

Vita
Thomas C. Boyd

PERSONAL DATA

Academic Address

Department of Marketing
California State University, Fullerton
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EDUCATIONAL BACKGROUND

University of North Carolina, Chapel Hill Kenan-Flagler Business School
Ph.D. in Marketing, 1993.

Florida Atlantic University, Boca Raton, Florida
M.B.A., 1984.

Oakland University, Rochester, Michigan
B.S., 1979. Major: Management, Minor: Economics

PROFESSIONAL EXPERIENCE AND ACTIVITIES

August 1993 to 1999: Assistant Professor, Department of Marketing, Miami University (Ohio)
July 1999 to June 2001: Associate Professor, Department of Marketing, Miami University (Ohio)
August 2001 to present: Associate Professor, Department of Marketing, CSU, Fullerton

Positions while in doctoral program:

January 1990 to August 1991: Instructor in Marketing Department
August 1991 to May 1993: Research assistant to Professors, Charlotte Mason, G. David Hughes

Other Relevant Employment:

October 1983 to June 1988: Motorola, Inc., Portable Products Division, Marketing Analyst, Planner, and Product Planning Manager.

PROFESSIONAL ASSOCIATIONS

American Marketing Association
Academy of Marketing Science
Association for Consumer Research
Society for Consumer Psychology
Beta Gamma Sigma Honor Society for Collegiate Schools of Business

HONORS AND AWARDS

2006 United States Masters Swimmer, Dorothy Donnelly Service Award
2006 CSUF Outstanding Faculty Recognition for service to the university
2005 CSUF Outstanding Faculty Recognition for teaching
2004 CSUF Outstanding Faculty Recognition for scholarship
2003-04 CSUF Instructional Innovation Award, College of Business and Economics
2002-03 CSUF American Marketing Association Student Chapter Professor of the Year
2000 Richard T. Farmer MBA program Professor of the Year.
1997 Richard T. Farmer School of Business Teaching Effectiveness Award winner
National Case Research Association, 1997 Case of the Year, Runner-up for Starbucks: The Dorosin Complaint. With Terri Barr and David W. Rosenthal
1996 United States Masters Swimming, National Champion and 1st team All-American
American Marketing Association Doctoral Consortium Fellow, August, 1992

HONORS AND AWARDS (continued)

Inducted to Frank Porter Graham Society, for outstanding service to the University of North Carolina and community. April, 1992
Beta Gamma Sigma, 1984
NCAA Post-graduate scholarship winner, 1979
NCAA Div. II Champion, swimming, 1978

RESEARCH ACTIVITIES

Articles Published

- Boyd, Thomas and Timothy Krehbiel (2006), "An Analysis of the Effects of Specific Promotion Types on Attendance at Major League Baseball Games," Mid-American Journal of Business. V21, n2, pp. 21-32.
- Boyd, Thomas C. and Matthew Shank (2004), "Athletes as Product Endorsers: The Effect of Gender and Product Relatedness." Sport Marketing Quarterly. v13, n2, pp. 82-93.
- Boyd, Thomas C., Andrew J. Rohm and Daniel T. Dunn (2004), "Developing Customer-Focused E-Business Communication and Transaction Strategies: Does One Size Fit All?" Business Horizons. V47, n3, May-June 2004, pp. 67-74.
- Boyd, Thomas C. and Krehbiel (2003), "Promotion Timing in Major League Baseball and the Stacking Effects of Factors that Increase Game Attractiveness," Sport Marketing Quarterly. v12, n3, pp. 173-183
- Boyd, Thomas C, Carol Boyd, and Timothy B. Greenlee (2003) "The Means to an End: Slim Hopes and Cigarette Advertising" Health Promotion Practice, v4, n3, pp. 266-277
- Rohm, Andrew J., David W. Rosenthal and Thomas C. Boyd (2001), "Lady Footlocker: The Lobo Launch," Case Research Journal, 21 (3), 77-96.
- Boyd, Carol J., Thomas Boyd, and Jennifer L. Cash (2000) "Why is Virginia Slim? Women and Cigarette Advertising," International Quarterly of Community Health Education. v 19 n 1, pp. 31.
- Boyd, Thomas C. and Charlotte Mason (1999), "The Link between the Attractiveness of Extra-Brand Attributes and the Adoption of Innovations," Journal of the Academy of Marketing Science. Summer, v 27 n 3, pp. 306-319.
- Boyd, Thomas C. And Timothy C. Krehbiel (December 1999), "The Effect of Managerially Controllable Factors on Baseball Attendance," Sports Marketing Quarterly, v8, n4, pp. 23-34.
- Wile, James and Thomas C. Boyd (1998) "Education as Client Service: Can Business Concepts Find Work in a School Context?" Action in Teacher Education, The Journal of the Association of Teacher Education. Summer, v 20 n 2, pp., 64-83.
- Boyd, Thomas C., Timothy C. Krehbiel and James Stearns (1998), "The Impact of Technology on Marketing Research," Journal of Marketing Management. Spring/Summer, 1998, v8 n 1, pp., 24-33.
- Barr, Terri Feldman, David Rosenthal and Thomas C. Boyd (1998), "Starbucks: The Dorosin Complaint," Case Research Journal. Winter/Spring, v 18 n 1-2, pp. 89-100.

