

VITA
of
DR. DUANE DAVIS

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University of Central Florida
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**Professional
Work Experience**

June 1978 to
Present

University of Central Florida, Orlando, Florida 32816
Professor: (5/92 to present) Teaching in the areas of Marketing Strategy, Marketing Management, Sales Management, Marketing Research and International Marketing. (Assistant 6/78 to 5/83; Associate 5/83 to 5/92).

Acting Chair: (7/89 to 7/91) Responsible for administration of eleven person faculty in all aspects of scheduling, resource allocation, and program administration.

Acting Director: (1/80 to 9/80) Dick Pope, Sr., Institute of Tourism Studies. Organized and developed the institute with community and industry support. Again, from (7/82 to 8/83). Responsible for the administration of the institute's research and development of hospitality management course curriculum. Managed and directed publication of the Tourism Barometer.

January 1999 to
April 1999

Visiting Professor at the Instituto Superior De Estudos Empresariais, Universidade do Porto, Portugal
Visiting lecturer/researcher conducting seminars and directing research.

September 1991 to
May 1992

Lecturing/Research *Fulbright Scholar* at the Instituto Politecnico De Faro, Universidad Do Algarve and the Instituto Superior De Estudos Empresariais, Universidade Do Porto in Portugal.
Conducted seminars and research at both institutions. (Sabbatical from UCF).

June 1987 to
August 1987

Visiting Professor at Pepperdine University/Seaver College, Malibu, California 90265
Taught Basic Marketing to undergraduates at Seaver College.

August 1984 to July 1985	Lecturer at the University of Maryland, European Division Teaching and researching in the areas of Marketing and Management in West Germany, England, and Greece.
August 1977 to May 1978	Assistant Professor at Northern Illinois University, Dekalb, Illinois 60115 Teaching in the areas of Channels, Marketing Management, and Marketing Research.
June 1976 to 1977	Teaching Assistant at the University of Kentucky, Lexington, June Kentucky 40506. Taught Basic Marketing and Management to undergraduates.
September 1975 to August 1976	Graduate Assistant at the University of Kentucky, Lexington, Kentucky 40506. Executed studies in the Office of Business Development and Government Service for Kentucky Youth Research Center (management reorganization) and the Bureau of Human Resources (drug distribution for the Commonwealth of Kentucky).
August 1974 to August 1975	Teaching and Research Assistant at Southern Illinois University, Carbondale, Illinois 62901. Responsible for coordinating and execution of classes. Additional research assistantship was awarded for work excellence during the summer of 1975.
March 1972 to 322 July 1974	National Accounts Manager at Century Drill & Tool Company, South Green Street, Chicago, Illinois 60607. Responsible for the programming and handling of one-half of the division's \$5.5 million in sales. Responsible for accounts such as Sears Roebuck & Company, J.C. Penney, Canadian Tire, Ltd., Cotter & Company, and other essential house accounts. Reported directly to the Vice-President/General Manager of the division.
Educational Background	<p>Doctor of Business Administration, May 1978. University of Kentucky, Lexington, Kentucky 40506. Major: Marketing Minor: Management</p> <p>Master of Business Administration, August 1975. Southern Illinois University, Carbondale, Illinois 62901. Specialization: Marketing Management</p> <p>Bachelor of Science, Cum Laude, January 1972. Northern Illinois University, Dekalb, Illinois 60115. Major: Marketing Minor: Psychology</p>

Professional Affiliations

American Marketing Association
Society for Marketing Advances
Academy of Marketing Science
European Institute of Retailing and Services Studies

Papers

Dissertation

"An Empirical Investigation into the Marketing of Consumer Services: Toward the Development of a Typology of Services Based on Attitudes Towards Search." Unpublished D.B.A. dissertation, The University of Kentucky, 1978.

Books

Business Research for Decision Making.

1st ed., 1985. Boston, MA: Kent Publishing.
2nd ed. 1988. Boston, MA: PWS-Kent Publishing.
3rd ed., 1993. Belmont, CA: Wadsworth Publishing.
4th ed., 1996. Belmont, CA: Wadsworth Publishing.
5th ed., 2000. Pacific Grove, CA: Brooks/Cole Publishing.
6th ed., 2005. Mason, OH: Southwestern Publishing .

