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### **Academic Background (degrees earned)**

- Ph.D. Texas A&M University, College Station, Texas, Marketing, 1986
- M.B.A. West Texas State University, Canyon, Texas, Business, 1982
- B.B.A. West Texas State University, Canyon, Texas, Marketing, 1981
- A.S. Vincennes University, Vincennes, Indiana, Bowling Management, 1978

### **ACADEMIC WORK EXPERIENCE**

- Professor of Marketing, Wichita State University (1998 - Present), Wichita, Kansas.
- Visiting Professor, Griffith University (June 2011), Gold Coast, Australia.
- Visiting Professor, Sogang University (Summer 2010), Seoul, Korea.
- Visiting Editor, Queensland University of Technology (March 2010), Brisbane, Australia.
- Visiting Professor, University of Westminster (July 2006 - June 2012), London, United Kingdom.
- Visiting Professor of Marketing, Bond University (May 1996 - July 1996), Gold Coast, Australia.
- Visiting Associate Professor, Comenius University (May-July 1992), Bratislava, Slovakia
- Associate Professor of Marketing, Wichita State University (1991 - 1998), Wichita, Kansas.
- Assistant Professor of Marketing, Wichita State University (1985 - 1991), Wichita, Kansas.

Instructor, Texas A&M (1984 - 1985), College Station, Texas.

Graduate Assistant, Texas A&M (1982 - 1983), College Station, Texas.

Student Special Services, West Texas State University (1981 - 1982), Canyon, Texas. Tutor for a range of business courses.

Teaching/Graduate Assistant, West Texas State University (1981 - 1982), Canyon, Texas.

**Courses taught:** Personal Selling, Sales Management, Directed Studies, Marketing Management (traditional, hybrid and online formats), Marketing Programs, Marketing for Service and Nonprofit Organizations, Marketing Research, Relationship Marketing, Marketing Ethics, Strategic and Tactical Planning for Marketers

## **INTELLECTUAL CONTRIBUTIONS:**

### **Refereed Articles**

Martin, C.L. and M.H. Martin (2018). "Marketing content that resonates: An exploratory investigation of college students' 'favorite' marketing content," *Journal of Marketing Management* 6(1), 19-29.

Martin, C. L. (2017). Calendar-led marketing: Strategic synchronization of timing. *The Marketing Review*, 17(1), 1-14.

Martin, C. L. (2016). How nature, culture and legal calendars influence the calendrical timing of consumer behaviour. *Journal of Customer Behaviour*, 15 (4), 337-368.

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Martin, C. L. (2016). Retrospective: Compatibility management: Customer-to-customer relationships in service environments. *Journal of Services Marketing*, 30 (2016) (1), 11-15.

Martin, C. L. (2012). A quarter of a century: reflections of the first 25 years of the Journal of Services Marketing. *Journal of Services Marketing*, 26(1), 3-8.

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Bowers, M. R. & Martin, C. L. (2007). Trading Places Redux: Employees as Customers, Customers as Employees. *Journal of Services Marketing*, 21 (2), 88-98.

- Javalgi, R. G., Martin, C. L., & Young, R. B. (2006). Marketing Research, Market Orientation and Customer Relationship Management: A Framework and Implications for Service Providers. *Journal of Services Marketing, 20* (1), 12-23.
- Martin, C. L. (2005). Blending services and crises: a few questions and observations. *Journal of Services Marketing, 19* (5), 346-350.
- Javalgi, R. G., Martin, C. L., & Todd, P. R. (2004). The Export of E-Services in the Age of Technology Transformation: Challenges and Implications for International Service Providers. *Journal of Services Marketing, 18* (7), 560-573.
- Claycomb, C. & Martin, C. L. (2002). Building Customer Relationships: An Inventory of Service Providers' Objectives and Practices. *Journal of Services Marketing.*
- Kraft, F. B. & Martin, C. L. (2001). Customer Compliments as More than Complementary Feedback. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 14*, 1-13.
- Martin, C. L. (2001). Teaming the Service Sector. *Team Performance Management: An International Journal.*
- Martin, C. L. & Claycomb, C. (2001). Building Customer Relationships: An Inventory of Service Providers' Objectives and Practices. *Marketing Intelligence & Planning.*
- Martin, C. L. & Rodie, A. R. (2001). Competing in the Service Sector: The Entrepreneurial Challenge. *International Journal of Entrepreneurial Behavior and Research.*
- Martin, C. L. & Morris, R. (2000). Beanie Babies: A Case Study in Engineering of a High-Meaning, High-Involvement Brand. *Journal of Product & Brand Management.*
- Martin, C. L., Claycomb, C., & Porter, S. (2000). Riding the Wave: Response Rates and the Effects of Time Intervals Between Successive Mail Survey Follow-Up Efforts. *Journal of Business Research.*
- Martin, C. L. & Adams, S. (1999). Behavioral Biases in the Service Encounter: Empowerment by Default. *Marketing Intelligence & Planning.*
- Martin, C. L. (1999). Relationship Marketing: A High Involvement Product Attribute Approach. *Journal of Product & Brand Management.*
- Martin, C. L. & Adams, S. (1999). Thanking Behavior in Service Provider-Customer Encounters: The Effects of Age, Gender, and Race. *Journal of Social Psychology.*
- Martin, C. L. (1999). The History, Evolution and Principles of Services Marketing: Poised for the New Millennium. *Marketing Intelligence & Planning.*
- Martin, C. L. (1999). Young Employees and Customer Service: Are They Compatible? *Customer Service: A Journal of Theory, Research & Practice.*