Articles Published (continued)

Boyd, Thomas C. and Diane McConocha (1996), "Consumer Household Materials and Logistics Management: The Inventory Ownership Cycle," The Journal of Consumer Affairs, Summer, 1996 v 30 n 1, pp., 218-249.

Book Chapters Published

Rohm, Andrew J., David W. Rosenthal and Thomas C. Boyd (2003), "Lady Footlocker: The Lobo Launch," in Marketing Management, Peter & Donnelly, 7th Ed. McGraw-Hill.

Boyd, Thomas C. and David W. Rosenthal (2000), "Miami University: The Redskins Name Controversy," in Cases in Strategic Management, David Rosenthal and Lew Brown eds., 403-412. Prentice Hall.

Boyd, Thomas C. and David W. Rosenthal (2000), "Johnson and Quin: The Carling Printing and Graphics Decision," in Cases in Strategic Management, David Rosenthal and Lew Brown eds., 437-454. Prentice Hall.

Barr, Terri Feldman, David Rosenthal and Thomas C. Boyd (2000), "Starbucks: The Dorosin Issue," in Cases in Strategic Management, David Rosenthal and Lew Brown eds., 503-512. Prentice Hall.

Boyd, Thomas C. and David W. Rosenthal (1998), "Miami University: The Redskins Name Controversy," in Cases in Sport Marketing, Mark McDonald and George Milne eds., Jones and Bartlett.

Boyd, Thomas C. and David W. Rosenthal (1998), "Miami University: The Creation and Transfer of Brand Equity," in Cases in Sport Marketing, Mark McDonald and George Milne eds., Jones and Bartlett.

Conference Proceedings

Thomas Boyd and Matthew Lancellotti (2006), "The Effects of Role Self-Awareness Exercises on Team Satisfaction: The Context of Marketing Course Projects," *Marketing Educators Association 2006 Conference Proceedings*, San Francisco. Brian Jorgensen, ed. Marketing Educators Association.

Krehbiel, Timothy C. and Thomas C. Boyd (2003), "The Effect of Promotions on Major League Baseball Attendance," *Midwest Decision Sciences Institute 2003*, Oxford, OH, Thomas F. Gattiker and W. Rocky Newman, eds.

Rohm, Andrew J., Thomas C. Boyd and Daniel W. Dunn (2002) "Managing Interfirm communication strategies in the age of e-business," *Society for Marketing Advances 2002 Conference Proceedings*, St. Petersburg, FL. Bret Wren, ed.

Boyd, Thomas C. and Matthew Shank (2001), "The Effect of Communication on Fan Involvement with Professional Sports Teams," *Society for Consumer Psychology 2001 Winter Conference Proceedings*, Susan E. Heckler and Stewart Shapiro eds., Society for Consumer Psychology.

Boyd, Thomas C., Terri Feldman Barr and Lenita Davis (2001), "Redefining Service Recovery: Changing Customer Relationships for the Web," *Society for Consumer Psychology 2000 Winter Conference Proceedings*, Susan E. Heckler and Stewart Shapiro, eds., Society for Consumer Psychology.

