Spring) 1989; 61-70 At publisher's request, it was also featured in the Journal of Services Marketing.

Zahra, Shaker A., and Michael S. LaTour. "Corporate Social Responsibility and Organizational Effectiveness: A Multivariate Approach." Journal of Business Ethics, Vol. 6, No. 6, 1987; 459-467.

#### Articles in Refereed Published Proceedings

Braun-LaTour, Kathryn, and Michael S. LaTour, "Predicting Ad Response Over Time: A Comparison of Arousal and Ad-Liking to Outcomes of Explicit Memory", Advances in Consumer Research, Volume 32 (Working Paper Series, Abstract Form).

LaTour, Michael S., Jeff Tanner and Brent Wren," Appealing to Fears for our Children: Radon as the Phantom Menace", 2001 Proceeding of the Society for Marketing Advances Conference Winner of the "Best in Track" award. Abstract form. (Fully expanded and revised version was sent to Psychology & Marketing)

DiPofi, J.A., LaTour, M.S. and Henthorne, T.L., "Radon as the Phantom Menace: a Social Marketing Maelstrom", 2000 Proceedings of the Association for Healthcare Research Conference Abstract form (Fully expanded and revised version sent to Health Marketing Quarterly)

Ford, John B., Michael S. LaTour, Douglas G. West and Irvine Clarke, " Perceptions of Adult Businesspeople Regarding Sex Role Portrayals in Specific Industry Advertising: The Case of Singapore" 1999 A.M.S. Conference Proceedings

LaTour, Michael.S., Tony L. Henthorne, and Kathleen T. Lacher "Arousal Effects of a Print Advertisement Sexual Appeal: Moral Philosophical Consequences" 1998 A.M.A. Summer Educator's Proceedings Abstract form

LaTour, Michael S., Marc D. Miller and Robert E. Pitts, "Consumer Involvement with Personal Computer Technology: A Multi-sample Latent Variable Analysis" 1998 A.M.A. Summer Educator's Proceedings, abstract form, Winner of the "Best in Track" award. (Fully expanded version sent to American Business Review)

Ford, John B., Michael S. LaTour, Tony L. Henthorne and Robert Mathews "Summary Brief: Cognitive Moral Development and Japanese Procurement Executives: Implications for Business to Business Marketers" 1997 Southern Marketing Association Proceedings Winner of the "Best in Track" award.

Ford, John B., Michael S. LaTour, Scott J. Vitell, and Warren A. French "Moral Development and Market Negotiations: A Comparison of Chinese and American Managers" 1996 AMA Summer Educators Proceedings abstract form, Winner of the "Best in Track" award. (Fully expanded version sent to Journal of International Marketing)

LaTour, Michael S., Robin Snipes and Sara Bliss, "Self-Efficacy and the Ethics of Fear Appeals" 1996 AMA Summer Educator's Proceedings , abstract form, (Fully expanded version sent to Journal of Business Ethics)

Ford, John B., Michael S. LaTour, and Courtney Middleton "Womens Studies and Advertising Role Portrayal Sensitivity" 1996 AMA Summer Educators Proceedings abstract form

LaTour, Michael S. "Fear Appeals in Video Advertising: Is There a Fear Arousal Threshold?" 1995 A.M.A. Summer Educators Proceedings abstract form

Henthorne, Tony L., Michael S. LaTour and Robert Mathews "Perceptions of Marital Roles in Purchase Decision Making: A Study of Japanese Couples" 1995 A.M.A. Winter Educators Proceedings abstract form, (Fully expanded and revised version sent to International Marketing Review)

Johnson, Keren, Michael S. LaTour, and John B. Ford "Female Role Portrayals in the Advertising Media: A Review of Content Analyses" 1994 A.M.A. Summer Educators Proceedings .

Ford, John B., Michael S. LaTour and Keren Johnson "Womens Perceptions of Female Role Portrayals in the Advertising A Contemporary View" 1994 A.M.A. Summer Educators Proceedings abstract form, (significantly revised and fully expanded version sent to Journal of Current Issues and Research in Advertising)

Ford, John B., Stanley Hart, Earl D. Honeycutt, Michael S. LaTour and John Beckwith "An Exploratory Examination of Mexican and American Student Perceptions of Sex role Portrayals in Advertising" 1993 Southern Marketing Association Proceedings

Natarajan, Rajan and Michael S. LaTour "Toward Axiomatizing Marketing with Lesser Axioms" 1993 Proceedings of the Association of Marketing Theory and Practice

Ford, John B., Earl D. Honeycutt, Michael S. LaTour, Matthew Joseph, and Jennifer Job "Perceptions of Sex Role Portrayals in Advertising: A Comparison of Australian and New Zealand Students" 1993 A.I.B. South East Conference Proceedings (Hong Kong)

Ford, John B., Michael S. LaTour and J. Ford Laumer " A Structured Approach to Teaching Marketing Strategic Planning in an International Context" 1992 Atlantic Marketing Association Proceedings

Eppler, Dianne, Tony L. Henthorne, Michael S. LaTour and Kathy Micken "Victim's Rights, Fear Appeals and Arousal" 1992 A.M.A. Summer Educator's Proceedings, abstract form