Manuals

Instructor's Manual for Marketing Management: Strategies and Programs. New York: McGraw-Hill, 1982. Co-authors: Joseph P. Gultinan and Gordon Paul.

Instructor's Manual for Business Research for Decision Making.

1st ed., 1985. Boston, MA: Kent Publishing.
2nd ed., 1988. Boston, MA: PWS-Kent Publishing.
3rd ed., 1993. Belmont, CA: Wadsworth Publishing.
4th ed., 1996. Belmont, CA: Wadsworth Publishing.
5th ed., 2000. Pacific Grove, CA: Brooks/Cole Publishing.
6th ed., 2005. Mason, OH: Southwestern Publishing .

Journals and Readings

"Dogmatism as a Mediating Influence on the Perception of Risk in Consumer Choice Decisions." Journal of Psychology (1977) Vol. 195, 131-138, Co-authors: Richard Durand and W. Bearden.

"Service Characteristics, Consumer Search, and the Classification of Retail Services." Journal of Retailing (Fall 1979). Co-authors: Joseph P. Gultinan and Wesley Jones.

"The Effect of the Wife's Working Status on Familial Dominance Structure." Journal of Academy of Marketing Science. (Spring 1980) Vol. 8, No. 2. Co-author: Robert Cosenza.

"Family Vacation Decision Making Over the Family Life Cycle: A Decision and Influence Structure Analysis." Journal of Travel Research. (1981). Co-author: Robert Cosenza.

"The Estimation of Single Copy Newspaper Sales: A Tertiary Market Demand Model." Interfaces. (February 1982) Vol. 12, No. Co-author: Robert Cosenza.

"Identifying the Energy Conscious Consumer: The Case of the Opinion Leader." Journal of Academy of Marketing Science. (Summer 1983). Co-author: Ronald Rubin.

Six readings in **Business Research: Marketing**. Washington, D.C.: Research Publishing, 1986. Entitled:

"Portfolio Analysis"

"Profitability Analysis"

"Services"

"Standard Industrial Classification"

"Buying Power Index"

"Profit Impact on Marketing Strategy"

Co-author: Gordon Paul.

"Segmenting Local Residents By Their Attitudes, Interests and Opinions Toward Tourism." Journal of Travel Research. (Fall 1988). Co-authors: Jeff Allen and Robert Cosenza.

"Rema, Ltd", in Michael Morris, **Industrial & Organizational Marketing**, 1988, Merrill Publishing: Columbus, OH; and associated "Teaching Note for Rema, Ltd." in Michael Morris, **Instructor's Manual for Industrial and Organizational Marketing**, 1988, Merrill Publishing, Columbus, OH.

"The Role of Entrepreneurship in Industrial Marketing Activities." Industrial Marketing Management, (Fall 1988). Co-author: Michael Morris.

"The Use of Recipient-Based Measures of Service Quality in Business Education." Journal of Education for Business, (March 1990) Vol. 65 No.6. Co-author: Jeff Allen.

"Perceived Environmental Turbulence and its Effects on Selected Entrepreneurship, Marketing and Organizational Characteristics in Industrial Firms." Journal of the Academy of Marketing Science, (Winter 1991). Co-authors: Mike Morris and Jeff Allen.

Searching for Excellence in Marketing Education: The Relationship Between Service Quality and Three Outcome Variables." Journal of Marketing Education, (Spring 1991). Co-author: Jeff Allen.

"Assessing the Relationships Between Performance Measures, Managerial Practices, and Satisfaction When Evaluating the Salesforce: A Replication and Extension." Journal of Personal Selling and Sales Management, Vol. XI, No. 3 (Summer 1991), 1-11. Co-authors: Mike Morris and Jeff Allen.

"Measuring and Managing Customer Service in Industrial Firms," Industrial Marketing Management. Volume 21, 1992. Co-author: Mike Morris.

