

MARKETING MILESTONES

News for UNL's Marketing Department Friends and Alumni

FROM THE DEPARTMENT CHAIR

Happy Holidays to you and yours!

In mid-August of this year I became the Marketing Department Interim Chair after Ravi accepted an invitation from the Dean to join the college's administrative team as Associate Dean – Graduate Programs and Research. Since then, I've learned a lot about administration and am fortunate to have capable and talented staff members who really are the heart and brains of the day to day operations of this department. Many thanks to Michelle Jacobs, Mary Fischer (new this year), and Eric Reznicek for providing me with much needed (and appreciated) guidance and help during my first semester as department chair. Michelle has begun her 28th year in the department and I've learned to value more and more her "institutional memory" about how this college operates and how to accomplish virtually any task.

We have authorization to hire a new department chair and we will be conducting a national search beginning in the spring semester. So, if you know of individuals who you believe are capable and seeking the type of career change that would involve assuming the duties of being department chair here, please let me know. We believe, of course, that this department is special and deserving of the type of leadership that could be the result of a true national search, but we could also use your help in identifying those candidates who will contribute to growing this department in a positive way.

CBA Dean Donde Plowman is working hard at identifying contributors for a new business building on campus. The green space directly east of the parking lot east of the stadium and south of Vine Street has been targeted for our new building when it becomes a reality, and it will. I've stated repeatedly that if anyone can make a new building happen, that person is Dean Plowman. This is an exciting time to be at CBA!

Ravi noted in last year's holiday letter that Sandy Grossbart and Ron Hampton were retiring. Their retirement celebration was held in April at Misty's and was an enjoyable but somewhat sad occasion as well. While both Sandy and Ron continue to spend time in their offices thereby giving all of us the opportunity to visit with them, it's still not the same as having them here every day to offer their advice and insights on any number of topics. I can only hope that future hires mimic them in terms of their contributions and dedication to our department.

Our Ph.D. students continue to progress in their studies, research, and teaching. This year, Elise Johansen joined our Ph.D. program. Shannon Cummins was "on the market" this year and accepted a position at the University of Wisconsin-Whitewater. She will begin there as an Assistant Professor in 2012. Some of the specific awards by our Ph.D. students included:

- **Shipra Gupta** and **Jeff Johnson**, Award for Excellence in Teaching by a Graduate Student.
- **Shannon Cummins**, Award for Excellence in Research by a Graduate Student.
- **Justine Rapp**, Baker Award for Excellence in Service by a Graduate Student.

The Marketing Department faculty continued to accomplish many things in terms of teaching, research, and service. These include:

- **Ravi Sohi** being named Steinhart Foundation Distinguished Professor of Business and selected as Fellow of CIC's Academic Leadership Program.
- **Scott Friend** receiving the AMA Sales SIG Dissertation Award and Beta Theta Pi Outstanding Educator Award.
- **Jim Gentry** receiving Reviewer of the Year Awards from the *Journal of Public Policy Marketing* and the *Journal of Macromarketing*.
- **Amit Saini** receiving the 2011 CBA Best Paper Award for his 2010 article in the *Journal of Marketing*.
- **Rob Simon** being named Exceptional Professor in Marketing by CBA's Student Advisory Board.

I'm honored to be affiliated with the Department of Marketing faculty and I am proud to call them colleagues. Best wishes and may the coming year be productive and rewarding for you.



Les Carlson
Interim Department Chair
Nathan J. Gold Distinguished Professorship in Marketing

MARKETING DEPARTMENT

VISITING SCHOLAR

Spending 2011-2012 with us is Jing Li, from Peking University. Jing is Deputy Chief of Division for Research Centers Management, Office of Humanities and Social Sciences. His visit is made possible by an exchange agreement between Peking University and UNL. Jing's area of interest is the development of China's financial markets.

NATIONAL COLLEGIATE SALES COMPETITION

The department will again be sponsoring two marketing students to compete at the National Collegiate Sales Competition (NCSC) taking place in Kennesaw, GA March 2-5, 2012. **Scott Friend** is the faculty advisor, preparing the students for the competition, which hosts students from over 60 universities across the United States. This will be UNL's second year being involved in the competition!

