

## **RÉSUMÉ**

### **BRUCE J. WALKER**

#### **EDUCATION**

Ph.D., University of Colorado. Major: marketing; minors: manpower management and administrative policy.

M.B.A., University of Colorado. Area of emphasis: marketing.

B.A., Seattle University. Major: economics; minor: philosophy.

#### **ACADEMIC EXPERIENCE**

2010-present Professor of marketing and Lansford Professor of Leadership, Trulaske College of Business, University of Missouri.

2010-present Co-director, Cornell Leadership Program, University of Missouri.

1990-2010 Professor of marketing, dean, and (since 1998) Lansford Professor of Leadership, College of Business, University of Missouri

1979-90 Professor, Department of Marketing, Arizona State University.

1983-89 Chair, Department of Marketing, Arizona State University.

Spring 1986 Acting associate dean, College of Business, Arizona State University.

1982-83 Acting chair, Department of Marketing, Arizona State University.

1975-78 Research associate, Bureau of Business and Economic Research, Arizona State University.

1974-79 Associate professor, Department of Marketing, Arizona State University.

1974 Coordinator, MBA summer core module, University of Kentucky.

1973-74 MBA program coordinator, University of Kentucky.

1970-74 Assistant professor, Department of Business Administration, University of Kentucky.

1968-70 Teaching associate, School of Business, University of Colorado.

1966-68      Research assistant, Business Research Division, University of Colorado.

### **BUSINESS/PROFESSIONAL EXPERIENCE**

Consultation: Research projects or provision of marketing expertise for a variety of organizations, including SMG Corporate Consultants; Enercom, Inc.; Arizona Public Service Co.; Elrick and Lavidge, Inc.; Motorola, Inc.; Capital Savings and Loan Association; Kentucky Turf Club; Convenient Industries of America, regional franchisor of Convenient Food Marts; Arizona Solar Energy Commission; and Media Research and Development at Arizona State University.

### **PUBLICATIONS**

#### Peer-reviewed journal articles

Jeffrey S. Conant, Denise T. Smart, and Bruce J. Walker, "Mail Survey Facilitation Techniques: An Assessment and Proposal Regarding Reporting Practices," *Journal of the Market Research Society*, Vol. 32, 1990. pp. 569-580.

Nader H. Shooshtari, Bruce J. Walker, and Donald W. Jackson, Jr., "Retail Trade Associations: Enhancing Members' Power in Relationships with Suppliers," *Journal of Retailing*, Summer 1988, pp. 199-214.

Bruce J. Walker, Wayne Kirchmann, and Jeffrey S. Conant, "A Method to Improve Response to Industrial Mail Surveys," *Industrial Marketing Management*, Vol. 16, 1987, pp. 305-314.

James C. Cross and Bruce J. Walker, "Service Marketing and Franchising: A Practical Business Marriage," *Business Horizons*, November-December 1987, pp. 50-58.

Bruce J. Walker, Janet E. Keith, and Donald W. Jackson, Jr., "The Channels Manager: Now, Soon or Never?" *Journal of the Academy of Marketing Science*, Summer 1985, pp. 82-96.

Bruce J. Walker, "The Job Hunting Seminar Series: Applied Marketing for Graduating Seniors," *Journal of Marketing Education*, Fall 1981, pp. 59-63.

Donald W. Jackson, Jr. and Bruce J. Walker, "The Channels Manager: Marketing's Newest Aide?" *California Management Review*, Winter 1980, pp. 52-58.

Charles H. Patti and Bruce J. Walker, "Advertising Trends and the Small Retailer," *American Journal of Small Business*, Spring 1980, pp. 58-68.

Bruce J. Walker, "A Program for Assessing Minority Business Needs and Assistance," *Journal of Small Business Management*, October 1978, pp. 56-60.

Stephen W. Brown and Bruce J. Walker, "University Marketing Can Begin with Departments of Marketing," *Akron Business and Economic Review*, Fall 1978, pp. 20-23.

Bruce J. Walker and Richard K. Burdick, "Advance Correspondence and Error in Mail Surveys," *Journal of Marketing Research*, August 1977, pp. 379-382.

Michael J. Etzel, John M. Ivancevich, Herbert L. Lyon, and Bruce J. Walker, "A Modified Nominal-Group Process for Public-Sector Problem Solving," *Public Personnel Management*, September-October 1974. pp. 439-446.

Michael J. Etzel and Bruce J. Walker, "Advertising Strategy for Foreign Products," *Journal of Advertising Research*, June 1974, pp. 41-44.

