

DIANA L. HAYTKO

EDUCATION

Ph.D. in Business Administration, December 1997

Graduate School of Business, University of Wisconsin-Madison
Major: Marketing Minor: Social Psychology

Master of Business Administration, May 1994

Graduate School of Business, University of Wisconsin-Madison
Major: Marketing

Master of Science, August 1986

College of Communications, University of Illinois at Urbana-Champaign
Major: Advertising Minor: Sociology

Bachelor of Science, May 1985 (with honors)

School of Journalism and Mass Communication, University of Colorado at Boulder
Major: Advertising

ACADEMIC EMPLOYMENT

East Carolina University (Fall 2018-present)

Chair and Professor, Department of Marketing and Supply Chain Management

Florida Gulf Coast University (Fall 2009-Spring 2018)

Promoted to Full, August, 2012

Marguerite and Guy Howard Professor, November 2010-Spring 2018

Missouri State University

Associate Professor of Marketing (Fall 2003-Spring 2009)

Promoted to Full Professor, May 2009

Granted Tenure, August 2006

Coordinator, LNU-MSU College of International Business (Fall 2005-Spring 2009)

Degree Completion Program, Dalian, China

Program Developer – China E.M.B.A., May 2006-August 2006

Texas Christian University, M. J. Neeley School of Business

Assistant Professor of Marketing (Fall 1998 – May 2003)

University of Illinois at Urbana-Champaign

Visiting Assistant Professor, (Fall 1997-Spring 1998)

Instructor, Industrial Distribution Management Program (Fall 1995-Spring 1997)

University of Wisconsin at Madison

Research Assistant (Summer 1994-Summer 1995)

Professor John Nevin, Grainger Center for Distribution Management

Instructor (Fall 1991-Spring 1994)

Special Projects

Visiting Professor, PhD Seminar in Qualitative Research Methods

Fundacao Getulio Vargas, Sao Paulo, Brazil, Summer 2014

Visiting Research Scholar

University of Salford, UK, Summer 2016; 2008

University of Manchester, UK, Summer 2008

ACADEMIC HONORS AND AWARDS

- Harold and Muriel Berkman Faculty Achievement and Development Award, Academy of Marketing Science, May, 2015.
- Marguerite and Guy Howard Professorship, 2010-Present.
- Selected as Faculty for the Society for Marketing Advances Doctoral Consortium, 2004-2010; 2017.
- Dean's Distinguished Research Fellow, MSU, 2008.
- Educator of the Year Award, 9th District American Advertising Federation, 2006.
- Houghton Mifflin Pride and Ferrell Teaching Innovation Award, 2005.
- Best Theory Paper Award, Missouri State University, 2005.
- AMA Doctoral Consortium Representative, University of Wisconsin, 1994.
- American Marketing Association Winter Educator's Conference, Best Student Paper Award, 1993.

RESEARCH

Research in Progress

"Social Influence on Green Consumerism: Country and Gender Comparisons between China and the United States" with Ron Clark, Charles Hermans and Christina Simmers.
Under second review at the *International Journal of Consumer Studies*.

"The Self in Online Communities: Protecting and Promoting the Ego" with Ginger Killian, Candace Hollenbeck and John Hulland.
Intended for the *Journal of Management and Marketing Research*.