Savage, Deborah, Tony L. Henthorne, and Michael S. LaTour. "Emotion Arousing Advertising and Its Impact on ( $A_{ad}$ ) and ( $A_b$ ): Synthesis, Applications and Directions for Future Research." 1990 SWFAD Proceedings

Goeller, Thomas G., and Michael S. LaTour. "A Structured Approach to MIS Case Analysis." 1990 S.E. TIMS Proceedings,

LaTour, Michael S., and Robert E. Pitts. "Communicating the Dangers of AIDS in English Speaking Countries: Are Fear Appeals Appropriate?" Proceedings of the 8<sup>th</sup> Annual (1989) Conference of the American Association for the Advances in Health Care Research

Zahra, Shaker A., and Michael S. LaTour. "Organizational Politics, Causes, Ethics and Implications for Performance." 1987 Southeast Decision Sciences Institute Proceedings

LaTour, Michael S., and J. M. Carey. "Situational Self-Image and Utilitarian Reference Group Influence: An Empirical Study." Proceedings of the 1985 Southwest DSI Conference

LaTour, Michael S., and W. Randy Boxx. "Interpersonal Values and the Perceived Importance of an In-House Physical Fitness Program: An Empirical Study." 1985 SWFAD Proceedings

LaTour, Michael S., and Gary McCain. "The Worksheet Approach for Simulation Game Analysis." 1983 ABSEL Conference Proceedings

#### Non-refereed Articles

##### Journal Articles (Editorial Review)

Festervand, Troy A., and Michael S. LaTour. "A Comparison of the Successful and Unsuccessful Small Retail SBI Assisted Businesses." Small Business Institute Review, Summer 1984

##### Invited Commentaries

LaTour, Michael S., "Retrospective and Prospective Views of Fear Arousal in Fear Appeals" International Journal of Advertising Vol. 25, No. 3, 2006, 409-413

LaTour, Michael S., "Using New Brain Science to Address the Quarterdeck Dilemma: A Commentary on the "Driving Demand for the Quarterdeck" case study" Cornell Hotel and Restaurant Administration Quarterly Vol. 48, No. 3, 2007, 345-347

#### Articles in Books

LaTour, Michael S. and Tony L. Henthorne (2003), "Nudity and Sexual Appeals: Understanding the Arousal Process and Advertisement Response", in Tom Reichert and Jacqueline Lambiase (Eds.) Sex in Advertising , Mahwah, NJ: Erlbaum Associates.

Ford, John B., Douglas West, Vincent P. Magnini, Michael S. LaTour, and Michael J. Polonsky. "A Backward Glance of Who and What Marketing Scholars have been Researching," in Naresh Malhotra (Ed.) Review of Marketing Research (Volume 7), M.E. Sharpe, (accepted for publication).

#### HONORS

Recipient of the UNLV College of Business "Outstanding Researcher of the Year" Award (2007).

Selected as a Hearin Invited Lecturer, School of Business Administration, University of Mississippi, January, 2003

Recipient of one of nine "Distinguished Alumni of the Year" Awards from Boise State University College of Business and Economics for 2001-2002.

Co-author of the "Best Paper in the Advertising Track" of the 2001 Society for Marketing Advances Conference.

Recipient of one of three "Distinguished Alumni of the Year" Awards from Boise State University Alumni Association for 1999-2000.

Selected as a Boardman Invited Lecturer (with honorarium), College of Business, University of Southern Mississippi, Spring, 2000

Co-author of the "Best Paper in the Consumer Behavior Track" of the 1998 A.M.A. Summer Educators' Conference.

Recipient of the 1998 Alabama Association for Higher Education in Business Award for Excellence and Professional Contributions. Only one award is given state-wide to a business faculty member from a four-year institution. Criteria evaluated include evidence of superior instruction, evidence of continuing professional development (e.g. research publications), evidence of service to students, evidence of departmental/institutional service, and evidence of curriculum renewal.

Co-recipient of the 1998 Department of Marketing and Transportation Outstanding Teaching Award.

Awarded the Auburn University Panhellenic Award for Fall Quarter 1997.

Awarded the Auburn University Panhellenic Teaching award for Winter Quarter 1997.

Awarded the Auburn University Panhellenic Teaching award for Spring Quarter 1997.

Co-author of the "Best Paper in the International/Global Marketing Track" of the 1997 Southern Marketing Conference.

Co-author of the "Best Paper in the Global/International Marketing Track" of the 1996 A.M.A. Summer Educators' Conference.

Recipient of the Old Dominion University College of Business and Public Administration "Outstanding Researcher of the Year" Award (1990).

Elected to Honor Society of Beta Gamma Sigma, The University of Mississippi chapter, March 1988.

Recipient an Outstanding Achievement Award from the Southeast Region of the Decision Sciences Institute for one of the two best papers of the 1988 conference. Over 100 papers were presented at the conference.

Recipient of the Graduate Student Achievement Award for the School of Business Administration, The University of Mississippi, April 1986.

Elected to the Honor Society of Phi Kappa Phi, The University of Mississippi, November 1984.

## EDUCATION

Ph.D. Business Administration - The University of Mississippi, May 1986

Major: Marketing. Minors: Managerial Economics and Management.  
Dissertation Title: "Arousal as an Intervening Variable in a Marketing  
Communications Context."

M.B.A. Boise State University, Boise, Idaho. May 1981.

B.B.A. Boise State University, Boise, Idaho. December 1978. Major: Marketing.