Michael J. Etzel and Bruce J. Walker, "Effects of Alternative Follow-up Procedures on Mail Survey Response Rates," *Journal of Applied Psychology*, April 1974, pp. 219-221.

Bruce J. Walker, "Two Approaches to Job-Hunting Workshops," *Journal of College Placement*, December 1973-January 1974, pp. 66, 68-71.

Bruce J. Walker and Michael J. Etzel, "The Internationalization of U.S. Franchise Systems: Progress and Procedures," *Journal of Marketing*, April 1973, pp. 38-49.

Bruce J. Walker, "Equity in Pay: Prerequisite for Worker Motivation," *Colorado Business Review*, September 1968, pp.2-4, 8.

### Research Monographs

Bruce J. Walker, *A Comparison of International Vs. Domestic Expansion by U.S. Franchise Systems*. Washington, DC: International Franchise Association, 1989.

Bruce J. Walker and David L. Kurtz, editors, *Beyond 1984 in Marketing Education* (proceedings of the 1984 Western Marketing Educators' Association Conference). Seattle: WMEA, 1984.

Irene Lange and Bruce J. Walker, editors, *Striking a Balance in Marketing Education* (proceedings of the 1983 Western Marketing Educators' Association Conference). Tempe, AZ: WMEA, 1983.

Bruce D. Merrill and Bruce J. Walker, *The Awareness, Knowledge, and Opinions of Metropolitan Phoenix Residents Regarding the Rio Salado Project*. Tempe, AZ:

Bureau of Business and Economic Research, Arizona State University, 1982.

Bruce J. Walker et al., *An Assessment of Marketing Thought and Practice* (proceedings of the 1982 AMA Educators' Conference). Chicago: American Marketing Association, 1982.

Patrick G. Decker, Dwight C. Anderson, Jay Q. Butler, John R. Cesta, Dennis L. McNeill, Charles H. Patti, William R. Swinyard, and Bruce J. Walker, *Impediments to Commercialization of Solar Energy in Arizona*. Tempe, AZ: Bureau of Business and Economic Research, Arizona State University, 1977.

Arthur B. Smith and Bruce J. Walker, editors, *Minority Small Businessmen in Arizona and Available Entrepreneurial Aids*. Tempe, AZ: Bureau of Business and Economic Research, Arizona State University, 1976.

Bruce J. Walker, editor, *Directory of Colorado Manufacturers*. Boulder: Business Research Division, University of Colorado. (editor of 1967, 1968-69, and 1970 directories)

#### Books (textbooks, professional/practice/trade, and/or scholarly)

Michael J. Etzel, Bruce J. Walker, and William J. Stanton, *Marketing*, 14<sup>th</sup> edition. New York, NY: McGraw-Hill/Irwin, 2007. 13<sup>th</sup> edition – 2004; 12<sup>th</sup> edition – 2001; 11<sup>th</sup> edition – 1997; 10<sup>th</sup> edition – 1994; 9<sup>th</sup> edition – 1991. Various co-authored foreign adaptations of all editions.

William J. Stanton, Michael J. Etzel, and Bruce J. Walker, editors, *Marketing Perspectives from Business Week*. New York: McGraw-Hill, Inc., 1991.

Don L. James, Bruce J. Walker, and Michael J. Etzel, *Retailing Today*, 2<sup>nd</sup> edition. New York: Harcourt Brace Jovanovich, Inc., 1981. 1<sup>st</sup> edition – 1975.

Bruce J. Walker and Joel B. Haynes, editors, *Marketing Channels and Institutions: Selected Readings*, 2<sup>nd</sup> edition. Columbus, OH: Grid, Inc., 1978. 1<sup>st</sup> edition – 1973.

#### Chapters in books (textbooks, professional/practice/trade, and/or scholarly)

James Cross and Bruce J. Walker, “Addressing Services Marketing Challenges through Franchising,” in Teresa A. Swartz and Dawn Iacobucci, editors, *Handbook of Services Marketing and Management*. Thousand Oaks, CA: Sage Publications, Inc., 2000, pp. 473-483.

#### Peer-reviewed proceedings

About 20 papers published in conference proceedings.

#### Non-peer reviewed journals

Bruce J. Walker, “Retail Franchising in the 1990s,” *Retailing Issues Letter*, January 1991, pp. 1-4.

Bruce J. Walker, “Sabbatical Leaves – Worthwhile or Worthless?” *Business* (Arizona

State University College of Business), Fall 1988/Winter 1989, p. 51.