Boyd, Thomas C. and Terri Feldman Barr (2000), "The Role of Intraencounter Changes in Expectations in Explaining the Effect of Service Remedies on Customer Satisfaction," *Society for Consumer*

Psychology 2000 Winter Conference Proceedings, Jeff Inman, Kelly Tepper and Tommy Whittler, eds., Society for Consumer Psychology.

Boyd, Thomas C. (1999), "Contrasting Consumer Information Preferences Under Adoption versus Brand Choice Conditions," *Society for Consumer Psychology 1999 Winter Conference Proceedings*, Larry Compeau and Manoj Hastak, eds., Society for Consumer Psychology.

David W. Rosenthal and Thomas C. Boyd (1998) "Johnson and Quin: The Carling Printing and Graphics Decision," National Case Research Association Conference, Durham, NH.

Boyd, Thomas C. and Terri Feldman Barr (1998), "The Effects of Personality on Complaining and Satisfaction with Flawed Service Encounters," *Society for Consumer Psychology 1998 Winter Conference Proceedings*, Karen Machleit ed., Society for Consumer Psychology.

Boyd, Thomas C. and Terri Feldman Barr (1997), "The Effect of Solution Quality on Customer Satisfaction with Flawed Service Encounters," in *Society for Consumer Psychology 1997 Winter Conference Proceedings*, Cornelia Pechmann and S. Ratneshwar, eds., Society for Consumer Psychology, pp. 89-92.

Boyd, Thomas C. and G. David Hughes (1992), "Validating Realtime Response Measures," in *Advances in Consumer Research: Diversity in Consumer Behavior, Volume XIX*, John F. Sherry, Jr. and Brian Sternthal, eds., Provo, UT, Association for Consumer Research, pp. 649-56.

Boyd, Thomas C. and Charlotte Mason (1992), "The Pricing Center: An Examination of Member Roles in Product Repricing Decisions," in *Proceedings of the 1992 AMA Winter Educators' Conference: Marketing Theory and Application, Volume 3*, Chris T. Allen and Thomas J. Madden, eds., Chicago: American Marketing Association, pp. 56-63.

Conference Presentations

"The Effects of Role Self-Awareness Exercises on Team Satisfaction: The Context of Marketing Course Projects," Presented to the *Marketing Educators Association*, San Francisco 2006

"Title IX and male hegemony," Presented to the *American Marketing Association Faculty Consortium*, Lexington, KY. October, 2002

"The Effect of Communication on Fan Involvement with Professional Sports Teams," *Society for Consumer Psychology 2001 Winter Conference*.

"The Role of Intraencounter Changes in Expectations in Explaining the Effect of Service Remedies on Customer Satisfaction," *Society for Consumer Psychology 2000 Winter Conference*.

"Using Consulting Projects to Teach Consumer Behavior," *Academy of Marketing Science Annual Conference*, May 1999.

"Contrasting Consumer Information Preferences Under Adoption versus Brand Choice Conditions," *Society for Consumer Psychology 1999 Winter Conference*.

"Johnson and Quin: The Carling Printing and Graphics Decision," Proceedings of the North American Case Research Association Annual Meeting, Durham, NH, North American Case Research Association, November 1998.

"Complaining and Satisfaction with the Service Delivery Experience," With Terri Feldman Barr. 1998 Summer *American Psychological Association Conference*, Richard Feinberg, chair, American Psychological Association.

"Athletes as Product Endorsers: The Effects of Gender and Product Relatedness," With Matthew D. Shank. *17th Annual Advertising and Consumer Psychology Conference* 1998, Lynn Kahle ed., Society for Consumer Psychology.

"The Effects of Personality on Complaining and Satisfaction with Flawed Service Encounters," With Terri Feldman Barr. *Society for Consumer Psychology 1998 Winter Conference Proceedings*.

"Data Collection Technologies and Marketing Research: Problems and Opportunities," with Jim Stearns and Tim Krehbiel, *Industry Engineering Management Systems 1998 International Conference*, March 1998.

"The Effect of Solution Quality on Customer Satisfaction with Flawed Service Encounters," *Society for Consumer Psychology*, Part of AMA Winter Educators Conference, St. Petersburg, FL, February 1997.

"Education as Client Service: Can Business Concepts Find Work in a School Context?" at *American Educational Research Association* annual meeting, New York, April 1996. With Jim Wile

"The Pricing Center: An Examination of Member Roles in Product Repricing Decisions," at *American Marketing Association Winter Educators' Conference*, San Antonio, TX., February 1992.

