

VITA

John F. (Jeff) Tanner Jr.

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Education

Ph.D. in Business Administration, University of Georgia, 1988.

Major: Marketing

Related Field: Social Psychology

Major Professors: Fred Reynolds and Stephen B. Castleberry

Dissertation Title: "The Buying Center Formation Process"

Master of Business Administration, Marketing, University of North Texas, 1985.

Bachelor of Business Administration, Magna Cum Laude, Marketing, University of North Texas, 1979.

Honors and Awards

Distinguished Faculty, Baylor University Football 2006

Distinguished Visiting Professor, 2005, ITESM (Monterrey Technological Institute, Mexico)

Southwest Business Deans' Association Innovative Achievement Award 2001 (with Larry Chonko and Emily Ketcham)

Society for Marketing Advances, Outstanding Paper in Consumer Behavior Track, 2001 (with Mike LaTour)

Journal of Personal Selling & Sales Management Article of the Year, 2000 (with Larry Chonko, Terry Loe, and Jim Roberts)

Journal of Personal Selling & Sales Management Reviewer of the Year, 1997

American Marketing Association, Outstanding Research Paper, 1995

Baylor Marketing Association, Professor of the Semester, Spring 1990, Spring 1994.

Hankamer School of Business Outstanding Young Researcher 1992-1993.

Waco Independent School District, Outstanding Volunteer, 1990-91 and 1991-92

Southern Marketing Association, Outstanding Paper in Track, 1988

American Marketing Association Doctoral Consortium Fellow 1987

Comer Fellowship (outstanding Ph.D. student in business) 1986 and 1987

University Fellowship Winner, 1985-86 and 1987-88

Alvin B. Biscoe Fellowship (outstanding entering graduate student in business, U.Ga.) 1985

Beta Gamma Sigma (national business honorary) 1979

Academic Undergraduate Scholarship, 1977-79

Phi Eta Sigma (national freshman honorary) 1977

Academic Experience

2005 to present: Associate Dean, Faculty Development and Research. Responsible for creating and implementing programs to improve faculty research productivity and teaching, as well as AACSB and SACS accreditation regarding faculty qualifications.

2008 to 2009: Acting Executive Director, Center for Professional Selling. Responsible for managing activities of the Center, including directing and serving as advisor for the Professional Sales major, managing the Board of Advisors, and hosting on-campus events for sales executives and students.

2004 to present: Professor of Marketing, Baylor University. Teach Principles of Marketing, Advanced Selling, Sales Management, and Customer Relationship Management. Research associate with the Center for Nonprofit Marketing.

1993 to 2004: Associate Professor of Marketing, Baylor University.
Taught Professional Selling, Advanced Selling, CRM, and other courses.

1989 to 2003: Research Director, Center for Professional Selling. Responsible for developing Research Series, a series of reports for practitioners; conferences such as "Motivating Salespeople," and securing funds for research and development. Published the Center's bi-annual magazine, Careers in Professional Selling. Interact with Board of 24 Industry Advisors.

June, 2001 to July, 2002: Acting Chair, Marketing Department, Baylor University. Responsible for budgeting and managing a department of ten faculty, two full-time instructors, and one adjunct professor. Raised \$75,000 and led team of faculty that created and successfully launched the first MBA specialization in customer relationship management (CRM). Created a Board of Advisors for the CRM program.

August, 1995 to December 2002: Associate Dean for Undergraduate Programs, Baylor University. Responsible for managing the degree and academic programs for all business undergraduates. Managed a staff of six professionals and an administrative assistant. Responsible for curriculum development, program assessment, and AACSB accreditation regarding undergraduate programs. Raised funds for several programs, including \$120,000 per year from Edward Jones for the New Venture Challenge.

2008: Visiting Professor, University of Montpellier II, Montpellier France; taught CRM and conducted research.

2004; 2005: Visiting Professor, University of West Indies, Institute of Business; taught CRM & sales management for executives.

1996; 2001; 2003; 2009: Visiting Professor, University of Caen, France; taught graduate International Business Marketing (6 week course).

1993, 1994, 1999, 2004, 2005, 2007, 2008: Visiting Professor, ITESM (Monterrey Tech) Mexico. Visiting professor in Baylor/ITESM faculty exchange program; team teacher in 2004, 2005, and 2008.

1988 to 1993: Assistant Professor of Marketing, Baylor University. Taught Marketing Research, Professional Selling, Advanced Selling, Sales Management, Graduate Marketing Research, Graduate Marketing Management, and Graduate Business-to-Business Marketing.

1986-1988: Instructor, Georgia Center for Continuing Education. Taught Principles of Marketing.

1986-1988: Graduate Teaching Assistant, University of Georgia Marketing Department. Taught Principles of Marketing and Personal Selling.

1985-1986: Graduate Research Assistant, University of Georgia Marketing Department.

Other Work Experience

2005-Present: Partner, BPT Partners LLC., CRM training consultancy.

1995-Present: Partner, JKTanner Inc., research consultancy, working with social marketing agencies.

1998 - 2005: Director, T. Weaver Inc., promotional products advertising company.

1997 - 2003: Director, Florida Furniture Industries, Inc., manufacturer of bedroom furniture.

1995 - 1997: Director, Health Care Dynamics Foundation, non-profit medical research institution.

1994 - 1996: Director, Re-Create Your Future, Inc., for-profit job retraining school.

1979-1985: Xerox Corporation, Dallas-Fort Worth, Texas. Began as New Business Sales Representative, with sales responsibilities in two counties of north Texas. Managed sales team of five Marketing Associates, including hiring, training, and managing responsibilities. Advanced to Account Executive, with district-wide responsibility for managing the sales of a product line. Responsibilities included training, motivating, and assisting 75 sales representatives and their managers. Last position was Project Manager, with responsibility for developing new products, strategic planning, and training and collateral development.