RETIREMENT

On April 2 the department hosted a retirement party for Sandy Grossbart and Ron Hampton, who retired in August. Sandy had been with the department since 1972 and Ron since 1984. A social and dinner was held at Misty's, with their families, faculty, staff, CBA Dean Donde Plowman, emeritus faculty, and current and past graduate students in attendance. Both were honored by speeches from guests, a video put together by Michelle, a scrapbook for each with notes from colleagues and students and each received a gift – a rocking chair.



Sandy and Priscilla with daughters Julie Shell & Holly Blankstein



Ron & Dee Hampton

MITTELSTAEDT DOCTORAL SYMPOSIUM

Be sure to mark your calendars for the 21st Annual Mittelstaedt Doctoral Symposium, March 29 – 31, 2012, or visit the symposium's website:

cba.unl.edu/academics/marketing/symposium/symposium.aspx

Jim Gentry serves as faculty coordinator of the symposium.



Search Robert Mittelstaedt Doctoral Symposium



Members of the department at the Symposium Welcome Reception

OUR UNDERGRADUATES

UCARE PROJECT

Kye Le Ho and Yue Lie have been working on a research project with **Jim Gentry**. They are currently assisting him to investigate the changing gender norms in China by observing and analyzing advertisements in fashion magazines. The Undergraduate Creative Activities and Research Experiences (UCARE) Program, funded by the Pepsi Endowment, creates intellectual partnerships between UNL faculty and undergraduates by providing funds for research.

EXPERIENTIAL LEARNING

This fall the Marketing Department sponsored a special class with Union Pacific Railroad, a *Fortune* 150 company headquartered in Omaha. Twenty four of our top students took part in the class; 16 undergraduates and eight graduates were selected for the class on a competitive basis. The overall GPA for the students in the class is 3.71 out of 4.00.

The students worked in groups completing four major projects for the railroad. The student projects were judged and evaluated by top managers at Union Pacific. For each project one team was selected as "the winner" by the UP management and received a prize and recognition. The class also competed with the University of Nebraska at Omaha on one project and a team from UNL was the winning team on that project!

This class allows students to get a real world experience and learn to work with team members who are all highly motivated. Many of the students who have completed the class rate the experiential aspect of this class as great preparation for their careers. Faculty members **Rob Simon** and **Ravi Sohi** coordinated this class.

NATIONAL RESEARCH CORPORATION'S (NRC) RISING STAR SCHOLARSHIP

This past year we have partnered with NRC to offer two scholarships per academic year. The scholarships are to recognize students with an interest in a career in business development, marketing and/or entrepreneurship and must have a minimum cumulative GPA of 3.0. Students submit a resume that highlights their previous work experience in sales, marketing and/or business development and track record in leadership and achievement. Along with the resume, each student was asked to submit a personal statement about their career ambitions in the field of business development. The first recipients of the NRC scholarships were Hans Christensen and Danielle Tucker.

AMA NEWS

The American Marketing Association student chapter had a busy year helping students who are interested and invested in the field of marketing. The chapter's main goal is to help students bridge the gap between collegiate and professional marketing. This year the AMA invited guest speakers on topics such as sports marketing, professional selling, business etiquette, job opportunities and nonprofit marketing. Each AMA member was also offered the opportunity to work with an experienced professional mentor from the industry in his or her field of interest. Recently the chapter doubled its membership and continues to grow momentum! **Amit Saini** is faculty advisor to our AMA chapter.

We again thank Jeff and Linda Phipps of Lake Worth, FL for their generous donation to UNL's American Marketing Association this year. Jeff started the American Marketing Association chapter at UNL when he was an undergraduate. Their generosity will allow the organization to take on some new and exciting opportunities.

RECOGNITION FOR CONTRIBUTIONS TO STUDENTS

The UNL Parents Association and the Teaching Council asked UNL parents, in consultation with their sons and daughters, to nominate a faculty or staff member who "has made a significant contribution to their lives while at UNL." This is the twenty-third year for the faculty and staff "Certificate of Recognition for Contributions to Students." **Ravi Sohi** and **Jeff Johnson** were recognized from the department.

