

## MARKETING

### REFEREED PUBLICATIONS

- Ahuja, R., Tadepalli, R. & Walker, M.** (2001). Paternalism, limited paternalism, and the Pontius Pilate plight when researching children. Journal of Business Ethics, 32(1) 81-92.
- Burns, D.J.,** Toncar, M., Reid, J., Anderson, C., Wells, C., Fawcett, J. & Gruben, K. (2005). Volunteering: A comparison of the motivations of collegiate students attending different types of institutions. Journal of Volunteering Administration, 23(4), 31-40.
- Burns, D.J.,** Reid, J. & Anderson, C. (2005). Shopping style: Effects on response to zonal merchandising. Journal of Business Disciplines, 6, 1-16.
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- Roberts, J.A., Tanner, J.F., Jr. & **Manolis, C.** (2005). Materialism and the family structure and family stress relation. Journal of Consumer Psychology, *15*(2), 183-190.
- Gassenheimer, J.B., Hourson, F.S. & Manolis, C.** (2004). Empirically testing the boundaries of benevolence in asymmetric channel relations: A response to economic dependence. Journal of Managerial Issues, *16*(1), 29-47.
- Manolis, C., Gassenheimer, J.B. & Winsor, R.D.** (2004). The moderating effect of solidarity as conduct: A theoretical and empirical perspective. Journal of Marketing Theory and Practice, *12*(3).
- Winsor, R.D., Sheth, J.N. & **Manolis, C.** (2004). Differentiating goods and services retailing using form and possession utilities. Journal of Business Research, *57*(3), 249-255.
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- Tadepalli, R.** (2002). Assessing academic efficiency at a public university. Managerial and Decision Economics, *23*, 385-397.

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#### BOOKS

**Hayes, T., Kotler, P. & Bloom, P.** (2001). *Marketing Professional Services - forward thinking strategies for boosting your image and your profits*. Upper Saddle River, NJ: Prentice-Hall.

#### BOOK CONTRIBUTIONS

Wilkinson, J. & **Burns, D.J.** (2005). Suburban regional shopping malls: Can the magic be restored. *Basic Marketing: A Global-Managerial Approach*, 15th ed., McGraw-Hill/Irwin, 666-668.

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- Reid, J.S., **Burns, D.J.**, Toncar, M.F. & Anderson, C. (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. In *Emerging Issues on business and Technology Proceedings*, P.C. Thistlewaite, D.W. Schofield, R.J. Bauerly, and P.A. Willits, (Eds.), Macomb, IL: 409-418.
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#### PRESENTATIONS AT ACADEMIC CONFERENCES

**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 at Miami University, Oxford, OH.

**Ahuja, R., Tadepalli, R. & Walker, M.** (2003). Children as human subjects in marketing research: Parents' perceptions of researchers ethical responsibilities. Paper presented at the National Business and Economics Society Conference.

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- Burns, D. & Warren, H. (2003).** Philosophy of life and marketing: What comes after postmodernism. Paper presented at the Association of Marketing Theory and Practice, Sandestin, FL.
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- Conway Dato-on, M. (2003).** Pinoy Trading, Inc. and Sama-Sama Enterprises. Paper presented at the North American Case Research Association, Tampa, FL.
- 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.
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- 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.
- Hayes, T.** (2005). Dealing with objections to marketing. Paper presented at the CASE Summer Institute in Communication and Marketing, Nashville, TN.
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