1977-1979: Rockwell International, Collins Commercial Switching Division, Richardson, Texas. Worked in Marketing Research, gathering data on the various markets, competitors, etc. and helped prepare strategic plans, forecasts, and other reports.

Professional Service

Expert Advisor, Advisory Panel to Adolescent & Family Life, Department of Health & Human Services for the creation of program evaluation policy, 2005-present.

Expert Advisor, Advisory Panel to the Office of Population Affairs, Department of Health & Human Services for the creation of a National Abstinence Education Campaign, 2005-2006.

Co-Editor, Special Issue in CRM, Journal of Personal Selling & Sales Management, 2004.

Co-Chair, AMA Faculty Consortium in CRM, June 2004.

Program Chair, AACSB Associate Dean's Conference, December 2001.

Editor, Careers in Professional Selling magazine, 1999-2003.

Section Editor, Key Issues in Marketing Education, Marketing Education Review, 1999 to present.

President, Southwestern Marketing Association, 1996-1997.

President-Elect, Southwestern Marketing Association, 1995-1996.
Editor, Special Issue, Journal of Marketing Theory in Practice, Winter, 1996.
Program Chair, Southwestern Marketing Association, 1995 conference.
Book Review Editor, Journal of Personal Selling and Sales Management, 1991 - 1995.
Abstracts Editor, The Communicator, Newsletter for the Division of Consumer Psychology, American Psychology Association, 1988-1991.
Editorial Review Board, Journal of Personal Selling and Sales Management, Journal of Business Research, Marketing Education Review, Journal of Marketing Education, Journal of Marketing Theory & Practice, Industrial Marketing Management.
Editorial Advisory Board, Sales and Marketing Strategies & News, 1998-2000.

Dissertation Committees

Tara' Lopez, Firm Market Orientation and Salesperson Customer Orientation: The Influence of Managerial and Salesperson Reward Systems, defended 2000, Louisiana Tech.

Pat Fountain, Marketing Orientation and the Vertical Exchange Relationship, defended 1999, Louisiana Tech.

Diana Thompson Oubre, Salesperson Behaviors and Orientations: Firm and Sales Manager Influences, defended 1996, Louisiana Tech.

Publications

Books

John F. Tanner Jr. and Mary Anne Raymond (Forthcoming), Principles of Marketing; How Marketing Gets Done, Flat World Knowledge.

John F. Tanner Jr., Earl Honeycutt, and Robert Erffmeyer (2009), Sales Force Leadership: Shaping Future Sales Leaders, Pearson/Prentice-Hall.

Robert Dwyer and John F. Tanner Jr. (2009), Business Marketing: Connecting Strategy, Relationships, and Learning 4e, McGraw-Hill (also co-authored first three editions).

Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner Jr. (2009), Selling: Building Partnerships 7e, McGraw-Hill. (also co-authored 1e, 2e, 3e, 4e, 5e, and 6e)

George W. Dudley, with John F. Tanner Jr. (2006), The Hard Truth about Soft Selling: Restoring Pride and Purpose to the Sales Profession, Behavioral Science Research Press.

Gilbert Churchill, Neil Ford, Orville Walker, Mark Johnston, and John F. Tanner Jr. (2000), Sales Force Management 6e, Irwin McGraw Hill.

Lawrence B. Chonko, John F. Tanner Jr., and William A. Weeks (1997), Creative Entrepreneurship, Business Tech International.

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John F. Tanner Jr. (1997), Guide to the US Trade Show Industry, Center for Exhibition Industry Research.

John F. Tanner Jr. (1996), Trade Shows Curriculum Guide 2e, Chicago: Center for Exhibition Industry Research (also authored the first edition, 1994).

John F. Tanner Jr. (1995), Lipton's Research Casebook, West Publishing.

Stephen B. Castleberry and John F. Tanner Jr. (1992) Building Sales Skills, Irwin.

Lawrence B. Chonko, Ben M. Enis, and John F. Tanner Jr. (1992), Managing Salespeople, Allyn and Bacon.

John F. Tanner Jr. (1990), Managerial Marketing Research, KSC Publications.

Refereed Publications

Anne-Sophie Cases, Christophe Fournier, and John F. Tanner Jr. (Forthcoming), "Web Site Spillover to Email Campaigns: The Role of Privacy, Trust, and Shopper's Attitudes," Journal of Business Research.

F. Juliet Poujol and John F. Tanner Jr. (2010), "The Impact of Sales Contests on Salesperson Customer Orientation," Journal of Personal Selling & Sales Management 30 (1), 33-46.

Christophe Fournier, John F. Tanner Jr., Lawrence B. Chonko, and Chris Manolis (2010), "The Moderating Role of Ethical Climate on Propensity to Leave," Journal of Personal Selling & Sales Management 30 (1), 7-22.

John F. Tanner Jr., Mary Anne Raymond, and Stacey D. Ladd (2009), "Evaluating a Community Saturation Model of Abstinence Education: An Application of Social Marketing Strategies," Health Marketing Quarterly 26(1), 27-38.

John F. Tanner Jr., Les A. Carlson, Chris Hopkins, and Mary Anne Raymond (2008), "Reaching Parents to Prevent Adolescent Risky Behavior: Examining the Effects of Threat Portrayal and Parenting Orientation on Parental Participation Perceptions," Journal of Public Policy and Marketing 27(2), 149-172.

John F. Tanner Jr., Jorge Wise, Christophe Fournier, and Sandrine Hollet (2008), "Executives' Perspectives of the Changing Role of the Sales Profession: Views from France, the United States, and Mexico," Journal of Business and Industrial Marketing 23(3), 193-202.

James A. Roberts, Chris Manolis, and John F. Tanner Jr. (2006), "Adolescent Autonomy and the Impact of Family Structure on Materialism and Compulsive Buying," Journal of Marketing Theory & Practice 14(4), 301-315.