Robert L. Boscamp and Bruce J. Walker, "Service Quality: A Unique Challenge for Electric Utilities," *Electric Perspectives*, Fall 1988, pp. 9-18.

Bruce J. Walker, "The Call of International Markets," *Franchising World*, September/October 1988, pp. 40-41.

Bruce J. Walker, "'Professional' Marketing Education Aids Professors and Practitioners," *Marketing News*, July 18, 1986, p. 16.

Bruce J. Walker, "Marketing Challenges for Solar Products," *Business*, March-April 1979, pp. 27-32.

Bruce J. Walker, "A Decision Sequence for Retail Pricing," *Retail Control*, June-July 1978, pp. 2-20.

Bruce J. Walker, "Changes in Phoenix Consumer Prices – 1977," *Arizona Business*, February 1978, pp. 3-9.

Patrick G. Decker, John R. Cesta, and Bruce J. Walker, "Outlook for Solar Energy Products in Arizona," *Arizona Business*, November 1977, pp. 3-9.

Bruce J. Walker and Arthur B. Smith, "Minority Business Needs and Assistance in Arizona," *Arizona Business*, March 1977, pp. 25-31.

Bruce J. Walker, "Consumer Prices in Metropolitan Phoenix – 1976 in Review," *Arizona Business*, February 1977, pp. 1-7.

Bruce J. Walker, "Arizona Retailers on Fair Trade Repeal," *Arizona Business*, February 1976, pp. 20-28.

Bruce J. Walker and Michael J. Etzel, "Communicating Business Research Results: Bridging the Gap," *Arizona Business*, March 1975, pp. 26-32.

Bruce J. Walker, Michael J. Etzel, and Thomas J. Maronick, "A Survey of Multinational Franchising," *Fast Food*, March 1973, pp. 79-80.

Bruce J. Walker, "Franchisee Satisfaction – Part 2," *Franchise Journal*, October 1972, pp. 8-11, 30.

Bruce J. Walker, "Franchisees: How Do They Feel?" *Franchise Journal*, July 1972, pp. 14-18.

## Others

Over 50 other items, including cases and research project reports.

## Peer-reviewed paper presentations

About 20 unpublished papers presented at professional meetings.

## **PROFESSIONAL MEMBERSHIPS, COMMITTEES, AND OFFICES**

Strategic Solar Energy LLC: Board of advisors, 2011-present.

Centennial Investors (angel-investing organization in mid-Missouri): Member, 2006-present; president, 2011-present.

Columbia Chamber of Commerce: Board of directors, 2002-05 and (ex officio member) 2011-present.

Walsworth Publishing Company: Board of directors, 2009-present.

Boone County National Bank: Board of directors, 1995-present.

Missouri Innovation Center: Board of directors, 1995-2010; vice president, 2005-10.

Salton, Inc. (a New York Stock Exchange-listed company): Board of directors, 2001-07.

On Point Sytems, Inc.: Board of directors, 2002-05.

Educational Foundation, International Franchise Association: Board of trustees, 1991-2006.

Research Initiatives Committee and Research Funding Subcommittee, Educational Foundation, International Franchise Association: 2004-06.

Center for Services Leadership (originally the First Interstate Center for Services Marketing), Arizona State University: Advisory board, 1986-2000.

Midwest Business Deans Association: Vice president and program chair, 1999.

Center for Education and Private Enterprise, Missouri Association of Realtors: Board of trustees, 1991-93.

Marketing Education Council, American Marketing Association: 1983-86 and 1988-91.

Marketing Education Division, American Marketing Association: Vice president-elect and vice president, 1988-90.

Western Marketing Educators' Association: Board member, vice-president, president-elect, and president, 1980-85.

American Marketing Association, Beta Gamma Sigma, and Delta Sigma Pi: Current member.

## **PROFESSIONAL ACTIVITIES**

### Reviewer

*Journal of Marketing Education*: Review board, 1981-2007.

*Franchising Research*: Editorial advisory board, 1995-97.

### Professional Development/Training

“Building Partnerships with Customers,” Components Group, Leggett & Platt, Inc.: February 1996.

“Franchising: A Means for Expanding a Service Business,” Finnish Institute of Management: October 1988 and November 1989.

“Delivering Quality Service to Your Customers,” American Public Power Association national conference: June 1989.

“Franchising: American Experiences and Finnish Opportunities,” Finnish Institute of Management: October 1988.

Ten programs for business groups at the Center for Executive Development, Arizona State University: 1974-81.