- Martin, C. L. (1998). Using Gap Analysis to Improve Customer Service. *Customer Service: A Journal of Theory, Research & Practice*.
- Martin, C. L. & Kraft, F. B. (1997). Customer Comment Cards in the Service Sector: An Empirical Investigation of Scope and Format. *Journal of Satisfaction, Dissatisfaction & Complaining Behavior*.
- Martin, C. L. (1997). From Reactive to Proactive: Customer Service's Leadership Role in Customer Relationship Building Programs. *Customer Service: A Journal of Theory, Research & Practice*.
- Martin, C. L. & Bassford, R. L. (1997). Idea Mills: Identification of Employee Suggestion Systems. *International Association of Management Journal*.
- Martin, C. L. (1996). Consumer-to-Consumer Relationships: Satisfaction with Other Consumers' Public Behavior. *Journal of Consumer Affairs*.
- Martin, C. L. (1995). Empathy Training for Customer Service: What, Why, and How? *ICSA Journal*.
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- Martin, C. L. (1990). Enhancing the Effectiveness of Student Oral Presentations. *Marketing Education Review*.
- Martin, C. L. & Ranson, D. (1990). Spelling Skills of Business Students: An Empirical Investigation. *Journal of Business Communication*.
- Martin, C. L. (1990). The Employee/Customer Interface: An Empirical Investigation of Employee Behaviors and Customer Perceptions. *Journal of Sports Management*.
- Martin, C. L., Bowers, M., & Luker, A. (1990). Trading Places: Employees as Customers, Customers as Employees. *Journal of Services Marketing*.
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- Martin, C. L. (1988). Enhancing Children's Satisfaction and Participation Using a Predictive Regression Model of Bowling Performance Norms. *The Physical Educator*.
- Martin, C. L. & Smart, D. T. (1988). Relationship Correspondence: Similarities and Differences in Business Response to Complimentary versus Complaining Consumers. *Journal of Business Research*.
- Martin, C. L. (1985). Delineating the Boundaries of Marketing. *European Journal of Marketing*.

### **Citation counts**

According to Google Scholar, my refereed journal articles have been cited more than **3,500** times. I have not calculated the number of times my books, book chapters and other publications have been cited.

**Books** (including edited conference proceedings, as noted)

Martin, C. L. (forthcoming). *Marketing For All the Marbles Every day: People and events shaping the continuing evolution of marketing practice (Marketing FAME) – 2019 Perennial Edition* -- CIBER Publications.

Note that about 94 percent of the content for the 2019 edition of *Marketing FAME* differs from that of the 2017 and 2018 editions.

Martin, C. L. (October 19, 2017). *Marketing For All the Marbles Every day: People and events shaping the continuing evolution of marketing practice (Marketing FAME) – 2018 Edition* -- CIBER Publications, 432 pages. Note: Sample excerpts and the book's detailed index (11,000+ entries) may be found on the book series' resource support website, [www.MarketingMarbles.com](http://www.MarketingMarbles.com)

Note that the 2018 edition of *Marketing FAME* won the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association.

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Martin, C. L. (2010). *Marketing and the Service Challenge*. Seoul, South Korea: Sogang University Graduate School of Business.

