

## MARKETING

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- Wilkinson, J. B., & **Burns, D. J.** (Writers). (2007). Suburban regional shopping malls: Can the magic be restored? [Videorecording and instructional manuals]. In M. Levy & B. A. Weitz (Series Eds.), *Retailing management*. New York: Irwin/McGraw-Hill.
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- Ahuja, R.**, Michels, T., & Walker, M. W. (2006). *The virus in viral marketing: Non-disclosure*. Paper presented to the 2006 CCFC (Campaign for Commercial Free Childhood) Annual Summit, Boston, MA.
- Burns, D. J., Manolis, C., **Ahuja, R.** (2006). *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty*. Paper presented to the Association of Marketing Theory and Practice, Hilton, Head, SC.
- Ahuja, R.** (2005). *Buzz marketing: Honest deception*. Paper presented at the Consuming Kids: How Marketing Undermines Children's Health, Values, and Behavior Conference, Washington, DC.
- Ahuja, R.**, Burns, D., & Manolis, C. (2005). *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty*. Paper presented at the Lily Conference, Miami University, Oxford, OH.
- Ahuja, R.**, Tadepalli, R., & Walker, M. W. (2003). *Children as human subjects in marketing research: Parents' perceptions of researchers' ethical responsibilities*. Paper presented at the National Business and Economics Society Conference, St. Thomas, VI.

- Burns, D. J., Manolis, C., & Tadepalli, R. (2007).** *At-retail technology and the in-store shipping experience: The effects on retail image and consumer spending behavior.* Paper presented at the American Marketing Association Summer Educators' Conference, Washington, DC.
- Burns, D. J., Conway Data-on, M., & Manolis, C. (2007).** *Shopping preferences of Hispanic consumers: The effect of acculturation.* Paper presented at the Association of Marketing Theory and Practice, Panama City, FL.
- Burns, D. J. (2007).** *Attributional style and consumer attitudes: The case of attitudes toward consumer free-riding activity.* Paper presented at the Association of Marketing Theory and Practice, Panama City, FL.
- Burns, D. J. (2007).** *Toward a new meta-narrative of consumption.* Paper presented at the Association of Marketing Theory and Practice, Panama City, FL.
- Burns, D. J. (2007).** *Mimeticism: Toward a theory of fashion.* Paper presented at the American Collegiate Retailing Association Spring Conference, Chicago, IL.
- Burns, D. J., & Burns, S. D. (2006).** *Consumer's sentiment toward retailing: Relationships with consumer alienation.* Paper presented at the 8th Triennial Academy of Marketing Science & American Marketing Association Retail Conference, Orlando, FL.
- Burns, D. J., & Warren, H. B. (2006).** *Holistic thinking and the marketing classroom.* Paper presented at the Lilly Conference on College Teaching, Oxford, OH.
- Burns, D. J. (2006).** *Who are we now? The evolution of consumer culture?* Paper presented at the Christian Business Faculty Annual Conference, Dayton, OH.
- Burns, D. J. (2006).** *Marketing and the consumer culture: Where did it come from and where is it going?* Paper presented at the Colleagues in Jesuit Business Education Conference, Spokane, WA.
- Burns, D. J., & Warren, H. B. (2006).** *Are retailers nothing more than arms dealers? The role of retailers in consumer warfare.* Paper presented at the Spring Conference of the American Collegiate Retailing Association, Fayetteville, AR.
- Burns, D. J. (2006).** *Consumer free-riding: Attitudes and activity by university students.* Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Burns, D. J. (2006).** *Marketing and the consumer culture: Where did it come from and where is it going?* Paper presented at the Colleagues in Jesuit Business Education Conference, Spokane, WA.
- Burns, D. J., Manolis, C., & Ahuja, R. (2006).** *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty.* Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.