Refereed Journal Publications

- Haytko, Diana L. Ron A. Clark, Charles M. Hermans and R. Stephen Parker (2018), "Examining the Dimensionality in Global Attitudes toward Advertising: A Comparison of Perceptions of Chinese and United States Consumers," *Journal of International Consumer Marketing*, 30(2), 85-97.
- Haytko, Diana L, Ron A. Clark and Jim J. Zboja (2017), "A Push or a Nudge: Understanding Consumer Perceptions of Sales Pressure," *Rutgers Business Review*, 2 (Summer), 186-190.
- Zboja, Jim J., Ron A. Clark and Diana L. Haytko (2016), "An Offer You Can't Refuse: Consumer Perceptions of Sales Pressure," *Journal of the Academy of Marketing Science*, 44 (6) November, 806-821.
- Krueger, Julia C and Diana L. Haytko (2015), "Nonprofit Adaptation to Web 2.0 and digital marketing strategies," *Journal of Technology Research*, 6 (January), 1-17.
- Haytko, Diana L., R. Stephen Parker, Carol M. Motley and Ivonne M. Torres (2014), "Body Image and Ethnicity: A Qualitative Exploration," *Journal of Management and Marketing Research*, 17 (October), 1-20.
- Schaefer, Allen and Diana L. Haytko (2014), "Corporate partnering for role play competitions in an advanced selling course," *Journal of Instructional Pedagogies*, Vol. 14 (March), 1-8.
- Parker, Rachel and Diana L. Haytko (2013), "Body Image, Confidence, and Media Influence: A Study of Middle School Adolescents" *The Journal of Applied Business Research*, Vol. 29 (Jan/Feb), 45-50.
- Haytko, Diana L. and R. Stephen Parker (2012), "Social networking tools in a University setting: a students' perspective," *Journal of Instructional Pedagogies*, Vol. 9 (October), 54-61.

Refereed Journal Publications (continued)

- Zidek, Lisa, Sandra King Kauanui, and Diana L. Haytko (2012), "Cross-Level, Cross-Disciplinary, Cross-Cultural Collaborations in Action: A Public Service Educational Initiative Integrating Health, Engineering and Entrepreneurship," *Academy of Educational Leadership Journal*, Vol. 16 (1), 107-122.
- Hilliard, Heather, Erika Matulich, Diana Haytko and Hermant Rustogi (2012), "An International Look at Attitude Toward Advertising, Brand Considerations, and Market Expertise: United States, China and India," *Journal of International Business Research, Special Issue, Number 1, 2012*, 29-41.
- Parker, R. Stephen, Diana L. Haytko, and Charles M. Hermans (2011), "Ethnocentrism and Its Effect on the Chinese Consumer: A Growing Threat to Foreign Goods?" *Journal of Global Marketing*, Vo. 24, No. 1, 4-17.
- Schaefer, Allen, Parker, R. Stephen and Diana L. Haytko (2010), "Chinese and U.S. consumers' perceptions of the effectiveness of celebrity athlete endorsers," *Journal of Management and Marketing Research*, Vol. 6 (Sept): 1-9.
- Parker, R. Stephen, Diana L. Haytko and Charles Hermans (2010), "The perception of materialism in a global market: a comparison of younger Chinese and United States consumers" *Journal of International Business and Cultural Studies*, Vol. 3 (May): 1-13.
- Simmers, Christina S., Datha Damron-Martinex and Diana L. Haytko (2009), "Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum," *Journal of Sport Administration and Supervision*, Volume 1, No. 1: 52-64.
- Hermans, Charles, Diana L. Haytko and Beth Mott-Stenerson (2009), "Student Satisfaction in Web-enhanced Learning Environments," *Journal of Instructional Pedagogies*, Volume 1, article 8: 1-19.
- Haytko, Diana L. and Christina Simmers (2009), "What's your preference? An exploratory examination of the effect of human versus ATM versus online interactions on overall consumer satisfaction with banking services," *Management Research News*, Vol. 32, No. 4: 337-353.
- Hermans, Charles, Diana L. Haytko, Erika Matulich and Kevin Shanahan (2009) "Instant Messenger Friends? Social Relationship Behavior Differences Between Two Countries," *International Business & Economics Research Journal*, Vol. 8, No. 4: 43-48.
- Noble, Stephanie S., Diana L. Haytko and Joanna Phillips (2009), "What Drives Generation Y Consumers" *Journal of Business Research*, Volume 62, Issue 6: 617-628.
- Parker, Richard S, Diana L. Haytko and Charles Hermans (2009), "Individualism and Collectivism: Reconsidering Old Assumptions," *Journal of International Business Research*, Vol. 8, No. 1: 127-139.
- Diana L. Haytko, Greg Burris and Sarah M. Smith (2008), "Changing the Name of a Major University: A Case Study and How-To Guide," *Journal of Marketing for Higher Education*, Volume 18, Issue 2: 171-185.
- Haytko, Diana L (2008), "Hallmark Cards Inc.: Expanding Using a New Media Option," *Journal of Business Cases and Applications*, Summer: 1-6.
- Simmers, Christina S., Bidisha Burman, Diana L. Haytko and Chris Ellis (2008), "Tellers versus Technology in Overall Consumer Satisfaction with Banking Services," *Academy of Marketing Studies Journal*, Vol.12, No. 1: 117-131.