Tyler, K., Martin, C. L., Harris, L. C., & Tan, D. J. (2008). *The Future of Service Research and Practice in a Global World: Service Science, Service Logic, and Service Perspectives for Markets, Businesses and Customers... Quo Vadis?*. London: Academy of Marketing & Westminster Service Research Center. (edited conference proceedings)

Tyler, K., Martin, C. L., Harris, L. C., Tan, J., & Benamraoui, A. (2007). *Service Science: Trans-disciplinary Approaches and Advances for the 22nd Century -- Taxi to the Change Runway*. London, England: Academy of Marketing & Westminster Service Research Centre. (edited conference proceedings)

Hackett, D. W. & Martin, C. L. (2006). *Facilitation Skills For Team Leaders (revised edition)* Crisp Learning.

Laroche, M. & Martin, C. L. (2003). *Proceedings of The Second Royal Bank International Research Seminar: Cultural Perspectives of Services Marketing*. Montreal, Canada: Concordia University, John Molson School of Business. (edited conference proceedings)

- Martin, C. L. (1997). *Bowling's Team Concept*. Merrillville, IN: ICS Books.
- Martin, C. L. (1996). *Owning and Operating a Service Business*. Menlo Park, CA: Crisp Publications.
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- Martin, C. L. (1993). *Your New Business: A Personal Plan for Success*. Menlo Park: Crisp Publications.
- Martin, C. L. (1993). *Facilitation Skills for Team Leaders*. Menlo Park, CA: Crisp Publications.
- Martin, C. L. (1992). *Starting Your New Business: A Guide for Entrepreneurs* (revised edition) Menlo Park, CA: Crisp Publications.
- Martin, C. L. (1990). *Quality Customer Service*. Arlington, TX: Bowling Proprietors Association of America.
- Martin, C. L. (1990). *Effective Outside Sales*. Arlington, TX: Bowling Proprietors Association of America.
- Martin, C. L. (1990). *Effective Inside Sales*. Arlington, TX: Bowling Proprietors Association of America.
- Martin, C. L. (1990). *Reaching the Children's Market: Developing Successful Programs for Consumers Age Twelve and Under*. Arlington, TX: Bowling Proprietors Association of America.
- Martin, C. L. (1988). *Starting Your New Business: A Guide for Entrepreneurs*. Los Altos, CA: Crisp Publications.

## **Book Chapters**

### **Refereed**

- Martin, C. L. et al (2013). Global perspectives on service. In Ray Fisk, Rebekah Russell-Bennett, Lloyd Harris (Ed.), *Serving Customers: Global Services Marketing Perspectives* (pp. 25). Prahran VIC (Australia): Tilde University Press.
- Martin, C. L. & Clark, T. (1996). Networks of Customer-to-Customer Relationships in Marketing: Conceptual Foundations and Implications. *Networks in Marketing* (pp. 342-366). Sage Publications [B].

### **Non-Refereed**

- Martin, C. L. (2015). Service Encounters. In Su Mi Dahlggaard-Park (Ed.), *The SAGE Encyclopedia of Quality and the Service Economy* (pp. 683-686). Los Angeles: SAGE Reference.

Martin, C. L. (2015). Intangibility, Heterogeneity, Inseparability, and Perishability (IHIP). In Su Mi Dahlgaard-Park (Ed.), *The SAGE Encyclopedia of Quality and the Service Economy* (pp. 312-317). Los Angeles: SAGE Reference.

## **Refereed Proceedings**

### **Full Paper**

Martin, C. L. (2002). The Language of Marketing, The Language of Service. *U.K. Services Marketing Conference*.

Martin, C. L. (2002). 2001 U.K. Services Marketing Workshop: Observations and Reflections. *U.K. Services Marketing Conference*.

Martin, C. L. & Clark, T. (1994). Customer-to-Customer: The Forgotten Relationship in Relationship Marketing. *Research Conference on Relationship Marketing*.

Martin, C. L. (1986). Closer Encounter of the Customer Kind: Recommendations for Commercial Leisure Practitioners and Marketing Educators. *Association of Marketing Educators*.

Martin, C. L. & Bowers, M. (1985). Perspectives on the Responsibilities and Roles of Superior Marketing Educators. *Southern Marketing Association*.

Martin, C. L. (1982). Consumer Perceptions of the Nutritional Value of Ready-to-Eat Breakfast Cereals as Influenced by Advertising Claims. *Decision Sciences in the Public and Private Sectors: Theory and Applications*.

### **Abstract Only**

Martin, C. L. (2016). Nonverbal 'explanations' and demonstrations of essential marketing matters. In Jie G. Fowler and Jeri Weiser (Eds.) *Society for Marketing Advances*, San Antonio, TX: Society for Marketing Advances, p. 292.