Marjorie Cooper, John F. Tanner Jr., and Kirk Wakefield (2006), "Industrial Buyers' Risk Aversion and Channel Selection," Journal of Business Research 59(6), 653-661.

Les A. Carlson and John F. Tanner Jr. (2006), "Understanding Parental Beliefs and Attitudes about Children's Sexual Behavior: Insights from Parental Style," Journal of Consumer Affairs 40(1), 144-162.

James A. Roberts, John F. Tanner Jr., and Chris Manolis (2005) "Materialism and the Family Structure-Family Stress Relationship," Journal of Consumer Psychology 15 (2), 183-185.

Raymond LaForge, Rolph Anderson, Andrea Dixon, Mark Johnston, Eli Jones, Greg Marshall, John F. Tanner Jr. (2005), "The Scholarship of Teaching Sales Education," Marketing Education Review 15 (2), 1-12.

John F. Tanner Jr. and Shannon Shipp (2005), "Sales Technology within the Salesperson's Relationships: A Research Agenda," Industrial Marketing Management 34 (4), 305-312.

John F. Tanner Jr., Michael Ahearne, Thomas W. Leigh, Charlotte Mason, and William Moncrief (2005), "CRM in Sales-Intensive Organizations: A Review and Future Directions," Journal of Personal Selling & Sales Management 25 (2), 171-182.

Cynthia Mitchell, John F. Tanner Jr., and Mary Anne Raymond (2004) "Adolescents' Perceptions of Factors Influencing Values and Sexual Activity: Implications for Social Marketing Initiatives," Journal of Nonprofit and Public Sector Marketing, 12 (2), 29-49.

Mary Anne Raymond, John Mittelstaedt, Christopher Hopkins, and John F. Tanner Jr., (2004), "Retailer Merchandising Decisions: Using Retailer Perceptions to Develop a Multi-Level Competitive Strategic Profit Model," Journal of Marketing Management 14(2), 77-87.

Christopher Hopkins, John F. Tanner, Jr., and Mary Anne Raymond (2004), "Risk Avoidance and Risk Reduction: Reaching Teens at Risk," Healthcare Marketing Quarterly 21 (3), 79-106.

Praveen Agrawal, John F. Tanner Jr., and Stephen B. Castleberry (2004), "Factors Associated with Propensity to Leave the Organization: A Study of Salespeople," Marketing Management Journal 14 (1), 90-102.

Faye McIntyre and John F. Tanner Jr. (2004), "Individual and Institutional Productivity in the Scholarship of Teaching: A Study of Marketing Education Journals," Marketing Education Review 14 (Spring) 33-44.

Rodney Bowden, Beth Lanning, Rusty Pippin, and John F. Tanner Jr. (2003), "Teachers' Attitudes Towards Abstinence-Only Sex Education Curricula," Education 123 (4), 780-788.

James Roberts, Chris Manolis, and John F. Tanner Jr. (2003), "Family Structure, Materialism, and Compulsive Buying: A Re-inquiry of Rindfleisch, Burroughs, and Denton (1997)," Journal of the Academy of Marketing Science 31 (3), 300-311.

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Michael LaTour and John F. Tanner Jr. (2003), "Appealing to our Fears of Radon as the Phantom Menace," Psychology & Marketing 20 (5), 377-394.

David R. Eppright, James B. Hunt, John F. Tanner Jr., and George R. Franke (2002), "Fear, Coping, and Information: A Pilot Study on Motivating a Healthy Response," Journal Health Marketing Quarterly 20 (1), 51-73.

John F. Tanner Jr. (2002), "Comments on Selling in the New Millennium: A Joint Agenda," Industrial Marketing Management, 31 (7, October), 569-572.

Lawrence B. Chonko, John F. Tanner Jr., and Roger Davis (2002), "What are they thinking? Student Expectations and Self-Assessments may be the Bane of Teaching Evaluations," Journal of Education for Business 77 (5), 271-281.

James Roberts and John F. Tanner Jr. (2002), "Compulsive Buying and Sexual Attitudes, Intentions, and Activity Among Adolescents: An Extension of Roberts and Tanner 2000," Psychology Reports 90, 1259-1260.

Jesse Moore, Mary Anne Raymond, John Mittelstaedt, and John F. Tanner, Jr., (2002), "Age and Consumer Socialization Agent Influences on Adolescents' Sexual Knowledge, Attitudes, and Behavior: Implications for Social Marketing Initiatives and Public Policy," Journal of Public Policy and Marketing, Vol. 21 (1), Spring, 37-52.

John F. Tanner Jr. (2002), "Leveling the Playing Field: Factors Influencing Trade Show Success for Small Companies," Industrial Marketing Management 31 (3, April), 229-240.

John F. Tanner Jr. and Lawrence B. Chonko (2002), "Using Trade Shows Throughout the Product Life Cycle," Journal of Promotion Management 8 (1), 109-125.

John F. Tanner Jr., Lawrence B. Chonko, and Thomas V. Ponzurick (2002), "A Learning Model of Trade Show Attendance," Journal of Hospitality and Convention Management 3 (3), 3-26.

Mary Anne Raymond, John F. Tanner Jr., Jonghoon Kim (2001), "Cost Complexity of Pricing Decisions for Exporters in Developing and Emerging Markets," Journal of International Marketing 9 (3), 19-40.

Lawrence B. Chonko, Terry W. Loe, James A. Roberts, and John F. Tanner Jr. (2000), "Timing of Measurement in Sales Performance Studies: Why Multiple Measures May Not Be Enough," Journal of Personal Selling & Sales Management, (Winter), 23-37. **Winner of the Paper of the Year award.**

James A. Roberts and John F. Tanner Jr. (2000), "Compulsive Buying and Risky Behavior Among Adolescents," Psychological Reports 86, 763-770.