- Shahan, J. K., & **Burns, D. J.** (2006). *The opportunity assessment matrix: A strategy model for today*. [Best in Track Award]. Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Burns, D. J.**, & Shahan, J. K. (2006). *The assessment of growth opportunities in retailing: A matrix approach*. Paper presented at the National Retail Federation & American Collegiate Retailing Association Winter Meeting. New York City, NY.
- Burns, D. J.**, Manolis, C., & Ahuja, R. (2005). *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty*. Paper presented at the Lily Conference, Miami University, Oxford, OH.
- Burns, D. J.**, & Reid, J. S. (2005). *Adding service-learning projects to business courses: Taking advantage of the opportunities and avoiding some of the pitfalls*. Paper presented at the Justice in Jesuit Higher Education Conference, Cleveland, OH.
- Burns, D. J.**, & Gajos, D. (2005). *Service learning as a new pedagogy in the retail classroom*. Paper presented at the Spring Conference of the American Collegiate Retailing Association, Philadelphia, PA.
- Burns, D. J.** (2005). *Marketplace interaction styles and attitudes toward consumer activities: The relationship between assertiveness and aggressiveness and attitudes toward consumer free-riding*. Paper presented at the Spring Conference of the American Collegiate Retailing Association, Philadelphia, PA.
- Toncar, M. F., **Burns, D. J.**, Reid, J. S., Anderson, C., Wells, C., Fawcett, J., et al. (2005). *All campuses are not the same: Perceptions of the value of volunteering by students at different types of institutions*. Paper presented to the Association of Marketing Theory and Practice, Jekyll Island, GA.
- Burns, D. J.**, & Toncar, M. F. (2005). *Will I do as well on the final exam as I expect?* Paper presented to the Association of Marketing Theory and Practice, Jekyll Island, GA.
- Burns, D. J.**, & Neisner, L. (2004). *The contribution of emotion to customer satisfaction in a retail setting*. Paper presented at the American Collegiate Retailing Association Conference, Orlando, FL.
- Burns, D. J.**, Conway Dato-on, M., & Sigler, T., (2004). *Involving students in service-learning projects: Examples of specific programs*. Paper presented at the Lilly Conference on College Teaching, Miami University, Oxford, OH.
- Burns, D. J.** (2004). *Potentially ethically troublesome practices in the retail food industry: Relationship between intentions and perceived frequency of occurrence among future retail personnel*. Paper presented at the ACRA Conference, New York, NY.

- Reid, J. S., **Burns, D. J.**, & Anderson, C. E. (2003). *Are men and women different at the mall? A study of shopping activity, perceptions, and wants at a regional shopping mall by gender*. Paper presented to the American Society of Business and Behavioral Science, Las Vegas, NV.
- Reid, J. S., Toncar, M. F., **Burns, D. J.**, & Anderson, C. E. (2003). *Student evaluations of a service-learning project in a marketing class*. Paper presented to the Academy of Business Education, San Francisco, CA.
- Reid, J. S., **Burns, D. J.**, Toncar, M. F., & Anderson, C. E. (2003). *Are business students kinder and gentler than students in other disciplines? Comparisons of volunteering, altruism, empathy, and perceptions of the benefits of service learning*. Paper presented at the Emerging Issues in Business and Technology Conference, Myrtle Beach, SC.
- Burns, D. J.**, & Warren, H. B. (2003). *Are marketers nothing more than arms dealers? The role of marketing in consumer warfare*. Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Burns, D. J.**, Ried, J. S., & Anderson, C. (2003). *Reactions of non-mall shoppers exposed to two zonal merchandising concepts at a regional shopping mall: Does zonal merchandising have the potential to bring shoppers back to the mall?* Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Ried, J. S., **Burns, D. J.**, Anderson, C. E., & Kittle, B. (2003). *Preferences for shopping and buying at the mall and on the Internet: A comparison of whether the product is for oneself or for others*. Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Duganne, D., **Burns, D. J.**, & Deiderick, E. T. (2003). *Patrons of large home centers and small hardware chains: An exploratory comparison*. [Best in Track Award]. Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
- Warren, H. B., & **Burns, D. J.** (2003). *Motivation theory applicability: Designing a pedagogical model*. Paper presented to the Association of Marketing Theory and Practice, Hilton Head, SC.
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- Burns, D. J. (2003).** *Self-monitoring: Toward a better understanding of materialism.* Paper presented at the AMS/ACRA Retailing Conference, Columbus, OH.
- Burns, D. J., Reid, J., & Anderson, C. (2003).** *A comparison of the perceptions and preferences of shoppers of suburban regional shopping malls by different income and education groups.* Paper presented at the AMS/ACRA Retailing Conference, Columbus, OH.
- Burns, D. J., & Warren, H. (2003).** *Philosophy of life and marketing: What comes after postmodernism?* Paper presented at the Association of Marketing Theory and Practice Conference, Sandestin, FL.
- Burns, D. J. (2003).** *An examination of the accuracy of expected grades in the principles of marketing course.* Paper presented at the Association of Marketing Theory and Practice Conference, Sandestin, FL.
- Reid, J., Anderson, C., **Burns, D. J., & Toncar, M. F. (2003).** *Student evaluations of a volunteer community service as a service-learning project in marketing class.* Paper presented at the Association of Marketing Theory and Practice Conference, Sandestin, FL.
- Conway Dato-on, M., Manolis, C., & Behrens, D. (2004).** *Ten thousand villages: The first year and beyond.* Paper presented at the Competitive Case Workshop, North American Case Research Association, Sedona, AZ.
- Burns, D. J., **Conway Dato-on, M., & Sigler, T., (2004).** *Involving students in service-learning projects: Examples of specific programs.* Paper presented at the Lilly Conference on College Teaching, Miami University, Oxford, OH.
- Conway Dato-on, M. (2003).** *ISBS in Russia and the United States: A promising measurement for consumer behavior?* Paper presented at the Academy of Marketing Science Conference, Washington, DC.
- Conway Dato-on, M. (2003).** *Culture, cognitive style and context in consumer evaluations.* Paper presented at the Academy of Marketing Science Conference, Perth, Australia.
- Conway Dato-on, M. (2003).** *Pinoy Trading, Inc. and Sama-Sama Enterprises.* Paper presented at the North American Case Research Association Conference, Tampa, FL.