## **Non-Refereed Articles** (most written in my role as Marketing Editor of *BJI* from 1990-2001)

Martin, C. L. (2004). New Realities of the Biz. *Bowlers Journal International*, 91 (5), 90-92.

Martin, C. L. (2001). When Time's An Enemy. *Bowlers Journal International*, 88 (9), 100, 102.

Martin, C. L. (2001). Buzz Marketing: Infinity. Beyond. *Bowlers Journal International*, 88 (8), 100-101.

Martin, C. L. (2001). Read All About It. *Bowlers Journal International*, 88 (7), 91-92.

Martin, C. L. (2001). Vive Le Difference! *Bowlers Journal International*, 88 (6), 110, 112.



- Martin, C. L. (2001). In Search of Top Talent. *Bowlers Journal International*, 88 (5), 102-103.
- Martin, C. L. (2001). The ABC's of E-Mail. *Bowlers Journal International*, 88 (4), 104-105.
- Martin, C. L. (2001). The Ol' College Try. *Bowlers Journal International*, 88 (3), 116-117.
- Martin, C. L. (2001). Lawsuits & Other Crises. *Bowlers Journal International*, 88 (2), 116-117.
- Martin, C. L. (2001). Marking the Benches. *Bowlers Journal International*, 88 (12), 92-93.
- Martin, C. L. (2001). Appearances Are Revealing. *Bowlers Journal International*, 88 (11), 102-103.
- Martin, C. L. (2001). Marketing As Unusual. *Bowlers Journal International*, 88 (10), 100, 102.
- Martin, C. L. (2001). Playing the Perfect Host. *Bowlers Journal International*, 88 (1), 124, 126.
- Martin, C. L. (2000). Whoops! And Thanks! *Bowlers Journal International*, 87 (9), 134-135.
- Martin, C. L. (2000). On the Job Marketing. *Bowlers Journal International*, 87 (8), 102-103.
- Martin, C. L. (2000). Bringin' Em Back. *Bowlers Journal International*, 87 (7), 113-114.
- Martin, C. L. (2000). Lessons From Outside. *Bowlers Journal International*, 87 (6), 122-123.
- Martin, C. L. (2000). Restaurant Marketing 101. *Bowlers Journal International*, 87 (6), 82, 84.
- Martin, C. L. (2000). Bowling by the Numbers. *Bowlers Journal International*, 87 (5), 110-111.
- Martin, C. L. (2000). Marketing to the Disabled. *Bowlers Journal International*, 87 (4), 102-103.
- Martin, C. L. (2000). Let's Go Dot-Com Bowling. *Bowlers Journal International*, 87 (3), 130-131.
- Martin, C. L. (2000). The Land of the Free. *Bowlers Journal International*, 87 (2), 130-131.
- Martin, C. L. (2000). Dancing with Cinderella. *Bowlers Journal International*, 87 (12), 98, 100.
- Martin, C. L. (2000). A Laughing Matter. *Bowlers Journal International*, 87 (11), 109-110.
- Martin, C. L. (2000). Hitting the Bulls' Eyes. *Bowlers Journal International*, 87 (10), 118-119.
- Martin, C. L. (2000). In Search of Good Advice. *Bowlers Journal International*, 87 (1), 134-135.
- Martin, C. L. (1999). The Book on Good Service. *Bowlers Journal International*, 86 (9), 150-152.
- Martin, C. L. (1999). Things They Didn't Teach. *Bowlers Journal International*, 86 (8), 118-119.

- Martin, C. L. (1999). The Team Foundation. *Bowlers Journal International*, 86 (7), 110-111.
- Martin, C. L. (1999). Count the Ways to Grow Profits. *Bowlers Journal International*, 86 (6), 126, 128.
- Martin, C. L. (1999). Front Line Readiness. *Bowlers Journal International*, 86 (5), 114-116.
- Martin, C. L. (1999). Finders. Keepers? *Bowlers Journal International*, 86 (4), 101-103.
- Martin, C. L. (1999). On Being a Good Manager. *Bowlers Journal International*, 86 (3), 123-125.
- Martin, C. L. (1999). How to Get to a Yes. *Bowlers Journal International*, 86 (2), 129-131.
- Martin, C. L. (1999). Ready for Resolutions. *Bowlers Journal International*, 86 (12), 134-135.
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- Martin, C. L. (1998). The Young and Restless. *Bowlers Journal International*, 85 (9), 140-142.
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- Martin, C. L. (1998). Can You Say "Thank You? *Bowlers Journal International*, 85 (7), 114-116.
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- Martin, C. L. (1998). Promotions: Eight for '98. *Bowlers Journal International*, 85 (1), 164-166.
- Martin, C. L. (1997). New Research, New Ideas. *Bowlers Journal International*, 84 (9), 180-182.