John F. Tanner Jr. (1999), "Organizational Buying Theories: Building a Bridge to Relationships Theory," Industrial Marketing Management, (May), 245-255; and "Response to Wilson's Comment," 261-262.

John F. Tanner Jr. (1998), "Users' Role in the Purchase: Their Influence, Satisfaction, and Desire to Participate in the Next Purchase," Journal of Business & Industrial Marketing 13 (6) 479-491.

Mary Anne Raymond, John F. Tanner Jr., and David R. Eppright (1998), "The AIDS Pandemic: Changes in the Believability and Use of Information Sources," Health Marketing Quarterly 15 (4), 1-24.

John F. Tanner Jr., Rick Ridnour, and Stephen B. Castleberry (1997), "Types of Vertical Exchange Relationships: An Empirical Re-Examination of the Cadre/Hired-Hand Distinction," Journal of Marketing Theory & Practice (Summer), 1-16.

Lawrence B. Chonko, John F. Tanner Jr., and William A. Weeks (1996), "Ethics in Salesperson Decision Making: A Synthesis of Research Approaches and an Extension of the Scenario Method," Journal of Personal Selling & Sales Management (Winter), 35-52.

James A. Roberts, John F. Tanner, Jr., James B. Hunt, and David R. Eppright (1996), "Marketing the AIDS Message to College Students: Gender Differences in AIDS Knowledge, Attitudes and Behavior and Their Implications for Communications Strategy," Journal of Non-Profit and Public Sector Marketing 4 (3), 63-76.

John F. Tanner, Jr. and James Roberts (1996), "Active Learning: Students as Teachers," Marketing Education Review (Spring), 41-46.

John F. Tanner, Jr. and Earl D. Honeycutt, Jr. (1996), "Reengineering the Sales Force Using the Theory of Constraints" Industrial Marketing Management 25, 1-9.

David Strutton, Lou E. Pelton, and John F. Tanner, Jr. (1996), "Shall We Gather in the Garden: Salespeople's Use of Ingratiation," Industrial Marketing Management.

John F. Tanner Jr. and Stephen B. Castleberry (1995), "Professional Selling and Relationship Marketing: Moving From Transactional Role-Playing to Partnering," Journal of Marketing Education, 17 (3), Fall, 51-62.

John F. Tanner, Jr. (1995), "Buyer Perceptions of the Purchase Process and Its Effect on Customer Satisfaction," Industrial Marketing Management 25, 125-133.

John F. Tanner, Jr., Mauricio Gonzalez and Salvador Trevino (1995), "Using Internet for International Interaction in Case Preparation," Marketing Education Review, Summer, 37-43.

John F. Tanner Jr. and Lawrence B. Chonko (1995), "Trade Show Objectives, Management and Staffing Practices," Industrial Marketing Management, 257-264.

Mary Anne Raymond and John F. Tanner Jr. (1994), "The Role and Importance of the Salesperson in Creating a Competitive Advantage," Journal of Marketing Theory and Practice, Vol. 2, No. 3, pp. 126-137.

Mary Anne Raymond and John F. Tanner Jr. (1994), "Maintaining Customer Loyalty in Direct Sales: Toward a Model of Customer Loyalty," Journal of Personal Selling and Sales Management, Volume XIV, Number 4, Fall, pp. 67-76.

John F. Tanner Jr. (1994), "Adaptive Selling at Trade Shows," Journal of Personal Selling & Sales Management, Vol. XIV, No. 2, Spring, pp. 15-23.

David R. Eppright, John F. Tanner Jr., and James B. Hunt (May, 1994) "Knowledge and the Ordered Protection Motivation Model: Tools for Preventing AIDS," Journal of Business Research, Issue 30, pp. 13-24.

John F. Tanner Jr., Lawrence B. Chonko, and Joyce McKee (1994), "Behind the Booth," Marketing Management, Vol. 3, No. 1, pp. 40-43.

Earl D. Honeycutt, John B. Ford, and John F. Tanner Jr. (1994), "Who Trains Salespeople?" Industrial Marketing Management, pp. 65-70.

Lawrence B. Chonko, John F. Tanner Jr., and William A. Weeks (1993), "Sales Training: Status and Needs," Journal of Personal Selling and Sales Management, Vol. XIII, No. 4, Fall, pp. 81-86.

John F. Tanner Jr. and Stephen B. Castleberry (1993), "The Participation Model: Factors Related to Buying Decision Participation," Journal of Business-to-Business Marketing, Vol. 1(3), pp. 35-61.

John F. Tanner Jr., Lawrence B. Chonko, and Mark G. Dunn (1993) "Vertical Exchange and Salesperson Stress," Journal of Personal Selling and Sales Management, Vol. XII, No. 2, Spring, pp. 27-35.

Lawrence B. Chonko, John F. Tanner Jr., and William A. Weeks (1992), "Reward Preferences of Salespeople," Journal of Personal Selling and Sales Management, Vol. XII, No. 3, Summer, pp. 67-75.

Naoko Oikawa and John F. Tanner Jr. (Summer 1992), "The Influence of Japanese Culture on Business Relationships and Negotiations," The Journal of Services Marketing, **reprinted** in (Fall 1992), The Journal of Business and Industrial Marketing, Vol. 6, No. 3, pp. 67-74.

John F. Tanner Jr. and Lawrence B. Chonko (1992), "Avoiding the Guillotine Effect after Video-Taping Role Plays," Marketing Education Review, Spring, pp. 37-41.

John F. Tanner Jr., James Hunt and David Eppright (July 1991), "The Protection Motivation Model: A Normative Model of Fear Appeals," Journal of Marketing, Vol. 55, 36-45.

Lawrence B. Chonko, John F. Tanner Jr. and Ellen Reid Smith (1991), "The Sales Force's Role in International Marketing Research and Marketing Information Systems," Journal of Personal Selling and Sales Management, Vol. XI, No. 1, Winter, pp. 69-79.