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- Hayes, T.** (2007). *The future of marketing for higher education*. Paper presented at the National Association of Presidential Assistants in Higher Education (NAPAHE) Annual Conference, Washington, DC.
- Hayes, T.** (2007). *Marketing universities from a services perspective*. Paper presented at the Council for the Advancement and Support of Education (CASE) Integrated Marketing and Branding Conference, Boston, MA.
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- Hayes, T.** (2007). *Marketing colleges and universities: A primer*. Workshop presented at the CASE (Council for the Advancement and Support of Education) Summer Institute, Nashville, TN.
- Hayes, T.** (2007). *Creating the marketing plan I, II, III*. Three-session workshop presented at the CASE (Council for the Advancement and Support of Education) Summer Institute, Nashville, TN.
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- Hayes, T.** (2006). *Integrated marketing planning I*. Paper presented at the Council for the Advancement and Support of Education (CASE) Integrated Marketing and Branding Conference, Austin, TX.

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- Hayes, T.** (2006). *Basic marketing for higher education*. Paper presented at the Symposium for the Marketing of Higher Education, New Orleans, LA.
- Hayes, T.,** Lauer, L. (2006). *Integrated marketing clinic: The doctor's are in*. Paper presented at the Symposium for the Marketing of Higher Education, New Orleans, LA.
- Hayes, T.** (2006). *Marketing higher education: Everything you wanted to know in a real short time*. Presentation delivered at the CASE (Council for the Advancement and Support of Education) Summer Institute in Communication and Marketing, Nashville, TN.
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- Hayes, T.** (2006). *Service quality, evolving paradigms*. Presentation delivered at the CASE (Council for the Advancement and Support of Education) Summer Institute in Communication and Marketing, Nashville, TN.
- Hayes, T.,** & Kelly, S. (2005). *Learning from the inside out: The paradox of university planning*. Paper presented at the Society for College and University Planning National Conference, Washington, DC.
- Hayes, T.** (2005). *Managing marketing and branding expectations*. Paper presented at the Council for the Advancement and Support of Education Assembly, Miami, FL.
- Hayes, T.** (2005). *The integration of marketing and strategic planning*. Paper presented at the AJCU Conference on Strategic Planning, Cincinnati, OH.
- Hayes, T.** (2005). *The future of marketing for higher education*. Paper presented at the Symposium for the Marketing of Higher Education, Chicago, IL.
- Hayes, T.** (2005). *Basic marketing for higher education*. Paper presented at the Symposium for the Marketing of Higher Education, Chicago, IL.

