

David M. Houghton, Ph.D. MBA

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EDUCATION

- Ph.D. Business Administration (Marketing), 2016
Southern Illinois University Carbondale
- M.B.A. Masters of Business Administration (Marketing), 2011
University of Central Missouri
- B.M. Bachelors of Music (Music Technology), 2006
University of Central Missouri

PUBLISHED ARTICLES

- Houghton, David M.**, Edward L. Nowlin, & Doug Walker (2019). From Fantasy to Reality: The Role of Fantasy Sports in Sports Betting and Online Gambling. *Journal of Public Policy & Marketing*, 38(3), 332-353.
Accepted Sep. 2018, published online Apr. 2019, in print July 2019
<https://journals.sagepub.com/doi/10.1177/0743915619841365>
- Houghton, David M.**, Clint Schertzer, & Scott Beck (2018). The MSCA Program: Developing Analytic Unicorns. *Marketing Education Review*, 28(1), 41-51.
Accepted Nov. 2017, published online Dec. 2017, in print 2018
<https://doi.org/10.1080/10528008.2017.1409078>

MANUSCRIPTS UNDER REVIEW

- Houghton, David M., Emily S. Keenan, Mark Edmonds, & Leslie H. Blix. "Social Media and the 21st Century Economy: Managing the Risks" – *Under review at MIT Sloan Management Review*
- Godsey, Judi A., **Houghton, David M.**, & Tom Hayes. "Factors Contributing to the Inconsistent Brand Image of Nursing: From the Voice of Registered Nurses" – *Under review at Nursing Outlook*

MANUSCRIPTS IN PROGRESS

Houghton, David M., Edward L. Nowlin, Doug Walker and Bryan T. McLeod. "What Makes a Fantasy Sports Player a Sports Bettor?" – *Finalizing, submitting to Journal of Marketing*

Houghton, David M., Bryan T. McLeod, and José Luis Saavedra. "Developing a Sense of Humor: Congruence Between Humor Type and Brand Personality" – *Re-working, preparing for submission to AMS Review*

Houghton, David M., Edward L. Nowlin, and Doug Walker, "Developing a Measure of Salesperson Storytelling Behavior," – *Targeting sales journals, data collection phase, submitting Spring 2019*

Nowlin, Edward L., **David M. Houghton**, and Doug Walker, "Examining the Role of Work Environment, Attitudes, and Psychological Ownership in Salesperson Storytelling," – *Targeting sales journals*

Houghton, David M. and Cheryl Burke Jarvis, "The Perceived Value of Owned and Accessed Goods," – *Revising from dissertation*

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Houghton, David M., "Introducing Students to Multi-Channel Digital Retailing Metrics in Google Analytics," presented at the 2019 Society for Marketing Advances Conference, New Orleans, LA.

Edward L. Nowlin, Nawar Chaker, **David M. Houghton**, and Doug Walker, "Measuring Salesperson Storytelling: Theoretical Construct Development and Empirical Validation," presented at the *2019 Academy of Marketing Science Annual Conference*, Vancouver, B.C., Canada

Houghton, David M., Edward L. Nowlin, and Doug Walker, "Capturing the Story: Measuring Salesperson Storytelling Behavior," presented at the *2017 Society for Marketing Advances Conference*, Louisville, KY.

Houghton, David M., Edward L. Nowlin, and Doug Walker, "Storytelling as a Tool to Increase the Influence of Marketing Within the Firm," presented as part of a special session on storytelling at the *2017 Academy of Marketing Science Annual Conference*, San Diego, CA.

Nowlin, Edward L., **David M. Houghton**, and Doug Walker, "The Mediating Effect of Storytelling on the Relationship between Psychological Ownership and Salesperson Performance," presented as part of the special session on Storytelling at the *2017 Academy of Marketing Science Annual Conference*, San Diego, CA.

Nowlin, Edward L., **David M. Houghton**, and Ben Eng, "Fostering Passion: The Role of Work Environment, Attitudes, and Psychological Ownership in Salesperson Storytelling,"

presented as part of a special session on Storytelling at the *2016 Academy of Marketing Science Annual Conference*, Orlando, FL.