"Assessing Some Determinant Effects of Ethical Consulting Behavior: The Case of Personal and Professional Values." Journal of Business Ethics. 11: 1-10, 1992. Co-author: Jeff Allen.

"Using Coupon Incentives in Recycling Aluminum: A Market Approach to Energy Conservation Policy," The Journal of Consumer Affairs. Volume 27, Number 2 (Winter 1993). Co-authors: Jeff Allen and Mark Soskin.

"A Multidimensional Response to Resolving the Mature Market Complaint Behavior: A Segmentation Study Based on Preferred Outcomes to Conflict Resolutions." Journal of Marketing Management. Winter, 1993. Co-authors: Garland Keesling, Jeff Allen and W. Grazer.

"Fostering Corporate Entrepreneurship: Cross-Cultural Comparisons of the Importance of Individualism versus Collectivism." Journal of International Business Studies. Volume 25:1 (1994).

"Segmenting Tourism in Rural Areas: The Case of North and Central Portugal." Journal of Travel Research. Volume 37 May (1999). Co-authors: Elisabeth Kastenholz and Gordon Paul.

Reprint of "Fostering Corporate Entrepreneurship: Cross-cultural Comparisons of the Importance of Individualism Versus Collectivism" in Shaker Zahra and Paul Babson, *Corporate Entrepreneurship*, Edgar Elgar Publishing Ltd, (2005).

Proceedings

"Opinion Leadership and Demographic Characteristics: Correlates of Perceived Risk," Proceedings 1976, Southern Marketing Association, 1976. Co-authors: Richard Durand and Roy A. Causey.

"Differential Search Propensities and the Use of Market Offerings in a Services Context," Proceedings 1978, Southern Marketing Association, 1978. Co-author: Robert Cosenza.

"An Exploratory Assessment of Potentially Useful Types of Prepurchase Information to Consumers of Legal Service," Proceedings 1979, Academy of Marketing Science, 1979.

"Small Group Product Set and Interaction Constructs in Family Decision Making," Proceedings 1979, Southern Marketing Association, 1979. Co-author: Robert Cosenza.

"Alternative Predictors of Consumer Search Propensities in the Service Sector," Proceedings 1980, American Marketing Association, 1980.

"Research Perspectives in Tourism Marketing: Potential and Prospects," Proceedings 1980, SE AIDS, American Institute for the Decision Sciences, 1980. Co-author: Gordon Paul.

"The Vacation Purchase Decision: A Family Life Cycle Analysis." Proceedings 1980, Southern Marketing Association, 1980. Co-author: Robert Cosenza.

"Energy Conserving Behavior and Consumer Decision Processes: The Case of the Solar Energy Adopter," Proceedings 1980, AIDS, 1980. Co-author: Ronald Rubin.

"Product Development in Nonprofit Service Organizations," Proceedings 1981, Southern Marketing Association, 1981. Co-author: Mary Joyce.

"Identifying Search Prone Segments in the Service Sector: A Test of a Taxonomic Approach," Proceedings 1982, Academy of Marketing Science, 1982.

"Shopping and Leisure Activity Patterns Within the Elderly Consumer Segment: 'The Young-Old' and 'Old-Old'," Proceedings 1982, Academy of Marketing Science, 1982. Co-author: Peter Gillett.

"The Reliability and Validity Problems in Preventative Health Behavior Research," Proceedings 1982, Association for Consumer Research, 1982.

"Family Decision Making in the Later Stages of the Family Life Cycle: Life Insurance and Leisure Decisions," Advances in Health Care Research: 1983 Proceedings, Association for Consumer Research, 1983. Co-author: Robert Cosenza.

"Participant Perspectives on Developing A Climate for Innovation of New Products," "Developing New Services," Proceedings Series, American Marketing Association, 1984. Edited by Bernard Booms and Dennis Guseman.

"Business Research and Decision Making: The Time Has Come," Proceedings 1985, Southern Management Association, 1985. Co-author: Robert Cosenza.

"The Use of Price Discrimination as a Demand Management Technique in the Service Sector: The Case of Tourism," Proceedings 1986, Academy of Marketing Science, 1986. Co-author: Michael Morris.