OUR GRADUATE STUDENTS

GRADUATE STUDENT UPDATES

Fifth year student **Shannon Cummins** was awarded the 2011-2012 Presidential Graduate Fellowship by the University of Nebraska. This fellowship recognizes excellence in teaching and research by a graduate student. Shannon received a stipend provided through the University of Nebraska Foundation that will allow her to focus her time on her dissertation. She is working on her dissertation with **Ravi Sohi**. This past August she was married to Clay Stevens. Clay is a software architect in Lincoln.

Third year Ph.D. student **Shipra Gupta** is busy working on her dissertation, under the guidance of **Jim Gentry**, collecting preliminary qualitative and quantitative data and working on several manuscripts. Shipra taught Marketing Channels during the spring semester and is currently teaching International

Marketing this fall semester. She attended and presented at the AMA Summer Educators' Conference. This past year has been very exciting as well as busy for Shipra. Her husband Ashwani took a job with one of the leading mechanical software companies, Dassault Systemes Simulia Corporation, and moved to Rhode Island. Her in-laws came to the U.S. for the first time. They visited New England and had a great time. Their daughter Siya is in second grade which keeps her busy balancing family and studying, which she feels this has made her more productive.

First year Ph.D. student **Elise Johansen** had the opportunity to vacation in Vegas twice in the past year - with her younger sister, Kiley for her birthday and with her boyfriend and his family for his sister's wedding! She also went to Washington DC for the first time with her family, which was simply awesome to see many of our country's historical sites. Finally, we can report that she is becoming a better Nebraska fan as she attended an away game with Justine Rapp at Minnesota! The highlight of her year professionally was attending the Doctoral Consortium, hosted by her alma mater Oklahoma State, as an invited guest. Networking with other Ph.D. students and learning from many well-known researchers in our field was very beneficial and also an honor. Elise is teaching Marketing Communication Strategy.

Jeff Johnson, third year Ph.D. student has been working on his dissertation under the direction of **Ravi Sohi**. Jeff and his wife Sarah have just moved to Grand Island, where she is the new Deputy County Attorney for Hall County. Jeff has taught Market Research and Marketing Channels this year. He also attended and presented at the AMA Summer Educators' Conference.

Joseph Matthes is finishing his third semester in the Ph.D. program. He is currently researching marketing technology from a strategy perspective, construct measurement, and public policy related to marketing communications. Joseph's wife, Melina, is a reporter and producer at Channel 8, KLKN-TV, as well as the weekend anchor at KFOR 1240am. He and Melina celebrated their 5th wedding anniversary this last September. Joseph taught Principles of Marketing and Marketing Channels this year.

Second year Ph.D. student **Jessica Mikeska** taught Principles of Marketing and Consumer Behavior this year. She attended the Public Policy Conference in Washington, DC.

Justine Rapp, third second year Ph.D. student, has been doing a lot of traveling, both professionally and personally. In June she traveled to Washington, DC for the Public Policy Conference, Oklahoma State for the AMA-Sheth Consortium, and Baylor for the 3rd Transformative Consumer Research Conference. She has met great academic colleagues and co-authors here, through which she has been working on some papers currently under review. Personally, she has been fortunate to make it home several times, as well as spend some time in California and Chicago. Justine taught Consumer Behavior during the spring semester and is currently teaching Services Marketing. **Jim Gentry** is working with Justine on her dissertation.

Fourth year student **Tim Reilly** is working towards his dissertation, and is teaching Marketing Research this year. He is looking forward to the spring semester where his class will no longer be at 8 am. Tim was recently visited in Lincoln by his mom Jan, who even attended the department's holiday get together .

FELLOWSHIPS, HONORS AND AWARDS



Shipra Gupta and Jeff Johnson received the department's "Award for Excellence in Teaching" by a Graduate Student.



Shannon Cummins received the department's "Award for Excellence in Research" by a Graduate Student.