Houghton, David M. “Spurring Student Interest in Research: Using MDS in the Classroom,” presented as part of the Cengage Pride/Ferrell Innovations in Teaching Competition at the *2015 Society for Marketing Advances Conference*, San Antonio, TX.

Houghton, David M., Bryan T. McLeod, and Edward L. Nowlin, “Fantasy Sports and Gambling: A Comparison of Antecedent Traits and Motivations,” presented at the *2015 Academy of Marketing Science Annual Conference*, Denver, CO.

Houghton, David M., Bryan T. McLeod, and Edward L. Nowlin. “Can a Sports Organization be Against Gambling if it Embraces Fantasy Sports?” presented in the Marketing Ethics, Law & Public Policy track of the *2015 Society for Marketing Advances Conference*, San Antonio, TX.

McLeod, Bryan T., and **David M. Houghton** (2014), “Keeping Up with the Jones’: The Impact of Social Comparison on the Status Consumer’s Attitude Towards the Brand,” presented at the *2014 Society for Marketing Advances Conference*, New Orleans, LA.

Nowlin, Edward L. and **David M. Houghton**. “I’m Not Saying: A Trait Examination of Salespeople’s Propensity to Withhold or Share Market Knowledge” presented in the Personal Selling & Sales Management track of the *2015 Society for Marketing Advances Conference*, San Antonio, TX.

TEACHING EXPERIENCE

Assistant Professor of Marketing, Department of Marketing, Williams College of Business, Xavier University

- Digital Marketing & Analytics
 - Spring 2019: 1 section (27 students), Overall Effectiveness: **4.5/5.0**
 - Fall 2018: 1 section (20 students), Overall Effectiveness: **4.8/5.0**
 - Spring 2018: 1 section (27 students), Overall Effectiveness: **4.6/5.0**
 - Fall 2017: 1 section (20 students), Overall Effectiveness: **4.5/5.0**
 - Spring 2017: 1 section (22 students), Overall Effectiveness: **4.5/5.0**
 - Fall 2016: 1 section (32 students), Overall Effectiveness: **4.5/5.0**
- Principles of Marketing
 - Spring 2020: 2 sections (52 students)
 - Summer 2019 (online): 1 section (16 students), Overall Effectiveness: **4.8/5.0**
 - Spring 2019: 2 sections (59 students), Overall Effectiveness: **4.5 and 4.6/5.0**
 - Fall 2018: 2 sections (64 students), Overall Effectiveness: **4.7 and 4.5/5.0**
 - Summer 2018 (online): 1 section (25 students), Overall Effectiveness: **4.7/5.0**
 - Spring 2018: 2 sections (57 students), Overall Effectiveness: **4.7 and 4.9/5.0**
 - Fall 2017: 2 sections (66 students), Overall Effectiveness: **4.6 and 4.8/5.0**
 - Summer 2017 (online): 1 section (13 students), no evaluations completed
 - Spring 2017: 2 sections (50 students), Overall Effectiveness: **4.7 and 4.3/5.0**

- Fall 2016: 3 sections (70 students), Overall Effectiveness: **4.7, 4.5, and 5.0 / 5.0**
- Marketing Strategy (MBA)
 - Spring 2020: 1 section (12 students)
 - Summer 2019: 1 section (11 students), Overall Effectiveness: **4.0/5.0**
 - Summer 2018 (WC): 1 section (13 students), Overall Effectiveness: **4.5/5.0**
 - Summer 2016 (WC): 1 section (13 students), Overall Effectiveness: **4.9/5.0**

Instructor of Record, Department of Marketing, College of Business, Southern Illinois University Carbondale

- Sales Management
 - Spring 2015 - 1 section (19 students), Overall Effectiveness: **4.9 / 5.0**
 - Spring 2014 - 1 section (20 students), Overall Effectiveness: **4.8 / 5.0**
- Internet Marketing and Social Media
 - Fall 2014 - 1 section (29 students), Overall Effectiveness: **4.9 / 5.0**
- Marketing Management (Principles course)
 - Fall 2015 - 1 section (158 students), Overall Effectiveness: **4.7 / 5.0**

Teaching Assistant, Department of Marketing, College of Business, Southern Illinois University Carbondale

- Marketing Management
 - Fall 2013 – Spring 2015 - 1 section (100+ students) for 4 semesters
 - Graded assignments, proctored exams, lectured as a substitute