“Marketing and Financial Planning for California Nurserymen.,” California Association of Nurserymen: Six times between 1977 and 1983.

Training programs for various organizations while at the University of Kentucky, including Rand McNally Co., Health Development Association of Northeastern Kentucky, and Florida Tile Division, Sikes Corp.: 1971-74.

### Other

Judge, “Future of Business Awards – Kansas City,” August 2004.

Invited speaker, annual strategy meeting, University of Westminster's International Franchise Research Centre, London, England, July 2000.

Invited speaker, second annual seminar, United Kingdom Direct Selling Association, London, England, July 2000.

Entrepreneur of the Year competition, St. Louis region: Judge, 1991 and 1992.

*Journal of Marketing Research*: Editor Selection Committee, 1989-90.

Invited visiting professor, University of Karlstad, Karlstad, Sweden, September-October 1987.

International Franchise Studies Program, University of Nebraska: Academic Advisory Committee, 1984-86.

American Marketing Association summer educators' conference: Program chairperson, 1982.

Gemco Stores Scholarship Program: Judge, 1976, 1977, 1981.

State of Arizona Senate Finance Committee hearing: Presented invited testimony on inflation indexing, March 1978.

Office of Minority Business Enterprise strategic workshop, Chicago: Participant, November 1976.

Casa Grande Town Hall: Panel member, September 1976.

Academic Placement Committee, American Marketing Association: Assistant chair, 1972-73.

Session chair and/or panel member at about 20 professional meetings.

Numerous talks to businesses, faculty, alumni, and student groups.

## **GRANTS**

“Advancing Academic Research on Entrepreneurship.” Kauffman Foundation, 2004-07 (principal investigator for interdisciplinary team of 19 faculty members).

“Statistical Abstract of Franchising.” International Franchise Association Educational Foundation, 1997 (with Edward Robb).



“Comparison of International versus Domestic Expansion by U.S. Franchise Systems.” International Franchise Association, 1987 and 1988.

“An Empirical Test of the Total Design Method.” Arizona State University College of Business Research Support Grant Program, 1988.

“An Examination of the Effects of Alternative Inducements and Sampling Techniques on Survey Response Levels, Representativeness, and Efficiency.” ASU Vice President for Academic Affairs, 1982.

“The Awareness, Knowledge, and Opinions of Metropolitan Phoenix Residents Regarding the Rio Salado Project.” ASU University Research Fund and Rio Salado Development District, 1981 (with Bruce D. Merrill).

“Channels Management and the Channels Manager.” ASU College of Business Administration Research Incentive Fund, 1981.

“The Effects of Appeals and Incentives on Mail-Return Survey Responses.” ASU College of Business Administration Research Incentive Fund, 1981.

“The Effects of Format on Mail Survey Response Patterns.” ASU Department of Marketing Research Fund, 1981.

“The Future Course of Franchising.” International Franchise Association, 1980.

“A Comparison of Adopters and Nonadopters of a New Service: The Residential Energy Audit.” ASU College of Business Administration Research Incentive Fund, 1980 (with Kenneth A. Coney).

“Impediments to Commercialization of Solar Energy in Arizona.” Arizona Solar Energy Research Commission, 1977 (with Patrick G. Decker and others).

“Consumer Attitudes toward Frequency of Fast-Food Restaurant Patronage.” ASU Department of Marketing Research Fund, 1977.

“Franchisees’ Attitudes and Performance.” ASU Faculty Grant-in-Aid program, 1976.

“Entrepreneurial Needs of the Minority Businessmen in Arizona.” Arizona Commission for Postsecondary Education, 1975 (with Arthur B. Smith).

“An Experimental Examination of the Relative Effects on Mail Survey Returns of Alternative Methods of Increasing Response Rate.” Kentucky Research Foundation, 1973 (with Michael J. Etzel).

“The Reduction of Automobile Service Customers’ Post-Transaction Anxiety Levels.” Kentucky Research Foundation, 1972.

“The Extent of Utilization of Franchise Distribution in Foreign Countries.” Kentucky Research Foundation, 1971 (with Michael J. Etzel).

## **TEACHING**

### Undergraduate

Principles of marketing  
Fundamentals of retailing  
Contemporary marketing problems  
Contemporary business practices  
Franchising  
Retail marketing  
Cornell Leadership Program junior-senior seminar

### Graduate

Marketing management (MBA level)  
Distribution channels (PhD level)

### Dissertation Committees

Have served on about 30 doctoral students’ course work or dissertation committees, including chairing four dissertation committees.