Justine Rapp received the department's "Baker Award for Excellence in Service" by a Graduate Student.

Shipra Gupta, Jessica Mikeska, Justine Rapp and Tim Reilly were awarded the J. J. and Eleanor S. Ogle Fellowships for 2011-2012. These fellowships are available to Ph.D. students in CBA and awarded by the department.

Elise Johansen and **Jeff Johnson** were recipients of the Othmer Fellowship; **Joseph Matthes** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

In recognition of her teaching accomplishments, **Shannon Cummins** received the Outstanding Graduate Teaching Assistant Award from CBA and was honored during the CBA Honors Convocation ceremony. She also received honorable mention for UNL's 2010-2011 Outstanding Graduate Teaching Assistant Award. One graduate student at UNL receives the Teaching Award, and 2-3 graduate students are awarded honorable mention.

Justine Rapp was recognized for her research accomplishments as she received honorable mention for UNL's 2010-2011 Graduate Research Assistant Award. Like the teaching award, one student at UNL receives the award, and 2-3 others receive honorable mention.

Joseph Matthes was nominated for Best Reviewer - 2011 Pacific-Asia Conference on Information Systems, Human Computer Interaction track and was a Teacher Appreciation Honoree by the UNL Wrestling Team.

Justine Rapp was selected by the department to represent UNL at the 2011 AMA-Sheth Foundation Consortium, hosted by Oklahoma State University.

CONFERENCE PRESENTATIONS

"Interfirm Knowledge Transfer in Co-operative Buyer-Supplier Relationships: The Case of Plural Governance," **Shipra Gupta** and **Ravi Sohi**, presented at the AMA Summer Educators' Conference

"Managing Contractual Breaches When Legal Enforcement May Not Be an Option," **Jeff Johnson** and **Ravi Sohi**, presented at the AMA Summer Educators' Conference.

"Key Account Retention: A Naturalistic Approach Assessing the Drivers & Outcomes of Key Account Relationships," **Scott Friend** and **Jeff Johnson**, presented at the AMA Summer Educators' Conference.

SERVICE

Shannon Cummins volunteers at Food Net Lincoln.

Shipra Gupta reviewed manuscripts for the *Journal of Small Business Management*, *Journal of Consumer Behavior*, and 2012 AMA Winter Educators' Conference. She is also President of the Marketing Department's Graduate Student Association.

Joseph Matthes was student coordinator at the 20th Annual Robert Mittelstaedt Symposium and is co-advisor to UNL's Pi Sigma Epsilon (PSE) Professional Sales Fraternity.

Justine Rapp was also student coordinator and presenter at the 20th Annual Robert Mittelstaedt Symposium. She also participated in the *Journal of Consumer Research* Training Program for Future Reviewers. Justine reviews for the *Journal of Public Policy & Marketing*, *Journal of Consumer Behaviour*, and *Journal of Small Business Management*. Justine began volunteering this year as a tutor at the Lighthouse Youth after-school program and the LINKS Program at Lincoln High School

OUR STAFF

Michelle Jacobs just started her 28th year with the department. As usual, she is very busy taking care of everyone here in the department (and sometimes the college), helping on the farm, and at Brian's auto repair shop. This past year Michelle has become known as the "campus guru" for using Digital Measures, a faculty activities database that UNL

purchased. She has been providing training to staff in CBA and to various units across campus.

Mary Fischer, Staff Assistant, joined the department in June. Mary has one son Kenny who is a very active third grader and who just happens to attend the same grade school as Shipra's daughter Siya. She and her family stay busy participating in, and attending many athletic and cultural events.

Eric Reznicek, our returning student worker, is staying busy with classes. He changed his major to Marketing and Finance, and is attending UNL on a Regent's Scholarship.

OUR FACULTY

Dwayne Ball made his usual trip in late May and early June to Portugal, to the Higher Institute for Statistics and Information Management at the New University of Lisbon, to teach a graduate class in Customer Relationship Management and to collaborate with colleagues there.