Lawrence B. Chonko and John F. Tanner Jr. (1990), "Relationship Selling at Trade Shows: Avoid the Seven Deadly Salespeople," Review of Business, Summer, pp. 13-18.

John F. Tanner Jr. (1990), "Leadership Through Quality," Journal of Personal Selling and Sales Management, Vol. X, No. 1, Winter, pp. 49-51.

John F. Tanner Jr. and Stephen B. Castleberry (1990), "Vertical Exchange Quality and Performance: Studying the Role of the Sales Manager," Journal of Personal Selling and Sales Management, Vol. X, No. 2, Spring, 17-28.

John F. Tanner Jr. (1989), "Predicting Organizational Buyer Behavior," Journal of Business and Industrial Marketing, Summer/Fall, pp. 57-64.

John F. Tanner Jr., Ellen Day, and Melvin Crask (1989), "Protection Motivation Theory: An Extension of Fear Appeals Theory in Communication," Journal of Business Research, Issue 19, pp. 1-10.

Stephen B. Castleberry and John F. Tanner Jr. (1989), "Salesperson's Commitment to the Organization: Associations with Performance, Motivation, Conflict, Satisfaction, and Relationship with the Manager," Journal of Applied Business Research.

Stephen B. Castleberry and John F. Tanner Jr. (1986), "The Manager-Salesperson Relationship: An Exploratory Examination of the Vertical Dyad Linkage Model," Journal of Personal Selling and Sales Management, 6 (November), Vol. VI, pp. 29-37.

Conference Presentations and Publications

John F. Tanner Jr. (2010), "Lighthouse Outreach," Exemplary Evaluation presentation, CREA Conference, Washington DC (April 20).

John F. Tanner Jr. (2010), "The Use of Qualitative Methods in Evaluation," poster presented at CREA Conference, Washington DC (April 20).

John F. Tanner Jr. (2010), "A Comparison of Classroom Teacher and Program Educator Delivery of *Worth the Wait* and *Choosing the Best*," poster presented at CREA Conference, Washington DC (April 20).

Amy Christie and John F. Tanner Jr. (2010), "Closing the Loop: Using Evaluation for Continuous Improvement," *National Abstinence Education Grantees Conference: Standing Strong, Creating Opportunities, and Embracing the Future*, Federal Youth Services Bureau, Arlington VA (January 27).

John F. Tanner Jr., Krissy Keen, and Michael Vogelaar (2009), *Sacramento Kings: Priceless? Advances in Marketing* Conference, Society for Marketing Advances (November 3).

John F. Tanner Jr. and Dennis Pitta (2009), "Identifying and Creating Customer Value," *Summer Educators' Conference*, American Marketing Association, Chicago (August).

John F. Tanner Jr., Brittany Blum, Caleb O'Flaherty, Britney Darensberg, and Matthew Goodwin (2008), *Houston Dynamo Case Study, Advances in Marketing* Conference, Society for Marketing Advances, St. Petersburg FL (November 5).

John F. Tanner Jr. (2008), "Teaching Technology in Sales," *Advances in Marketing*, Society for Marketing Advances, St. Petersburg FL (November 6).

John F. Tanner Jr., Earl Honeycutt, and Robert Erffmeyer (2008), "Aligning Internal and External Sales Force Cultures," *Advances in Marketing*, Society for Marketing Advances, St. Petersburg FL (November 4).

John F. Tanner Jr. and Christophe Fournier (2008), "Revisiting Antecedents of Propensity to Leave: The Moderating Role of Ethical Climate," *7th International Marketing Trends Congress*, Venice, Italy (January 15).

John F. Tanner Jr., (2007), "The Effects of Advertising on a Saturation Marketing Campaign," presented at Advances in Marketing, the annual conference of the Society for Marketing Advances, San Antonio, Texas (November 9).

John F. Tanner Jr. (2007), "To Tell the Truth: Impression Management by Adolescents," presented at the Association for Consumer Research annual conference, Nashville, Tennessee (October 26).

John F. Tanner Jr. (2007), "Stretching the Truth: Exaggeration Practices by Salespeople," presented at the National Conference in Sales Management, Los Angeles, California (March 30).

John F. Tanner Jr. (2007), "Examining the Potential For Decay," poster presented at the Progress in Abstinence Education Federal Conference, Baltimore Maryland (February 17).

John F. Tanner Jr., Christophe Fournier, Jorge Wise, Sandrine Hollet, and F. Juliet Poujol (2007) "Executives' Perspectives of the Changing Role of the Sales Profession: Understanding Their Vision of the Future," Congreso de Investigación y Desarrollo del Tecnológico de Monterrey, Monterrey, Mexico, January 17.

John F. Tanner Jr. (2006), "The Future of Selling," and "Building Tomorrow's Salesforce while Meeting Today's Objectives," The Hard Truth About Selling Conference, Dallas, November 17.

John F. Tanner Jr. (2006), "Innovations in Teaching Sales," Society for Marketing Advances, Nashville Tennessee, November 3-7.

Christophe Fournier and John F. Tanner Jr. (2006), "Exploring the Central Role of Self-Efficacy in Selling," Society for Marketing Advances, Nashville Tennessee, November 3-7.

John F. Tanner Jr. (2006), "Customer Value Analysis," CRM at the Speed of Light, Atlanta, Boston, Chicago, San Antonio, San Jose, Washington DC (twice), Monterrey (Mexico)

John F. Tanner Jr. (2006), "Busting the Data Trap," Partners Conference, Orlando, September 17.

John F. Tanner Jr. (2006), "Internationalizing the Sales Curriculum," AMA Summer Educators' Conference, Chicago.

Stacey Ladd and John F. Tanner Jr. (2005), "Evaluating Community Saturation Abstinence Programs: A Case Study," presented at the Abstinence Education Evaluation Conference, Office of Population Affairs, Baltimore Maryland, November 2-5.