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- Martin, C. L. (1991). Reaching Out and Touching Everyone. *Bowlers Journal International*, 78 (5), 110-112.
- Martin, C. L. (1991). Bowling Does Not Have a Media Problem! *Bowlers Journal International*, 78 (4), 126-128.
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- Martin, C. L. (1991). Late Night Without David Letterman. *Bowlers Journal International*, 78 (12), 100-103.
- Martin, C. L. (1991). Molding a Culture. *Bowlers Journal International*, 78 (11), 118-120.
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- Martin, C. L. (1990). The Six Key Steps to Successful Asking. *Bowlers Journal International*, 77 (4), 108-110.
- Martin, C. L. (1990). Is Good Service Still Good Enough Today? *Bowlers Journal International*, 77 (2), 120-123.
- Martin, C. L. (1990). The Prime Timers. *Bowlers Journal International*, 77 (12), 108-109.

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- Martin, C. L. (1989). The Problem that Hasn't Gone Away. *Bowlers Journal International*, 76 (9), 170-173.
- Martin, C. L. (1989). Scoring's Space Age. *Bowlers Journal International*, 76 (8), 96-97.
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- Martin, C. L. (1989). Playing to Win. *Bowlers Journal International*, 76 (5), 116-118.
- Martin, C. L. (1989). Rolling the Dice on the Dropouts. *Bowlers Journal International*, 76 (4), 88-91.
- Martin, C. L. (1989). Fostering the Art of Getting Along. *Bowlers Journal International*, 76 (12), 108-110.
- Martin, C. L. (1989). Taking the Plunge. *Bowlers Journal International*, 76 (11), 116-119.
- Martin, C. L. (1989). Resolve to Promote Your Favorite Sport. *Bowlers Journal International*, 76 (1), 164-167.
- Martin, C. L. (1988). Giving the Customer the Smoothest Ride. *Bowlers Journal International*, 75 (9), 148-151.
- Martin, C. L. (1988). Spreading the Good Word. *Bowlers Journal International*, 75 (8), 82-84.
- Martin, C. L. (1988). New Dimensions in Mail Mania. *Bowlers Journal International*, 75 (6), 96-99.
- Martin, C. L. (1988). The Hidden Benefits of Beating the Drum. *Bowlers Journal International*, 75 (5), 86-88.
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- Martin, C. L. (1987). Why Keep Throwing the Needles Back? *Bowlers Journal International*, 74 (6), 96-99.
- Martin, C. L. (1987). How You Can Create Great Counter Help. *Bowlers Journal International*, 74 (5), 80-83.
- Martin, C. L. (1987). Is Bowling Really a Contact Sport. *Bowlers Journal International*, 74 (4), 94-97.
- Martin, C. L. (1987). Six Building Blocks Needed to Develop a Pricing Philosophy. *Bowlers Journal International*, 74 (11), 96-99.
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- Martin, C. L. (1985). A New Way to Improve Bowling's Image. *Bowlers Journal International*, 72 (6), 104-105.
- Martin, C. L. (1984). Generating Bowling Ball Speed. , 38-39.
- Martin, C. L. (1984). Imaginary Wall Boosts Scores in Real Way. .
- Martin, C. L. (1984). Learn to Read the Bowling Arm. , 39.
- Martin, C. L. (1975). Introduction to the Second Purpose. *Atlanta Sportsman* , 201.

### Case Analyses

- Martin, C. L. (1984). 10 case analyses published in *Cases in Marketing Strategy: Instructor's Manual*. Columbus, OH: Merrill Publishing.

### Book Supplements

- Martin, C. L. (1996). Instructor's Manual and Test Item File. *Sales & Sales Management* (pp. 348). Upper Saddle River, NJ: Prentice Hall [C].
- Martin, C. L. (1989). Retention Marketing and the Cement Mix. *Lecture Enrichment Series*.
- Martin, C. L. (1986). Test Bank to Accompany Fundamentals of Marketing. *Test Bank to Accompany Fundamentals of Marketing* (pp. 345). New York: McGraw Hill.



Martin, C. L. (1986). Hershey Foods. *Teaching Notes to Accompany Marketing Management: Knowledge and Skills* (pp. 98-103). Jr. Plano, TX: Business Publications, Inc.