Linda and **Les Carlson** continue to add to/renovate their house and property north of Lincoln. This year's projects included a new front door and blacktop for the driveway. In his fourth year at UNL, Les has assumed the duties of interim department chair, a learning experience to say the least!

Robyn and **Scott Friend** are expecting their first child in April 2012. They continue to enjoy being a part of the Lincoln community and the great culture of the Marketing Department. Scott is currently working on research projects in the areas of professional sales, sales force management, and business-to-business relationships.

Pat Kennedy's grandson, Finnegan Kincaid, turned two in August and provides more joy and entertainment every day. Sadly, Pat's Sister, Mary Kennedy, passed away on March 4, after a two-year battle with ovarian cancer. Pat continues to serve as the undergraduate coordinator for the department, and on the Assessment, Undergraduate, and General Committees in the college. She continues her research on how marketing may contribute to the obesity problem in the U.S.



Finn Kincaid

Travelling between South Carolina and Wyoming, Venita and **Bob Mittelstaedt** continue to enjoy good health and spending time with their children and grandchildren.

Rob Simon became engaged to Susan Schur. They will be married in May 2012.

In August, **Ravi Sohi** became the Associate Dean – Graduate Programs and Research and the Steinhart Foundation Distinguished Professor of Business.



Evelyn Gentry Lamb



Max (4 ½ years old) and Sandy Grossbart at Max's first football game!

HONORS AND AWARDS

Les Carlson joined the Editorial Advisory Board of the *Journal of Advertising Research*. He was also appointed to the Editorial Review Board of *Marketing Theory*.

Scott Friend received the AMA Sales SIG Dissertation Award and the Beta Theta Pi Outstanding Educator Award.



Scott and faculty after receiving his Sales SIG Dissertation Award at the AMA Summer Educators' Conference

Jim Gentry received the Reviewer of the Year Award from the *Journal of Public Policy and Marketing* and shared the Reviewer of the Year Award from the *Journal of Macromarketing* with **Suraj Commuri**.

For his paper, "Governance Mechanisms in Business-to-Business Electronic Markets," **Amit Saini** received the 2011 Best Paper Award from UNL's College of Business Administration. This paper appeared in the July 2010 issue of the *Journal of Marketing*.

Rob Simon was named an Exceptional Professor in Marketing by CBA's Student Advisory Board.

Ravi Sohi was selected as Fellow of CIC's Academic Leadership Program.

CONFERENCE PRESENTATIONS

"Preference Stability Belief: An Alternative View of How Customers Respond to Personalized Recommendations" **Dwayne Ball** and **Daniel Shen**, presented at the Direct Marketing Research Summit.

"Finding Weak Points in the Human Trafficking System: An Analysis of 154 Cases", **Dwayne Ball**, **Ron Hampton**, **Julie Pennington**, Theresa DeMcKinney, John Creswell, and Anh Nguyen, presented at the 2011 Interdisciplinary Conference on Human Trafficking.

"Integrating the Website into Marketing Communications: An Empirical Examination of Magazine Ad Emphasis of Website Direct Response Opportunities over Time," S.J. Grove, M.J. Dorsch and **Les Carlson**, presented at the 2011 Academy of Marketing Science Annual Conference.

"New Directions in Environmental Advertising and Green Marketing Claims Research," special session organized by **Les Carlson** for the American Academy of Advertising 2011 Asia-Pacific Conference, Brisbane Australia.

"Disservice: Deploring the Dysfunctional Deeds that Doom Delight", **Les Carlson**, invited participant, special session, Society of Marketing Advances Annual Conference.

"Navigating the Review Process," **Les Carlson**, invited participant, presented as part of the American Academy of Advertising Conference pre-session.

“Parental Style: What We Know, What We are Learning, and What Still Remains for Investigative Endeavor,” **Les Carlson**, Invited Presentation, Iowa State University Marketing Colloquium Distinguished Speaker Series.

“They Really Got A Hold on Us: Movies’ Product Placement in a Cross-Cultural Study Between Brazil and the USA,” Ricardo Boeing da Silvera and **Jim Gentry**, presented at the Academy of Marketing Conference, UK.