John F. Tanner Jr. and George Dudley (2005), "Exaggeration by Salespeople: Effects of Administration Method, Gender, and Nationality on the Tendency to Claim False Knowledge," abstract presented at the Advances in Marketing: Managerial, Pedagogical, Theoretical conference, November 3-7, 2005.

John F. Tanner Jr., George Dudley, and Lawrence B. Chonko (2005), "Salesperson Motivation and Success: Examining the Relationship between Motivation and Sales Approach" presented at the Advances in Marketing: Managerial, Pedagogical, Theoretical conference, November 3-7, 2005.

John F. Tanner Jr., Les Carlson, Chris Hopkins, and Mary Anne Raymond (2005), "Parental Involvement in Teen Risk Avoidance," abstract presented at American Marketing Association Summer Educators' Conference.

John F. Tanner Jr., Christophe Fournier, Sandrine Hollet, and F. Juliet Poujol (2005), "Toward a New Vision: Executives' Perspectives of the Changing Role of Salespeople, Their Tasks and Competencies," presented Academy of Marketing/American Marketing Association Global Biennial Congress.

John F. Tanner Jr. (2005), "Evaluation of Community Health Programs Designed to Promote Abstinence and STD Screening," in Tailoring Health Messages, Sara Rubinelli and Joachim Haes eds., Health Care Communication Laboratory, Universita' della Svizzera Italiana, 117-124.

John F. Tanner Jr. and Stacey Ladd (2005), "Measuring the Effectiveness of Community Saturation Programs: One Program's Results," Medical Institute Conference on Abstinence, Washington DC (June 15).

George W. Dudley, Lawrence B. Chonko, and John F. Tanner Jr. (2005), "Differential Diagnosis and Incidence of Call Reluctance," Southwestern Psychology Association, poster presentation.

John F. Tanner Jr. and Roger Davis (2004), "Fleury Equipment de Batiment," Society for Marketing Advances.

John F. Tanner Jr. (2004), "The Future of Selling & Sales Training," American Society of Training and Development (August 17), Dallas, Texas.

John F. Tanner Jr. (2004), "Teaching Ethics in Sales," American Marketing Association Summer Educators Conference (August 8), Boston.

John F. Tanner Jr. (2004), "Best Practices in Healthcare Exhibiting," Healthcare Conventions and Exhibitors Association annual conference, Austin Texas (June 14).

John F. Tanner Jr., Les Carlson and Samantha Gammel (2004), "Factors Influencing Parents Abstinence Teaching Behavior," Medical Institute Conference on Abstinence, Washington DC (June 20).

John F. Tanner Jr. and Les Carlson "Parenting Styles and Raising Abstinent Children," 2004 American Marketing Association Marketing and Public Policy Conference.

John F. Tanner Jr., Chris Hopkins, Mary Anne Raymond (2003), "Risk Avoidance and Risk Reduction: Reaching Teens at Risk," Society for Marketing Advances.

Chris Hopkins, Mary Anne Raymond, John F. Tanner Jr. (2003), "Understanding "Non-Behavior:" Modifying the Theory of Planned Behavior to Account for Abstinence," Society for Marketing Advances.

John F. Tanner Jr. and George W. Dudley (2003), "International Differences: Examining Two Assumptions About Selling," in *Advances in Marketing*, William J. Kehoe and Linda K. Whitten, eds., Society for Marketing Advances, 236-239.

Mary Anne Raymond, John Middlestaedt, Chris Hopkins, and John F. Tanner Jr. (2003), "Perceptions Influencing Retailer Merchandising Decisions: Developing a Multi-Level Competitive Strategic Profit Model," American Marketing Association Summer Educators' Conference.

Pat Fountain, Gene Brown and John F. Tanner Jr. (2003), "Market Orientation and Vertical Exchange Relationships in Sales Force Management," *Proceedings, ACME annual conference* (published in CD-ROM format only).

John F. Tanner Jr. (2003), "How Do I Get Them To Like My Class When It Isn't Their Major?" Presentation, ACME annual conference.

John F. Tanner Jr. and Faye McIntyre (2003), "Performance in Partner Relationship Management," presented to the SAP Global Innovation Congress, Miami (February 16).

John F. Tanner Jr. (2003), "Encouraging User Adoption of Customer Relationship Management Technology," presented to the CRM Technology Decisions conference, Atlanta (February 14).

John F. Tanner Jr. (2003), "Issues in Local Evaluation," presented to the Risk Avoidance Conference, Department of Health and Human Services, Washington DC (February 5).

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John F. Tanner Jr. and Jeff S. Pope (2002), "Innovation in Curriculum: The New Venture Challenge," presented to Undergraduate Programs Conference, Academy for the Advancement of Collegiate Schools of Business International, St. Louis (February 28).

Elisabeth J. Teal and John F. Tanner Jr. (2001), "Technology and the Sales Force in Business to Business Organizations: An Overlooked Key to Organizational Learning?" United States Association of Small Business and Entrepreneurship National Conference; featured in the Small Business Advancement National Center Newsletter 215-2002 (February 19, 2002).

John F. Tanner Jr. (2001), "Abstinence Curriculum Effectiveness: Three Years of Results," McLennan County Collaborative Abstinence Educators Conference.

Michael Latour and John F. Tanner Jr. (2001), "Appealing to Fears for Our Children: Radon, the Phantom Menace," Marketing Advances in Pedagogy, Process and Philosophy, proceedings of the Society of Marketing Advances (winner, Best Paper in Track), Tracy Suter ed., 23-24.

Tara' Lopez, Gene Brown, and John F. Tanner Jr. (2001), "A Preliminary Investigation of the Impact of Managerial and Sales Force Control Systems on SOCO and Market Orientation," Winter Educators Conference, American Marketing Association.