Martin, C. L. (1986). Xerox Corporation. *Teaching Notes to Accompany Marketing Management: Knowledge and Skills* (pp. 108-112). Jr. Plano: Business Publications, Inc.

## **Presentation of Non-Refereed Papers**

**International** (keynote presentations indicated with \*)

\* Martin, C.L. (2014, December), “*Challenges and Opportunities in Service Research*” (oslt) 7th International Conference on Services Management, Macau, China.

\* Martin, C. L. (2013, June). “*Ladies and gentlemen: THIS is a service: Opportunities to revisit and refocus?*” 6th International Conference on Services Management, Kyrenia, Cyprus.

Martin, C. L. (2012, September). *Relationship building through potential welcome and recognition research*. International Conference on Relationship Marketing, Nottingham, United Kingdom.

\* Martin, C. L. (2012, July). *What goes around comes around: business thinking as cyclical phenomena*. International conference on contemporary issues in business, Lahore, Pakistan.

Martin, C. L. (2011, January). *Perspectives on the Present and Future of Service Dominant Logic*. U.K. Conference on Service Dominant Logic, London, United Kingdom.

\* Martin, C. L. (2010, December). *Calendar-Led Marketing: Theoretical foundations, Implications, and Research*. Hong Kong Institute of Brand Management, Hong Kong, China- Hong Kong.

Martin, C. L. (2007, June). *Journal of Services Marketing*. QUIS 10 International Research Symposium on Service Excellence in Management, Orlando, Florida.

\* Martin, C. L. (2001). *The Language of Marketing, The Language of Service*. Services Marketing Conference, Manchester, Great Britain.

## **National**

Martin, C. L. & Vadakin, G. (2002, June). *Foundations of Teamwork: What the Research Says* (oslt). Olympic Coaches Conference (oslt), Colorado Springs, Colorado.

Martin, C. L. & Kraft, F. B. (2001). *Customer Compliments as More than Complementary Feedback*. Customer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Jackson, Wyoming.

Martin, C. L. & Smart, D. (1988). *Consumer Correspondence: Are Companies Responding Like They Say They Are?* American Marketing Association Summer Educators' Conference.

## Research Grants

1985-2007: Approximately \$54,000 in research support grants from W.S.U., the American Bowling Congress, and several bowling chains and associations, Principal Investigator, Wichita State University.

## Other miscellaneous articles

2001: , , . "From the Editor" Column, Journal of Services Marketing  
2000: , , . "From the Editor" Column, Journal of Services Marketing  
1999: , , . "From the Editor" Column, Journal of Services Marketing  
1999: , , . How Service Businesses Can Increase Sales  
1998: , , . "From the Editor" Column, Journal of Services Marketing  
1997: , , . "From the Editor" Column, Journal of Services Marketing  
1996: , , . "From the Editor" Column, Journal of Services Marketing  
1995: , , . "From the Editor" Column, Journal of Services Marketing  
1994: , , . "From the Editor" Column, Journal of Services Marketing  
1993: , , . "From the Editor" Column, Journal of Services Marketing  
1992: , , . "From the Editor" Column, Journal of Services Marketing  
1991: , , . "From the Editor" Column, Journal of Services Marketing  
1991: , , . Puzzled About Tenure and Promotion? Take This Quiz  
1986: , , . Questionnaires, in Beacham's Marketing Reference  
1986: , , . Brand Loyalty, in Beacham's Marketing Reference  
1986: , , . Consumer Heuristics, in Beacham's Marketing Reference  
1981: , , . Introduction to Statistics for Business and Economics: A Book Review

## Research Reports

1986: Martin, C. L., *Marketing and the Bowler's Life Cycle: A Progress Report to the Bowling Industry* (a limited number of copies were printed and distributed to leaders in the bowling industry)

## SERVICE:

### **Other Institutional Service Activities:**

1985-1986 – present: Miscellaneous Contributions: Participation in Faculty Recruitment, Assessment, New Course Development, Governance Document/Policy Manual, and other tasks requested by Department Chair.

### **College Assignments** (since 1985)

Member of Faculty Affairs Committee (about nine two-year terms, including 1 year as Co-Chair)

Member of Graduate Programs Committee, 7 years  
Member of Undergraduate Programs Committee, five years (including 1 year as Chair)  
Member of Assessment Committee, four years  
Chair of Strategic Planning Committee, 1 year  
Chair of Core Curriculum Evaluation & Revision Committee, 1 year  
Chair of Dean's Search Committee, 1 year  
Chair of Research Improvement Advisory Team, 1 year  
Member of Computer Networking Committee, 2 years  
Faculty Advisor, 2 years  
Member of Program Review Committee, 1 year

**Other Institutional Service Activities:**

2010-2011: EMBA faculty: Participated in several EMBA-related faculty meetings (both on dept and college level) to coordinate EMBA curriculum and prepare for the upcoming cohort of EMBA students.