Refereed Journal Publications (continued)

- Haytko, Diana L. and Erika Matulich (2008), "Green Advertising and Environmentally Responsible Consumer Behaviors: Linkages Examined," *Journal of Management and Marketing Research*, Vol. 1: 2-11.
- Parker, Richard S., Diana L. Haytko and Charles M. Hermans (2008), "The Marketing of Body Image: A Cross-Cultural Comparison of Gender Effects in the U.S. and China," *Journal of Business and Economics Research*, Vol. 6 (5) May: 55-65.
- Matulich, Erika, Raymond Papp and Diana L. Haytko (2008), Continuous Improvement with Teaching Innovations: A Requirement to Reach Today's Learners," *Marketing Education Review*, Vol. 18 (1) Spring: 1-7.
- Hermans, Charles M., Allen D. Schaefer, Christopher Ellis and Diana L. Haytko (2007), "Susceptibility to Interpersonal Influence: A Cross-National Study," *Journal of Business and Behavioral Sciences*, Vol. 16 (1), Fall: 48-56.
- Haytko, Diana L., John Kent and Angela Hausman (2007), "Mexican Maquiladoras: Helping or Hurting the U.S./Mexico Cross-Border Supply Chain," *International Journal of Logistics Management*, Vol. 18, (3): 347-363.
- Parker, R. Stephen and Diana L. Haytko (2007), "The Marketing of Body Image: A Cross-Cultural Comparison of U.S. and Chinese Males," *The International Journal of Business and Economics Perspectives*, Vol. 2, (1): 50-61.
- Hermans, Charles M., Allen D. Schaefer and Diana L. Haytko (2007), "A Cross-National Examination of the Dimensionality of the Consumer Susceptibility to Interpersonal Influence Scale," *International Journal of Business Research*, Vol. 7, (5): 186-191.
- Haytko, Diana L. (2006), "The Price is Right: An Experiential Pricing Concepts Game," *Marketing Education Review*, Vol. 16, No.2: 1-4.
- Shanahan, Kevin J., Charles M. Hermans and Diana L. Haytko (2006), "Overcoming Apathy and Classroom Disconnect in Marketing Courses: Employing Karaoke-Jeopardy as a Content Retention Tool," *Marketing Education Review*, Vol. 16, No.1: 85-90.
- Haytko, Diana L. (2004), "Firm-to-Firm and Interpersonal Relationships: Perspectives from Advertising Agency Account Managers," *Journal of the Academy of Marketing Science*, Summer, 32 (3), 312-328.
- Haytko, Diana L. and Julie Baker (2004), "It's All at the Mall: Exploring Adolescent Girls' Experiences," *Journal of Retailing*, 80: 67-83.
- Hausman, Angela and Diana L. Haytko (2003), "Cross-Border supply chain relationships: interpretive research of maquiladora realized strategies," *Journal of Business and Industrial Marketing*, Vol. 18, Number 6/7, 545-563.
- Haytko, Diana L. (2001), "Traditional versus Hybrid Course Delivery Systems: A Case Study of Undergraduate Marketing Planning Courses," *Marketing Education Review*, Vol. 11, Number 3 (Fall 2001): 27-40.
- Baker, Julie and Diana Haytko (2000), "The Mall as Entertainment: Exploring Teen Girls' Total Shopping Experiences," *Journal of Shopping Center Research*, 7 (Spring/Summer), 29-58.