"Identifying Components of Service Quality: The Case of the Health and Fitness Industry," Proceedings 1987, American Marketing Association, 1987. Co-author: Gordon Paul.

"A Comparison of Manager and Customer Perceptions of the Dimensions of Service Quality", Proceedings 1988, Southern Marketing Association, 1988. Co-author: Jeff Allen.

"Attitudes Towards Corporate Entrepreneurship: Marketers versus Non-Marketers." Proceedings on the Symposium on Research Opportunities at the Marketing/Entrepreneurship Interface, (Chicago: American Marketing Association), 1988. Co-author: Michael Morris.

"How Market-Oriented are the Pricing Practices of Industrial Service Providers?" Proceedings 1989, Academy of Marketing Science, 1989. Co-author: Michael Morris.

"Toward the Development of Recipient Based Measures of Service Quality in Business Education." Proceedings 1989, Southern Marketing Association, 1989. Co-author: Jeff Allen.

"Diagnosing the Entrepreneurial Orientation of College Students: Implications and Measurement Issues." Proceedings 1990, Symposium on Marketing and Entrepreneurship Research, August 1990. Co-authors: Michael Morris and Elizabeth Whitmire.

"Environmental Turbulence, Entrepreneurship, and Marketing: A Preliminary Model." Proceedings 1990, American Marketing Association's Winter Marketing Conference, 1990. Co-authors: Michael Morris and Jeff Allen.

"Developing an Entrepreneurial Orientation within Marketing Education: A Call for the 1990's." Proceedings 1990, American Marketing Association's Summer Educator's Conference, 1990. Co-authors: Michael Morris and Raymond Fisk.

"The Effects of Economic Incentives on the Reverse Distribution of Aluminum: A Field Experiment." Proceedings 1991, American Marketing Association's Winter Marketing Educator's Conference. Co-author: Jeff Allen.

"Assessing Three Components of the Customer Service Function in Industrial Firms." Proceedings 1991, Southern Marketing Association. Co-author: Mike Morris.

"Segmenting the Mature Market by Characteristics of Organizational Response to Complaint Behavior," Proceedings: Information Explosion, Micro Marketing & Managerial Decision Making, 1992 Summer Marketing Educators' Conference, American Marketing Association: Chicago, Illinois, August 8-11, 1992. Co-authors: Jeff Allen, Garland Keesling, and William Grazer.

"An Investigation of the Effects of Individual Values and Professional Ethics on Consulting Behavior," Marketing Theory and Applications, 1992 AMA Winter Educators Conference, vol. 3, American Marketing Association: Chicago, IL. Co-author: Jeff Allen.

"Individualism - Collectivism and Corporate Entrepreneurship: Cross - Cultural Comparisons," Proceedings of Entrepreneurship Conference, July 1992, Paris, France. Co-authors: Michael Morris, ,Leyland Pitt, and Jeff Allen

"Benefit-Segmentation and Image Analysis as Tools in Destination Marketing: The Case of Rural Tourism in Portugal," *5th Recent Advances in Retailing & Services Science Proceedings*, EIRASS. Baveno, Italy. August 27, 1998.

"Assessment and Role of Images of Tourist Destinations: The Case of North Portugal as a Rural Tourist Destination," Proceedings of the Ninth Biennial World Marketing Congress, June 1999, Qawra, Malta, Academy of Marketing Science: Miami, FL.

"The Effect of Cognitive and Affective Image on Overall Destination Impression and Future Travel Behavior", Proceedings of EIRASS, European Institute of

Retailing and Services Sciences, July 7, 2000, Sintra, Portugal.

“A Multi-faceted Approach to Developing Tourist Service Products Using Trade-Off Analysis”. *Proceedings of EIRASS, European Institute of Retailing and Services Sciences*, July 7, 2000, Sintra, Portugal.

“Tiger and the Golfing Phenomenon: A Case in Understanding Golf Segments and their Behavior in the American Marketplace”, *Proceedings of EIRASS, European Institute of Retailing and Services Sciences*, June 6-19, 2001. Vancouver, CA Co-author: Gordon Paul.