2010-2011: Brown Bag organizer/facilitator: Organized and facilitated a brown bag session regarding the use of PowerPoint presentations

1994-1995 – 1995-1996: Business and Economic Report: Editorial Review Board

1994-1995: Center for Management Development: "Winning Customers for Life"

1988-1989 – 1989-1990: Entrepreneurship Camp: Delivered Marketing Research Presentation

1987-1988: Data Analysis Workshop: Organized and Conducted

1987-1988: SPSSX Computing Skills Workshop: Organized and Conducted

**University Assignments**

**Chair:**

2007-2008: Grievance Committee: At the behest of VP Pense, I served as the Convenor for the Committee that considered the grievances filed by Dr. Victor Markovich. After meeting several times and reviewing the documents for several weeks, Dr. Markovich withdrew the grievances a few days prior to the date (May 9) the formal hearing was to begin.

**Faculty Advisor:**

1986-1987 – 2006-2007: Independent Studies and Coop Program: Supervised students

1985-1986: National Agri Marketing Student Assn.: Advisor

**Member:**

2004-2005: Faculty Affairs Committee

1999-2000: University T&P Committee

1998-1999 – 1999-2000: BSOB Research Brown Bag Series: Coordinator

1992-1993 – 1994-1995: BSOB Research Brown Bag Series: Coordinator

1991-1992 – 1992-1993: Faculty Senate

1991-1992 – 1992-1993: Faculty Affairs Committee

1987-1988 – 1989-1990: Faculty Senate

**Other Institutional Service Activities:**

1995-1996 – 2002-2003: Varsity Bowling Classes: Annual Research

2000-2001: Bowling Lanes Management: Represented WSU and BSOB

1991-1992 – 1993-1994: Guest speaker at several Varsity Bowling Classes

1992-1993: Comenius University in Bratislava: Co-Coordinator and instructor for BSOB Grant

1990-1991: Associate Bowling Coach, Wichita State University

1986-1987 – 1987-1988: Small Business Development Center: Reviewed several research designs and questionnaires

**Dissertation Assignments**

**Master's Thesis:**

1992-1993: Mark Johnson: Chaired

1988-1989: Evelyn Maddox

**Service to the Profession**

**Advisory roles**

2018 – present: Advisor and resource support faculty member for marketing and business high school teachers (including FBLA sponsors) throughout Kansas. To date, more than 100 free copies of *Marketing FAME* have been provided to interested teachers, as well as free access to *Marketing FAME*'s resource support website.

2012-2016: University of Central Punjab (business school), Lahore, Pakistan.

2016: Academy of Contemporary Research Journal. For more information about the Journal, see [www.aocrj.org](http://www.aocrj.org)

1993-present: served as external reviewer for multiple dissertation candidates and 60+ faculty seeking promotion at universities around the world

**Chair: Conference**

2008: 22nd Service Conference and Workshop (previously U.K. Services Marketing Workshop), London, United Kingdom. Co-Chair for the 22nd Service Workshop (sponsored by the Academy of Marketing and the U. Westminster Service Research Center, hosted by Westminster University [London], November 6-8, 2008. The other co-chairs were Katherine Tyler, Lloyd Harris and Daisy Jing Tan

2003: Royal Bank International Research Seminar, John Molson School of Business, Montreal, Canada. Co-Chair with Michelle Laroche.

### **Editor: Academic PRJ**

1990-2014: Editor, *Journal of Services Marketing*. I served as the JSM editor from November 1990 until August 1, 2014. During these 24 years the Journal grew significantly, both in terms of impact, distribution and number of submissions. During the latter years, an average of more than 350 manuscripts were submitted to the Journal annually and more than 300,000 JSM articles were downloaded from the website annually. Largely in my role as Editor, I attended several conferences during the latter years, made several presentations at “meet the editor” sessions, and even made a few keynote presentations at international conferences.

Note: From August 1, 2014 through April 2016, I remained involved with the Journal on a limited basis as part of the transition plan to handoff the Journal’s editorial duties to the new editorial team. Since April 2016 I have not been involved with *JSM*.