Refereed Journal Publications (continued)

Thompson, Craig J. and Diana L. Haytko (1997), "Speaking of Fashion: Consumers' Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meanings," *Journal of Consumer Research* 23 (June), 15-42.

Zinkhan, George M., Diana L. Haytko and Alison Ward (1996), "Self-Concept Theory: Applications in Advertising," *Journal of Marketing Communications*, No. 2, 1-19.

Non-Refereed Publications

Haytko, Diana L. (2013), "Persuasive Advertising: Evidence-based Principles," *European Journal of Marketing*, Vol. 47 (1/2), 344-345.

Haytko, Diana L. (2006), "DSEF Hosts Direct Selling Days," *Direct Selling News*, May.

Haytko, Diana L. (1995), Review of Nicholas Ind's Great Advertising Campaigns: Goals and Accomplishments, *Journal of Marketing*, 59 (2), April.

Refereed Book Chapters

Matulich, Erika, Diana L. Haytko, and Jon R. Austin (2000), "Green Advertising and its Relationship to Consumers' Environmentally Responsible Behaviors." *Advertising Research at the American Marketing Association*, editor: George Zinkhan, American Marketing Association: Chicago IL.

Haytko, Diana L. (1996), "Integrated Marketing Communications in a Public Service Context: The Indiana Middle Grades Reading Program," in *Integrated Communications: Synergy of Persuasive Voices*. Esther Thorson and Jeri Moore, eds., Mahwah, NJ: Lawrence Erlbaum Associates.

Refereed Conference Proceedings

Erika Matulich, Heather Hilliard, Hemant Rustogi and Diana L. Haytko (2010), "Measuring Market Attitudes: China vs. India vs. United States". IABR conference in Orlando, January 2010.

Parker, Rachel and Diana L. Haytko (2009), "Body Image, Confidence, and Media Influence: A Study of Middle School Adolescents". Academy of Business Disciplines conference, Fort Myers Beach, November, 2009.

Parker, R. Stephen, Diana L. Haytko and Charles M. Hermans (2007), "Individualism and Collectivism: Reconsidering Old Assumptions," Allied Academies International Conference, July 2007.

Simmers, Christina S., Bidisha Burman, Diana L. Haytko and Christopher Ellis (2007), "Tellers versus Technology in Overall Consumer Satisfaction with Banking Services," Allied Academies International Conference, July 2007.

Haytko, Diana L., Greg Burris and Sarah Smith (2007), Changing the Name of a Major University in 862 Steps: A Case Study and How-to Guide," International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX

Parker, R. Stephen and Diana L. Haytko (2007), "The Marketing of Body Image: A Cross-Cultural Comparison of U.S. and Chinese Males," International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX.

Refereed Conference Proceedings (continued)