Instructor, Department of Communication, University of Central Missouri

- Audio Production I
 - Fall 2011 - 1 section (20 students), lecture with lab component
 - Overall evaluation (average of five measures): **4.8 / 5.0**

SERVICE TO THE PROFESSION

Journal Reviewer

Journal of Marketing Theory & Practice (ad hoc): Spring 2018 - present
 Journal of Public Policy & Marketing (ad hoc): Fall 2019 - present

Conference Reviewer

2020 Academy of Marketing Sciences (AMS) Conference
 Digital and Social Media Marketing Track
 Sports and Entertainment Marketing Track
 2019 Academy of Marketing Sciences (AMS) Conference

Digital Marketing & Social Media Track
2018 Society for Marketing Advances (SMA) Conference
Pricing Track
Tourism, Hospitality, Food, Music, and Sports Marketing Track
2017 Academy of Marketing Sciences (AMS) Conference
Digital Marketing & Social Media Track
2015 Society for Marketing Advances (SMA) Conference
Marketing Ethics, Law, and Public Policy Track
2015 Academy of Marketing Sciences (AMS) Conference
Experiential & Sport Marketing Track
2015 Marketing Management Association (MMA) Spring Conference
Services, Sales, & Retailing Track
2014 Academy of Marketing Sciences (AMS) Conference
Customer Relationship Management Track

SERVICE TO THE INSTITUTION

University level

- Advisory Board: Digital Media Lab – Fall 2019 - present
- Academic Space Reallocation Team (ASRT) – Fall 2018 – Spring 2019
- Communications & Marketing Network (Xavier branding) – Fall 2017-present

Williams College of Business

- Curriculum Innovations Committee (CIC) – Fall 2018-present
- Intellectual Contributions Committee (ICC) – Fall 2017-present

Department of Marketing

- Hiring committee member- 2017 - 2019

SPEAKING ENGAGEMENTS

Speaker at “Contacts to Contracts: Cincinnati Means Business” at Xavier University, 7/18/2019
Conference focused on Women- and Minority-led local businesses
Topic: Social Media Trends for B2B & Small Businesses

Speaker at “Contacts to Contracts: Cincinnati Means Business” at Xavier University, 7/19/2018
Topic: Digital Marketing for B2B & Small Businesses

Speaker at a chapter meeting of the Institute of Internal Auditors (Dayton, OH), “The Impact of Social Media on the Internal Auditing Process,” 10/19/2017

GRANTS

2018-2019 Wheeler Award (funding for course improvement)
Digital Marketing & Analytics course – Facebook Blueprint certification

HONORS & AWARDS

Finalist, Cengage Pride/Ferrell Innovations in Teaching Competition
2015 Society for Marketing Advances Conference, San Antonio, TX

Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium, London Business School, 2015

Doctoral Fellow, Society for Marketing Advances Doctoral Consortium, New Orleans, 2014

CERTIFICATIONS & TRAINING

- Google Analytics certification
- Google AdWords Search certification
- NIH and CITI human subjects training completed
- Online course development training at Xavier University (IOCD)

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Society for Marketing Advances
Academy of Marketing Science

MENTIONED IN THE MEDIA

Local 12 (Cincinnati TV), Feb. 1, 2019

Topic: Fantasy sports and sports betting research

<https://local12.com/news/local/new-survey-from-xavier-university-says-fantasy-leagues-can-lead-to-sports-betting>

CONSULTING CLIENTS IN DIGITAL MARKETING COURSE

NexLevel Advisors, LLC
PXL Chemicals, LLC

BUSINESS EXPERIENCE

Promotions Coordinator, Recording Engineer, and Webmaster
KTBG-FM "90.9 The Bridge," Warrensburg/Kansas City, MO, 2000-2012

- Marketing and promotions coordinator
- Web designer, administrator, and Social Media manager
- Recording and mixing engineer
- On-Air voice talent

REFERENCES

Dr. Cheryl Burke Jarvis
Professor of Marketing
College of Business
Southern Illinois University Carbondale
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1025 Lincoln Drive
Carbondale, IL 62901
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Dr. Mavis T. Adjei
Department Chair and Associate Professor of Marketing
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