John F. Tanner Jr. and James A. Roberts (2000), "Materialism in the Sport of Kings," Advances In Marketing, Proceedings of the Society of Marketing Advances, 47-50.

John F. Tanner Jr. (2000), "Evaluating McCAP and Other Abstinence Programs," Texas Council of Abstinence Educators Conference.

Thomas E. Tanner, James A. Roberts, and John F. Tanner Jr. (1999), "Compulsive Buying Among Adolescents: An Examination of Purchase Behavior," Advances In Marketing, Proceedings of the Society of Marketing Advances.

Terry W. Loe and John F. Tanner Jr. (1999), "The Federal Sentencing Guidelines: Implications for the Sales Management Course," Proceedings of the National Conference on Sales Management.

John F. Tanner Jr. (1999), "The Use of EBI Student Satisfaction Benchmarking Data to Develop Curriculum Changes," presentation to the Assembly of American Colleges and Schools of Business *Conference on Undergraduate Programs*.

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John F. Tanner Jr. and Brenda C. Tildon (1998), "Advanced Marketing for Exhibit Managers," TS², Trade Show Exhibitors Association

John F. Tanner Jr. (1997), "Leveling the Playing Field," Special Session, Southern Marketing Association.

John F. Tanner Jr. (1997), "The Exhibit Manager: A Must for Success," TS² Conference, Trade Show Exhibitors Association.

John F. Tanner Jr. and Terry Loe (1997), "Variation in Sales Performance: Using Process Control," Proceedings, National Sales Conference.

John F. Tanner Jr. (1996), "Professional Selling & Relationship Marketing," special session presentation, Southern Marketing Association.

John F. Tanner Jr., James B. Hunt, and David R. Eppright (1996), "Profiles of Adopters of Maladaptive AIDS and STD Coping Responses: Implications for Safer Sex Campaigns," Proceedings, Southern Marketing Association, 397-400.

John F. Tanner Jr. (1996), "Co-Teaching Cases Using the Internet: the Baylor - Monterrey Tec Experience," Southwestern Marketing Association conference special session presentation.

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John F. Tanner, Jr., Lawrence B. Chonko, and James Roberts, "Interactive Observation," (1993), Proceedings, Southern Marketing Association, pp. 379-384.

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John F. Tanner Jr. and Lawrence B. Chonko (1992), "Territorial Behaviors in Organizational Buyers: Vigilance, Encroachment and Defense," Proceedings, AMA Winter Educators, Vol. 3, pp. 71-77.

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Lawrence B. Chonko and John F. Tanner Jr. (1990), "Organizational Buyer's Role Stress," Proceedings, Southern Marketing Association, pp. 26-29.

James B. Hunt and John F. Tanner Jr. (1990), "The Influence of Health Locus of Control on the Use of Fear and Promotion of Coping Responses in Health Campaigns," Proceedings, Southern Marketing Association, pp. 401-404.

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John F. Tanner Jr. (1987), "A Model of Organizational Buyer Behavior Choice," Proceedings, Southern Marketing Association, pp. 355-358.

Trade and Non-Refereed Publications

John F. Tanner Jr. (2005), "Creating a Data Strategy for CRM," in Defying the Limits Volume 5, John G. Freeland, ed., San Francisco: Montgomery Research Inc.

John F. Tanner Jr. (2004), "Fulfilling the Promise: Integrating Sales into CRM," in Defying the Limits, Volume 4, John G. Freeland, ed., San Francisco: Montgomery Research Inc.

Valesha Bogart and John F. Tanner Jr., "Relationship Internationalization and Event Marketing," CRM Thought Leadership Series, Baylor University, Report 03-01.

John F. Tanner Jr. (November 1995 to March 2003), "Sales Talk" bi-monthly column in Sales & Marketing Strategies & News.

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John F. Tanner Jr. (October 1999), "Doing It All at the High Point Market," Trade Show Ideas, 7-8.

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John F. Tanner Jr. (August 1999), "The Influence of Parents," *MCCAP News*, reprinted in *RCH Parent News*, and *The McCAP Newsletter*.

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John F. Tanner Jr. (January 1999), "Smart Selling: Super Customer Service," Bottom Line Business, 2.

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John F. Tanner Jr. (June/July 1998), "It's a Wonderful Life," IDEAS.

John F. Tanner Jr. (April 1998), "Lights, Camera, Action," IDEAS.

John F. Tanner Jr. (February 1998) "IBM: This is Now," IDEAS.

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John F. Tanner Jr. (June 1997), "Build It, and They Will Come," IDEAS.

John F. Tanner Jr. (May 1997), "Riddle Me This, Batman," IDEAS.

John F. Tanner Jr. (February 1997), "Is Your Product Boring?" IDEAS.

John F. Tanner Jr. (December 1996), "Making the Strategy Move," IDEAS.

John F. Tanner Jr. (October 1996), "When Chevy Chase is Your Neighbor," IDEAS.

John F. Tanner, Jr. (July/August, 1996), "Focusing on the Customer," IDEAS.

John F. Tanner, Jr. (May, 1996), "Mastering Integration," IDEAS.

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John F. Tanner, Jr. and Lawrence B. Chonko (February, 1996), "The Search for the Universal Solution (Psst: It Doesn't Exist)," Exhibitor Times, 56-58.

John F. Tanner, Jr. (January, 1996), "International School of Hard Knocks," IDEAS.

John F. Tanner, Jr., (November, 1995) "The CME: What is it Really Worth?" IDEAS.

John F. Tanner, Jr. (September 1995), "Me Tarzan, You Buyer?" IDEAS.

John F. Tanner, Jr. (July 1995), "Battelle: Selling the Exhibit Marketing Program," IDEAS.

John F. Tanner, Jr. and Lawrence B. Chonko (May 1995), "Exhibit Managers: Do We Get Any Respect?" Exhibitor Times, pp. 40-41.