“The Holiday Version of the Sacred and Profane: Thanksgiving and Black Friday,” **Jim Gentry** and **Robert L. Harrison III**, presented at the 2011 Macromarketing Conference.

“Global Advertising Positioning: Does It Take Advantage of the Vulnerable?” **Sunkyu Jun**, **Jim Gentry**, Yong Jin Hyun, and Yoojeong Jeong, presented at the 2011 Macromarketing Conference.

“The Effects of Salesperson Mentoring on Multi-Faceted Job Satisfaction,” Nathaniel Hartmann, Brian Rutherford, **Scott Friend**, and G. Alexander Hamwi, presented at the Global Sales Science Institute Conference in Milan, Italy.

“Use of a Simulation in a Large Class Environment for a Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met,” **Rob Simon** and **Jim Gentry**, presented at the 2011 Association for Business Simulation and Experiential Learning Conference.

“Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders,” Rajdeep Grewal, Girish Mallapragada, **Amit Saini**, and Alok Kumar, presented at the AMA Winter Educators’ Conference.

“A Multi Source Assessment of Leadership Effectiveness by Industry Type,” **Ravi Sohi**, G. Ronald Gilbert, Dana Farrow and Rich Callahan, presented at the 2011 Academy of Management Annual Meeting.

“A Motley Pattern of Sales-Marketing Integration,” **Ravi Sohi**, **Avinash Malshe**, and **Mike Krush**, presented at the 2011 Academy of Marketing Science World Marketing Conference, Reims, France.

PUBLICATIONS

Invited review of book: “*Sex Trafficking: Inside the Business of Modern Slavery*” for the *Journal of Macromarketing*, **Dwayne Ball** and **Julie Pennington**.

Invited review of film: “The Darker Side of Chocolate” for the *Journal of Macromarketing*, **Dwayne Ball** and **Julie Pennington**.

“Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market,” C.D. Hopkins, M.A. Raymond and **Les Carlson**, *Journal of Marketing Education*, forthcoming.

“Tastes Great but Less Filling (than it could have been),” **Les Carlson**, *International Journal of Advertising*, comments on “Evidence-based Advertising: An Application to Persuasion” forthcoming.

“Buyer-Seller Relationships within a Multi-Source Context: Understanding Customer Defection and Available Alternatives,” **Scott Friend**, G. Alexander Hamwi, and Brian Rutherford, *Journal of Personal Selling & Sales Management*.

“Measuring Salesperson Burnout: A Reduced Maslach Burnout Inventory for Sales Researcher,” Brian Rutherford, G. Alexander Hamwi, **Scott Friend**, and Nathaniel Hartman, *Journal of Personal Selling and Sales Management*.

“A Life Course Perspective of Family Meals via the Life Grid Method,” **Robert L. Harrison III**, Ann Veeck, and **Jim Gentry**, *Journal of Historical Research in Marketing*.

“The Role of a Firm’s Strategic Orientation Dimensions in Determining Market Orientation,” **Jean L. Johnson**, Kelly Martin, and **Amit Saini**, *Industrial Marketing Management*, forthcoming.

BOOK CHAPTERS

“Family Buying,” **Jim Gentry**, in *Wiley Encyclopedia of Marketing*, edited by Jagdish N. Sheth and Naresh K. Malhotra.

SERVICE

Les Carlson is Associate Editor of the *Journal of Public Policy and Marketing*, member of the Senior Advisory Board for the *Journal of Advertising* and *Journal of Marketing Theory and Practice*. He is also editorial review board member for *Journal of Current Issues & Research in Advertising*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Marketing Education*, *Journal of Business Research*, *Journal of Marketing Theory & Practice*, *Journal of Consumer Affairs*, and *Services Industry Journal*.

Dwayne Ball serves on UNL's Academic Planning Committee, was chair of the CBA General Committee, Gallup Research Center Advisory Board, and Survey Research and Methodology Program Advisory & Admissions Committees

Scott Friend served as ad-hoc reviewer for the *International Journal of E-Service & Mobile Applications*, *Journal of Public Policy & Marketing*, AMA Summer Educators' Conference, SMA Conference, *International Journal of Pharmaceutical and Healthcare Marketing*, and *Journal of Business & Industrial Marketing*. He is co-advisor to UNL's Pi Sigma Epsilon (PSE) Chapter. Scott also serves on CBA's Scholarship, Honors & Awards Committee.