### **Editorial: Non-PRJ**

1991 – 2001: Marketing Editor for *Bowlers Journal International*, Chicago, Illinois. *BJI* is a trade/consumer magazine – the oldest sports magazine in the country.

### **Other Professional Service Activities**

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

1996-2014: Participated in about a dozen “meet the editor” panel presentations at various conferences in the U.S. and overseas.

1992-Present: Served as a external reviewer about 30-40 times for academics around the world seeking promotion.

2010: Athens University of Economics and Business, Athens, Greece. Participated in the Bais Research Funding Program, evaluating a research proposal: Linking Internal Marketing, Employee Attitudes & Customer Consequences

2010: Sogang University, Seoul, Korea. As a Visiting Professor, I taught a graduate-level course: Marketing and the Service Challenge

2010: Queensland University of Technology, Brisbane, Australia- QLD. Visiting Editor (March 2010)-- involved teaching multiple classes/seminars for students and faculty, and working individually with faculty and graduate students regarding their research projects.

2010: Westminster University, London, United Kingdom. Visiting Professor -- involved in 2010 in preparation for upcoming conference in January 2011 hosted by Westminster University

2007: London, United Kingdom. Co-Chair for the 21st Service Workshop (sponsored by the Academy of Marketing Services SIG) hosted by Westminster University (London), November 15-17, 2007. The other two co-chairs are Katherine Tyler and Lloyd Harris. Noted service scholars and cutting-edge practitioners from four continents and 13 countries were represented at the conference.

2006: Westminster University, London, United Kingdom. Reviewed the proposed curriculum and recommended revisions for a new masters program in International Service Management.

1992 – 2006: T&P Candidates and International Doctoral Students. Served as an external reviewer for Doctoral students and faculty at other institutions around the world.

1992 – 1994: Bowling Proprietors Association of America. Marketing Committee

### **Misc Presentations at various universities (incomplete list)**

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

2014: University of Liverpool (Liverpool, England). Presentation to faculty and doctoral students regarding my experiences as a Journal editor.

2011: Griffith University (Gold Coast, Australia). Multiple presentations to faculty and doctoral students regarding my research regarding calendar-led marketing, as well as how to get published in service journals.

2010: Queensland University of Technology (Brisbane, Australia). Multiple presentations to faculty and doctoral students regarding my research regarding calendar-led marketing, as well as how to get published in service journals (part of my role as “Visiting Editor” at QUT).

2010: Ewha Women's University, Seoul, Korea. Presentation entitled: Selecting and Evaluating Potentially Publishable Projects (oslt)

### **Reviewer: Ad Hoc Reviewer for a Journal**

2002 – 2003: *Journal of Marketing*.

1996: *Journal of Business Research*.

1993 – 1994: *Journal of International Marketing*.

1987 – 1990: *Journal of Services Marketing*.

**Reviewer: Book / Textbook**

2010: Cengage Learning, Wichita, Virtual. Reviewed Iachobbi's (oslt) Marketing Management text for the publisher, Cengage Learning.

**Other Community Service Activities**

1988 – 1992: volunteer for Big Brothers/Big Sisters of Sedgwick County, Big Brother

**Honors-Awards-Grants**

**Awards**

2018: Received the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association for the 2018 edition of *Marketing FAME*.

2018: Received the BSOB “Researcher/Writer of the Year” award, for intellectual contributions published in 2017.

2017: Received the BSOB “Researcher/Writer of the Year” award, for intellectual contributions published in 2016.

2010: Emerald Publishing Group. Leading Editor Award for 2010 bestowed for my work as Editor of the *Journal of Services Marketing* (editors of only four of Emerald's 200+ journals were so recognized in 2010).

1998: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1998 for the 1997 calendar year)

1997 – 1998: Wichita State University. Barton Fellow, two year term

1995: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1995 for the 1994 calendar year)

1979 – 1981: West Texas State University: Received multiple academic and bowling scholarships.

1978: Vincennes University. Issac K. Beckes Leadership Award.

1976 – 1978: Vincennes University: Received multiple academic and bowling scholarships.

**Honors**

2010: WSU Bender Of Twigs.

2007: WSU Academy for Effective Teaching. Nominated for the AET award.

2007: WSU Barton School of Business. Finalist for the Graduate Instructor of the Year Award for 2006 (bestowed in 2007).

1990: Young Faculty Scholar Award. Nominee.

1984: Texas A&M. Representative for Southwestern Doctoral Symposium.

1976 – 1980: Member of Varsity Bowling Team (Vincennes & West Texas State Universities)

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