John F. Tanner, Jr. (May 1995), "A Brave New World," IDEAS.

John F. Tanner, Jr. (April 1995), "Why Aren't My Trade Shows Working?" Sales and Marketing Strategies and News, p. 65.

John F. Tanner, Jr. (March, 1995), "Intel's Biggest Challenge?" IDEAS.

John F. Tanner, Jr. (January, 1995), "Captain Alcatel to the Rescue," IDEAS, pp. 15-16.

John F. Tanner, Jr. (1994), "Internal Partnering Strategies for Exhibit Managers," Two-part series for Exhibitor Times, Part I, July 1994, pp. 48-49, Part II, Aug. 1994, pp. 38-39.

John F. Tanner, Jr. (1994), "Automating the Sales Process," Sales Manager's Bulletin.

John F. Tanner Jr. (1994), "Forecast for Improvement," Sales Manager's Bulletin, Issue No. 1327, Sec. I, April 1994, pp. 1-4.

John F. Tanner Jr. (1994), "NAFTA: Sudden Impact," Exhibitor Times, Vol. 2, No. 4, April 1994, pp. 18-19.

John F. Tanner, Jr. (1993), "Attendees and Exhibitors: At Cross-Purposes?" IDEAS.

John F. Tanner Jr. (1993), "Trade Show Success," Sales Manager's Bulletin, Issue No. 1318, December 1993.

John F. Tanner Jr. (1993), "Do Salespeople Believe in Show Leads?" IDEAS.

John F. Tanner Jr. (1993), "Trade Shows: Selling or Promoting?" Exhibitor Times, No. 4, Vol. 1, November 1993.

John F. Tanner Jr. (1993), "Who's Minding the Show?" IDEAS.

John F. Tanner Jr. (1992) "Your Customer Community," Sales Manager's Bulletin, Issue No. 1290, October 15, pp. 1-6.

John F. Tanner Jr. and Lawrence B. Chonko (November 1992), "How to Gauge the Return on Your Investment," Business Marketing, A 20.

John F. Tanner Jr. (1992), "It's No Longer Enough to Just Satisfy Clients," The Business Press.

John F. Tanner Jr. (1992), "Salespeople Today Need Creativity, Flexibility," The Business Press.

John F. Tanner Jr. (1992), "Consistency Determines Trade Show Success," The Business Press.

John F. Tanner Jr. (1992), "Trade Shows Mean Bigger Business," Baylor Business Review, Spring, pp. 16-17.

John F. Tanner Jr. and Melissa Schmitt (1992), "Quality Salespeople: Sell, Service, And...," American Salesman, Vol. 37, No. 4, April, pp. 6-10.

John F. Tanner Jr. and Melissa Schmitt (1991), "Make Your Show Duty Pay Off," American Salesman, Vol. 36, No. 12, December, pp. 3-6.

John F. Tanner Jr. (1991), "Quality: Pet Rock of the 90s", Dallas Business Journal, reprinted in the Waco Tribune-Herald and the Sales Leader.

John F. Tanner Jr. (1991), "Word-Of-Mouth Vital for Business Success," Waco Tribune Herald.

John F. Tanner Jr. (1990), "Tapping into Your Buyer's Community," American Salesman, Vol. 35, No. 4, April, pp. 3-6.

John F. Tanner Jr. (1990), "Internal Marketing," Sales Manager's Bulletin.

Selected Research Grants and Support

CBAE: Shannon Community Health, San Angelo, TX; for study of saturation model for promotion of abstinence among teens, 2007 to 2009, \$50,000 per year.
Texas Department of State Health Services; study of after-school programs in Amarillo, 2006 to 2008; \$20,000 per year.
Health Care Exhibitors' Association, \$8,000, principal investigator, "Best Practices in Health Care Exhibiting," with Larry Chonko, 2004.
National Institutes of Health: \$175,000, principal investigator, "Recruiting Parents to Participate in Abstinence Education," 2003-2004.
Title V: McLennan County Collaborative Abstinence Project; studying saturation model for promotion of abstinence among teens, 1998 to 2005, \$15,000 per year.
SPRANS/CBAE: Worth the Wait, Pampa TX; for study of use of marketing principles to promote abstinence among adolescents, 2000 to present, \$50,000 per year.
Center for Exhibition Industry Research, \$15,000, Boothmanship Study, 1999.
Center for Exhibition Industry Research, \$10,000; Attendee Study, 1997.
Center for Exhibition Industry Research, \$8,000; Power of Trade Shows II, 1997.
Center for Exhibition Industry Research, \$15,000; Power of Trade Shows, 1996.
Trade Show Exhibitors' Education Foundation, \$10,000; Leveling the Playing Field for Small Business, 1996.
Marion Ewing Kaufmann Foundation, \$25,000; Best Practices in Sales Management, 1995.
Trade Show Bureau, \$10,000; Using Exhibitions Throughout the Product Life Cycle, 1994.
Trade Show Bureau, \$10,000; Best Trade Show Practices in Small Businesses, 1992.
Institute for the Study of Business Markets; \$1000, dissertation study, 1987-1988.

Selected Consulting and Business Activities

RT Imaging. Director and consultant to a data management/technology off-shoring organization. Helped grow the business 4-fold in one year.
BPT Partners, LLC. Founding partner of a customer relationship management company that provides training and consulting, as well as placement services. 2004 to present.
Florida Furniture Industries. Member of the Board of Directors, 2001 to 2004.
JK Tanner Inc., Founding partner of a venture capital and real estate investment company, 1993 to present.
Consulting Clients include: IBM, Pearson/Prentice-Hall, Flat World Knowledge, Teradata, Pak-Sher, and JC Penney.

Professional Memberships

Academy of Marketing Science
American Marketing Association
Society for Marketing Advances
Association of Collegiate Marketing Educators
Texas Thoroughbred Association