"Validating Realtime Response Measures," with G. David Hughes at *Association for Consumer Research Conference*, Chicago, IL., October 1991.

Other Publications

Thomas Boyd (2002), "Pricing families out of Baseball," Providence Journal, Opinion Editorial Commentary, 3/16/02.

Papers Under Review

"Fit Trumps Fame: The Role of Fame and Congruence in the Effectiveness of Athlete Endorsers," Under review at the Journal of Advertising

"The Effects of Role Self-Awareness Exercises on Team Satisfaction: The Context of Marketing Course Projects." Under review at the Journal of Marketing Education

Work in Progress

Segmentation by Benefits Sought for Adult Athletes: Masters Swimmers
NASCAR's lessons for business: Focus on the customer.

Professional Presentations Made

"How USMS Clubs can Use the National Survey," Presented to delegates at the United States Masters Swimming national convention, Detroit, MI, September 14, 2006.

"How to Save Major League Baseball" Presented to the Dean's advisory council, Santa Barbara, CA, October 24, 2003.

"Sports Marketing as a field of study and as a career," to the American Marketing Association at California State University Fullerton. 2002

"Motivations of a Direct Sales Force," to the Direct Selling Association national meeting, Anaheim, CA 2001.

"Understanding the Sport Consumer," to the General Sports Academy. Rochester, MI, June 2000.

"Why is Verginia Slim?" with Carol Boyd, presented to reporters at "Tobacco's Future – a Journalism Fellowship," at The University of Michigan, Ann Arbor, MI, June 2000.

"Client relationships as a segmentation base," to the National Paper Trades Assoc. Executive training seminar. May 1995, May 1996, May 1997.

SERVICE TO UNIVERSITY

Principles of Marketing course coordinator 2004, 2005, 2006.

CBE Core Course Coordination Committee, 2006

CBE College Branding Project, coordinator 2006

CBE Mission and Vision committee, coordinator 2006

CBE Ranking committee 2005

CBE Strategic planning committee, 2004-05, 2005-06

Graduate Program committee, 2006

MBA revision committee, summer 2004

Presidents Scholars Selection committee 2003, 2004, 2005, 2006

CBE Senate 2002-03, 2003-04

Curriculum committee, CSUF 2002-03, 2003-04 (Chair)

Faculty hiring committee, CSUF, fall 2001, fall 2002, fall 2004

Drouillard Scholar selection committee, spring 2002-spring 2003

Enrollment development committee, CSUF, fall 2001

Faculty Development Committee, CSUF, fall 2001

Curriculum review committee, Chair, 2000-01

MBA program committee 1998-present

Ad hoc reviewer, Sports Marketing Quarterly

Ad hoc reviewer, Sport Management Review

Reviewer and discussant, 1998 Society for Consumer Psychology Winter Conference.

Performing artists series committee, 1996-present.

Department of Intercollegiate Athletics, Long-Term Strategy Development committee (ad hoc).

University logo committee, 1997.

Logo introduction committee, 1997.

Curriculum committee, 1994-1997.

MBA committee, 1994-1997.

Consultative committee, 1994-1997.

Faculty search committee, 1996.

Department chair search committee, 1995.

OTHER SERVICE

Board of Directors, Long Beach Grunions Swim Club 2002-2006

Editorial Committee for USMS SWIMMER Magazine (circ. 45,000) 2005-06

Chair of Marketing Committee, USMS National Body 2006-2007

Member of Marketing Committee, USMS National Body 2005-06

Member of Communications Committee, USMS National Body 2005-06

TEACHING

Courses Taught

Undergraduate level - Principles of Marketing, Consumer Behavior/Buyer Behavior, Sports Marketing, Business-to-business marketing, Introduction to Business

Graduate level - Business-to-Business Marketing, Strategy for Business Markets, Consumer Behavior

Executive Development Programs Taught

Young Executives Institute, Kenan Center for Private Enterprise, Winter-Spring, 1992

National Paper Trade Association, Management development program, sessions on Marketing Warfare, Market Segmentation, and Relationship Marketing, fall 1993, spring 1995, spring 1996.