Rob Simon was appointed member of Lincoln's Civic Ventures Board for Downtown Lincoln Redevelopment and was appointed to the Lincoln Goodwill Services Board.

OUR ALUMNI

ALUMNI UPDATES

Barb and **Darrel Muehling** (1985) are proud grandparents of Brogan Wade Jones, born October 4th (parents are Stephanie and Graeme Jones of Seattle). Daughter Andrea announced her wedding engagement. She and fiancé Warren George will be married on September 15, 2012.

Terri Rittenburg (1988) received the University of Wyoming Award for Faculty Commitment to Internationalization this past year.

Jim Roberts (1991) book, *Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy* (Harper Collins) was recently released. The book investigates



the impact our love of money and possessions has on our happiness. The book is full of funny stories, interesting statistics (we throw away 140 million cell phones every year), careful research, and packs a compelling message. The Shiny Objects blog can be found at: http://blogs.baylor.edu/jim_roberts/. The book released on November 8th and is currently available on Amazon and at Barnes & Noble. The book has already

been featured in the *Dallas Morning News* (October 31st, Pamela Yip column) and he has been interviewed by *Time* magazine, *US News & World Report* and many other media

outlets. He is hoping that the book attracts a lot of attention over the Holiday season and into the New Year.

Cecelia Wittmayer (1993) continues to serve as the Vice President for Academic Affairs at Dakota State University in Madison, SD. Norman is still involved in his cattle and farm operation. Morgan is in her final year of a master's degree in architecture at Montana State University, scheduled to graduate in May 2012.

Jonna Holland (1996) was one of two recipients of the 2011 University of Nebraska Outstanding Teaching and Instructional Creativity Award. A Video about Jonna can be seen at <http://nebraska.edu/recognition-and-awards/otica.html>

Ju-Young Park (1997) became Dean of the Graduate School of Small Business at Soongsil University in Seoul, Korea. Starting this December, he will be the president of the Korean Academic Society of Franchising. The past president was **Young Lim**.

The *Washington Post* wrote an article on research by **Cara Okleshen Peters** (1999) and Jane Thomas. They were also interviewed live on KCBS radio station in San Francisco on Black Friday. Their research reveals the reasons we shop on Black Friday.

Mike Tippens (1999) was promoted to Full Professor at the University of Wisconsin-Oshkosh.

Marko Grünhagen (1999), Lumpkin Distinguished Professor at Eastern Illinois University, completed his co-editorship of a Special Issue of the *Journal of Retailing* (September 2011) on Franchising and Retailing with Rajiv P. Dant and Josef Windsperger.

Suraj Commuri (2001) was promoted to Associate Professor at the University of Albany (SUNY).

Fleura Bardhi (2004) has a paper forthcoming at *Journal of Consumer Research*, from her dissertation, "Liquid Relationship to Possessions," co-authored with Giana Eckhardt and Eric Arnould. She is now a member of the Editorial Review Board of *Consumption, Markets and Culture Journal*; co-chaired the Sixth CCT Workshop this past July which was hosted by Northwestern University and is on the program committees for the CCT 7 Conference at Oxford University and the 2012 ACR Conference Vancouver.

UNL MARKETING DEPARTMENT UPDATE & DONATION FORM

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Additional information for "Alumni News" to appear in our next *Marketing Milestones* newsletter:

Yes, I would like to support the **UNL Marketing Department's Programs!** I am enclosing a check made payable to University of Nebraska Foundation (*with Marketing Department in the memo area*) for : _____

Yes, I would like to support the **Robert Mittelstaedt Doctoral Symposium!** I am enclosing a check made payable to University of Nebraska Foundation (*with Mittelstaedt Symposium in the memo area*) for: _____

Return this form and your check(s) to:

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