### Other

Have advised a total of about 200 undergraduate students and 80 MBA students.  
Have developed about 20 cases for use in undergraduate and graduate courses.

## **UNIVERSITY SERVICE**

### Campus-Level Service at University of Missouri

Research Council: 2013-present.

Economic Development Cabinet: 2006-2011.

Council of Deans: 1990-2010.

Capital Review Committee: 1998-2010.

Executive Board, Center for the Digital Globe: 2000-10.

Search committee, Center for the Digital Globe executive director: 2001 and 2003.

Diverse Faculty Task Force: 1998-99.

Black Culture Center Gala Committee: 1998.

University's United Way campaign: Lead tri-chair, 1996 and 1997.

Placement Review Committee: 1994-96.

Member, MU delegation that traveled to Korea to meet with universities and organizations: August 1994.

Search committee, vice chancellor for development and alumni relations: 1994.

Search committee, College of Engineering dean: 1993.

Financial Development Advisory Subcommittee, Council of Deans: 1992-93.

INFORMU Subcommittee, Council of Deans: 1991.

#### College-Level Service at University of Missouri

Research and Development Advisory Committee: 2010-present.

Executive Committee: Chair, 1990-2010.

Strategic Development Board: 1991-2010.

Job hunting seminars for graduating students: Speaker at one or more seminars annually, 1991-2009.

For All We Call Mizzou capital campaign steering committee: 2001-08.

New-Building Committee: 1996-99.

Excellence through Change capital campaign steering committee: 1995-98.

Strategic Plan Committee: Chair, 1991-92 and 1998-99, member, 2004-05.

#### Selected Service Activities at Arizona State University

Computer Resources Committee, College of Business: 1978-79 and 1989-90.

Personnel Committee, Department of Marketing: 1977-80 and 1989-90.

Administrative Committee, College of Business: 1982-89.

Job hunting seminar series for graduating students: Coordinator and speaker for four- to six-seminar series 16 times between 1975 and 1989.

Faculty Recruiting Committee, Department of Marketing: 1982-88.

Institute Study Committee, Department of Marketing: 1983-84.

Intercollegiate Athletics Board, campus level, 1982-85.

Dean's Personnel Advisory Committee, College of Business: 1981-82.

Student Affairs Board, campus level: 1978-80.

Research Incentive Committee, campus level: 1978-80.

Faculty Senate, campus level: 1978-79.

Auxiliary Services Advisory Board, campus level: 1977-79.

Faculty Grant-in-Aid Committee, campus level: 1976-78.

Long-Range Planning Committee, College of Business: 1975-76.

#### Selected Service Activities at University of Kentucky

University Council on Experiential Education: 1973-74

Graduate Curriculum Committee, College of Business: 1973-74

MPA Curriculum Development Committee, College of Business: 1973-74

### **AWARDS AND RECOGNITIONS**

Presented a Titan Award in the education area by the *Columbia Business Times*, 2011.

Selected for membership in the Mortar Board secret society at the University of Missouri, 2011.

Received Icon of Education recognition from *Ingram's* magazine, 2010.

Selected for membership in QEBH secret society at University of Missouri, April 2000.

Awarded the Lansford Distinguished Professorship of Leadership, University of Missouri, 1998.

Presented the Jack Matthews Award for “outstanding leadership, dedication and achievement” by the Columbia Area United Way, 1998.

Selected as one of top 100 alumni during Seattle University’s first 100 years, 1991.

Honorary faculty initiate, Beta Gamma Sigma, Fall 1980.

University of Colorado’s representative at the American Marketing Association doctoral consortium, 1969.

### **OTHER**

University of Missouri Jefferson Club and Trulaske College of Business Davenport Society donor-recognition organizations: Current member.

Strategic Initiative for Economic Growth, appointed by Gov. Jay Nixon: Member of steering committee, 2010-2012.

Columbia Area United Way: Board of directors, 1999-2005; board president, 2001.

Columbia Area United Way: Vice-chair and co-chair, community-wide United Way campaigns, 1998 and 1999, respectively.

State of Missouri trade mission to Southeast Asia that was led by Governor Mel Carnahan: Participant, July 1997.

Awarded graduate research assistant by the ASU Office of the Vice President of Academic Affairs, 1982.

Recipient of NDEA Fellowship, University of Colorado, 1968-70.

### **CONTACT INFORMATION**

505 Cornell Hall; U. of Missouri; Columbia, MO 65211; 573-882-1217.

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