- Hayes, T., & Lauer, L. (2005).** *Integrated marketing clinic: The doctor's are in.* Paper presented at the Symposium for the Marketing of Higher Education, Chicago, IL.
- Hayes, T. (2005).** *The differences in marketing and exporting services and physical goods.* Paper presented at the Executive Forum, International Trade Centre, Geneva, Switzerland,
- Hayes, T. (2005).** *Marketing higher education: Everything you wanted to know in a real short time.* Paper presented at the CASE Summer Institute in Communication and Marketing, Nashville, TN.
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- Hayes, T. (2004).** *Quality service: Evolving paradigms.* Paper presented at the CASE Summer Institute in Communications and Marketing, Nashville, TN.
- Hayes, T. (2004).** *Branding your institution in the student marketplace.* Paper presented in the CASE Summer Institute in Communications and Marketing, Nashville, TN.
- Hayes, T. (2004).** *The emergence of marketing.* Paper presented at the CASE Summer Institute in Communications and Marketing, Nashville, TN.
- Hayes, T. (2003).** *Higher education marketing -- preeminent in the field.* Paper presented at the Symposium for Marketing High Education, Miami, FL.
- Hayes, T. (2003).** *Understanding and developing service strategy.* Paper presented at the Services Marketing Seminar Series, Monash University, Melbourne, Australia.
- Burns, D. J., **Manolis, C., & Tadepalli, R. (2007).** *At-retail technology and the in-store shipping experience: The effects on retail image and consumer spending behavior.* Paper presented at the American Marketing Association Summer Educators' Conference, Washington, DC.
- Burns, D. J., Conway Data-on, M., & **Manolis, C. (2007).** *Shopping preferences of Hispanic consumers: The effect of acculturation.* Paper presented at the Association of Marketing Theory and Practice, Panama City, FL.

- Burns, D. J., **Manolis, C.**, & Ahuja, R. (2006). *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty*. Paper presented to the Association of Marketing Theory and Practice, Hilton, Head, SC.
- Ahuja, R., Burns, D., & **Manolis, C.** (2005). *An analysis of some factors affecting students: Perceived costs of cheating and academic dishonesty*. Paper presented at the Lily Conference, Miami University, Oxford, OH.
- Kloppenborg, T.J., Heitkamp, M., **Manolis, C.**, & Tesch, D. (2005). *What sponsor behaviors during project initiation lead to project success?* Poster presentation delivered at the Construction Industry Institute Conference, Grapevine, TX.
- Conway Dato-on, M., **Manolis, C.**, & Behrens, D. (2004). *Ten thousand villages: The first year and beyond*. Paper presented at the Competitive Case Workshop, North American Case Research Association, Sedona, AZ.
- Burns, D. J., Manolis, C., & **Tadepalli, R.** (2007). *At-retail technology and the in-store shipping experience: The effects on retail image and consumer spending behavior*. Paper presented at the American Marketing Association Summer Educators' Conference, Washington, DC.
- Rashed, J., & **Tadepalli, R.** (2006). *Do American and Jordanian managers perceive ethical situations differently?* Paper presented at the Annual Regional Economic Conference, Alzaytoonah University of Jordan, Amman, Jordan.
- Krishnan, H., & **Tadepalli, R.** (2005). *R&D intensity, marketing intensity, and firm performance*. Paper presented at Innovative New Product Development Engineering Meets Marketing International Conference, Chennai, India.
- Ahuja, R., **Tadepalli, R.** & Walker, M. W. (2003). *Children as human subjects in marketing research: Parents' perceptions of researchers' ethical responsibilities*. Paper presented at the National Business and Economics Society Conference, St. Thomas, VI.
- Ahuja, B., Michels, T., & **Walker, M. W.** (2006). *The virus in viral marketing: Non-disclosure*. Paper presented to the 2006 CCFC (Campaign for Commercial Free Childhood) Annual Summit, Boston, MA.
- Ahuja, R., Tadepalli, R., & **Walker, M. W.** (2003). *Children as human subjects in marketing research: Parents' perceptions of researchers' ethical responsibilities*. Paper presented at the National Business and Economics Society Conference, St. Thomas, VI.

## OTHER

- Burns, D. J.** (2006). *What is personhood? The evolution of consumer culture*. Presentation delivered at Academic Day, Xavier University, Cincinnati, OH.
- Burns, D. J.** (2006). Marketing concept. In *Teaching to the mission: A compendium of the Ignatian Mentoring Program*. Cincinnati, OH: Xavier University.
- Burns, D. J.** (2003-2006). Member of editorial review board. *Journal of Business Disciplines*.
- Burns, D. J.** (1996-2006). Editor. *Retail Education Today*.
- Burns, D. J.** (1996-2003). Member of editorial board. *Teaching Business Ethics*.
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- Hayes, T.** (1996-2007). Editor. *Journal of Marketing for Higher Education*.
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