“The Impact of the WTC Attacks on the Attitudes, Lifestyles and Shopping Behaviors in an American Community”, *Proceedings of EIRASS, European Institute of Retailing and Services Sciences*, August 7-10, 2003. Portland, Oregon.

Communications:

"Marketing Strategy Development in the Service Sector: Status, Foundations, and Potential," presented in the Services Marketing Workshop at the 11th Annual meeting of the American Institute of the Decision Sciences, 1979, New Orleans, Louisiana.

"The Tertiary Market Demand Estimation Problem: An Integrated Modeling Approach," Presented at the 13th Annual Meeting of the American Institute of the Decision Sciences, 1981, Boston, Massachusetts.

"Some Retailers Snooze, While Others Use New Technologies to Gain Marketing Edge," *Marketing News*, Vol. XV, No. 11, November 27, 1981.

"Family Vacation Decision Making," *Tourism Barometer*, Vol. 1: No. 3, Fall 1982.

"Hospitality Management Education Opportunities in the U.S. and Florida," *Tourism Barometer*, Vol. 1: No. 4, Winter 1982.

Other

Management Survey of Kentucky Youth Research Center, Inc., monograph, Office of Business Development and Government Services, College of Business and Economics, University of Kentucky, Lexington, Kentucky (June 1976). Co-author: Paul Combs.

"An Analysis of Benefit Segmentation in the Grants Service Sector with Implications for Awarded the Design of Marketing Strategy," Awarded through the Division of Sponsored Research, University of Central Florida, 1979-80. \$5,000

"Development of a Tourism Indicator," Awarded to the Dick Pope Sr. Institute of Tourism Studies from the **Sentinel Star**, 1980-81. \$34,700.

"A Proposal for the Continuation of the Tourism Barometer." Awarded through the Division of Sponsored Research from the Department of Commerce. State

of Florida, 1982. \$5,000.

"A Proposal for Research Assistance to the Kissimmee-St. Cloud Visitors and Convention Bureau, 1983. \$7,800.

University Service

Advisor - Collegiate Chapter of the American Marketing Association (1978 - 1984)

Advisor - President's Leadership Council

Computer Hardware Advisory Committee - Chair

Dick Pope Sr. Institute for Tourism Studies Committee (1978-79)

Faculty Senate - University Senator

Chair - Personnel Committee (Multiple times through 1998)

Dean's Advisory Committee - Department

Curriculum Committee - Department

Admissions and Standards Committee - University

Personnel Committee - Department and College (Multiple times)

Long Range Planning Committee - College

Computer Policy Board

Council of Chairs (1989 - 1991)

Faculty personnel committee - ongoing

Numerous other ad hoc, departmental, and community service committees

Sampling of Past Consultancies

AT&T - Headquarters, Network Systems, General Business Systems, Other divisions

The Belton Corporation

Intracorp

Florida Assembly of Community Arts Agencies

Orlando Marketing Research Corporation

C.D.TEC

Division of Commerce, State of Florida

Kentucky Youth Research Center, Frankfort, Kentucky

Bureau of Human Resources, Frankfort, Kentucky

North Atlantic Girl Scouts, Kaiserslautern, West Germany

West Publishing Company

Prentice-Hall Publishing

Atlantis Submarines, International

Signature Sports & Entertainment

Thompson Learning

Many others on an ad hoc basis

Honors

Outstanding Young Man in America

College of Business Recipient of the UCF

Foundation Award for Excellence in Research and Creative Scholarship, 1981.

Again, in 1992.

TIP Teaching Award 1996

Hugh G. Wales Faculty Advisor of the Southern Region, 1981, American Marketing Association. Again in 1982.

Admission to "The Quill," Central Florida's honorary author's club, 1986.

Who's Who in the South and Southwest, 1990 on.

Who's Who in America, 1995 on.

Who's Who in American Education 1999 on..
Who's Who in the World 1999 on.
Awarded Fulbright Scholarship to Universidade do Faro, Portugal, 1991;
Universidade do Porto, 1992.