- McCuiston, Velma, Diana L. Haytko and Erika Matulich (2007), Effectiveness of Project Teams: A Comparative Study of Learning Models, International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX.
- McCuiston, Velma, Diana L. Haytko and Erika Matulich (2007), "Activity and Inactivity of Project Teams: Differentiation Factors," International Academy of Business and Public Administration Disciplines Spring Conference, Orlando Florida.
- Swales, Michael and Diana L. Haytko (2006), "Hybrid Cars: A Real Gas Savings?" *Academy of Business Disciplines*, electronic proceedings. This case was completed with an MBA student.
- Hermans, Charles, Diana L. Haytko and John Kent (2006), "China: Consumer, Cultural, and Marketing Influences on Business Practice" American Marketing Association Summer Educator's Conference.
- Matulich, Erika, Diana L. Haytko and Timucin Ozcan (2006), "Consumer Attitudes Toward Sustainable Environmental Marketing," *Hawaii International Conference on Business*, electronic proceedings.
- Hermans, Charles M., Diana L. Haytko and John L. Kent (2006), "Controlling the Supply Chain – Identifying Piracy Conduit in China" *Hawaii International Conference on Business*, electronic proceedings.
- Hermans, Charles M, Diana L. Haytko and Kevin Shanahan (2006), "Initiating Social Relationships via Instant Messenger: A comparison of Canadians and Americans" ACME conference, Oklahoma City, electronic proceedings.
- Haytko, Diana L. (2005), "The Price is Right: An Experiential Pricing Concepts Game," *Society for Marketing Advances* (electronic proceedings).
- Haytko, Diana L., Erika Matulich, Bill Smit and Pablo Tioseco (2005), "SCION: How Toyota is Penetrating the Generation Y Market," *Academy of Business Disciplines* (electronic proceedings).
- Lafferty, Barbara, Erika Matulich, and Diana L. Haytko (2005), "Cause-Brand Alliances: Do Consumers Purchase Brands to Feel Good?" *Developments in Marketing Science*, Volume 28 (electronic proceedings).
- Matulich, Erika and Diana L. Haytko, and Katen Amin (2005), "Multiple Attitude Functions Served by Products: Consumer Behavior Implications," *Developments in Marketing Science*, Volume 28 (electronic proceedings).
- Noble, Stephanie M., Diana L. Haytko and Joanna Phillips (2005), "Exploring the Purchasing Motivations of Generation Y" *Developments in Marketing Science*, Volume 28 (electronic proceedings).
- Hermans, Charles M., Kevin J. Shanahan and Diana L. Haytko (2005), "Work of Mouse: Cross-National Opinion Leadership on the Web," *Developments in Marketing Science*, Volume 28 (electronic proceedings).
- Matulich, Erika, Diana L. Haytko, and Timucin Ozcan (2004), "An Updated Look at Green Advertising and Environmentally Responsible Behaviors," *Advances in Marketing: Concepts, Issues, and Trends*, Society for Marketing Advances, November, 11-12.
- Hausman, Angela and Diana L. Haytko (2004), "Examining Key Factors of Supply Chain Optimization: The Maquiladora Example," *Academy of Marketing Science*, 2004 Conference Proceedings, Volume XXVII, 107.

Refereed Conference Proceedings (continued)

- Haytko, Diana L. (1994), "Interpreting Products: An Augmented Model of Meaning Transfer," in *Marketing Theory and Applications*, vol. 5, C.W. Park and Dan Smith (eds.), Chicago: American Marketing Association, 248-255.
- Haytko, Diana L. (1994), "The Performance Construct in Channels of Distribution: A Review and Synthesis," in *Marketing Theory and Applications*, vol. 5, C.W. Park and Dan Smith (eds.), Chicago: American Marketing Association, 248-255.
- Haytko, Diana L. and Erika Matulich (1993), "The Conceptualization and Measurement of Consumer Attitudes Toward Advertising in General," in *Marketing Theory and Applications*, vol. 4, Rajan Varadarajan and Bernard Jaworski, (eds.), Chicago: American Marketing Association, 411-420. *Received Best Student Paper Award.*

Research Presentations

- Krueger, Julia and Diana L. Haytko (2015), "Nonprofit Adaptation to Web 2.0 and Digital Marketing Strategies." This paper was presented at the AABRI conference in Savannah, GA, March, 2015.
- McAtasney, Jennifer, Erika Matulich and Diana L. Haytko (2015), "Trends in Holiday Retail Sales." This paper was presented at the AABRI conference in Savannah, GA, March, 2015.
- Matulich, Erika, Diana L. Haytko, and Barbara A. Lafferty (2014). "The Psychology of Engagement Through Collection." This paper was presented at the AABRI conference in Orlando, January, 2014.
- Thomas, Melanie and Diana L. Haytko (2013), "Social Media in Intercollegiate Athletics: Changing the Game." This paper was presented at the AABRI conference in Orlando, January 2013.
- Matulich, Erika, Victoria Bruns, Alexander Kull, Barbara Lafferty and Diana Haytko (2012), "The Psychology of Collecting: An Initial Examination of Pin Trading Behavior." This article was presented at the Academy of Business Disciplines Conference, Fort Myers Beach, November 2012.
- Matulich, Erika, Heather Hilliard, Hemant Rustogi and Diana L. Haytko (2010), "Measuring Market Attitudes: China vs. India vs. United States". This paper was presented at the IABR conference in Orlando, January 2010.
- Parker, Rachel and Diana L. Haytko (2009), "Body Image, Confidence, and Media Influence: A Study of Middle School Adolescents". This paper was presented at the Academy of Business Disciplines conference, Fort Myers Beach, November, 2009.
- Parker, R. Stephen, Diana L. Haytko and Charles M. Hermans (2007), "Individualism and Collectivism: Reconsidering Old Assumptions," accepted for the Allied Academies International Conference, July 2007.
- Simmers, Christina S., Bidisha Burman, Diana L. Haytko and Christopher Ellis (2007), "Tellers versus Technology in Overall Consumer Satisfaction with Banking Services," accepted for the Allied Academies International Conference, July 2007.
- Haytko, Diana L., Greg Burris and Sarah Smith (2007), "Changing the Name of a Major University in 862 Steps: A Case Study and How-to Guide," International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX

Research Presentations (continued)

- Parker, R. Stephen and Diana L. Haytko (2007), "The Marketing of Body Image: A Cross-Cultural Comparison of U.S. and Chinese Males," International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX.
- McCuiston, Velma, Diana L. Haytko and Erika Matulich (2007), Effectiveness of Project Teams: A Comparative Study of Learning Models, International Academy of Business and Public Administration Disciplines Summer Conference, Dallas, TX.
- McCuiston, Velma, Diana L. Haytko and Erika Matulich (2007), "Activity and Inactivity of Project Teams: Differentiation Factors," International Academy of Business and Public Administration Disciplines Spring Conference, Orlando Florida.
- Swales, Michael and Diana L. Haytko (2006), "Hybrid Cars: A Real Gas Savings?" Academy of Business Disciplines Conference, Fort Myers Beach, FL.
- Hermans, Charles, Diana L. Haytko and John Kent (2006), "China: Consumer, Cultural, and Marketing Influences on Business Practice" American Marketing Association Summer Educator's Conference.
- Matulich, Erika, Diana L. Haytko and Timucin Ozcan (2006), "Consumer Attitudes Toward Sustainable Environmental Marketing," *Hawaii International Conference on Business*, May.
- Hermans, Charles M., Diana L. Haytko and John L. Kent (2006), "Controlling the Supply Chain – Identifying Piracy Conduit in China" *Hawaii International Conference on Business*, May.
- Hermans, Charles M., Diana L. Haytko and Kevin Shanahan (2006), "Initiating Social Relationships via Instant Messenger: A comparison of Canadians and Americans" ACME conference, Oklahoma City, April.
- Haytko, Diana L. (2005), "The Price is Right: An Experiential Pricing Concepts Game," *Society for Marketing Advances* (November).
- Haytko, Diana L., Erika Matulich, Bill Smit and Pablo Tioseco, "SCION: How Toyota is Penetrating the Generation Y Market," refereed case session at the *Academy of Business Disciplines*, Fort Myers Beach, FL, November 2005.
- Noble, Stephanie M., Diana L. Haytko and Joanna Phillips, "Exploring the Purchasing Motivations of Generation Y", competitive paper session at the Academy of Marketing Science Annual Conference, Tampa, FL, May 2005.
- Matulich, Erika, Diana L. Haytko, and Timucin Ozcan (2004), "An Updated Look at Green Advertising and Environmentally Responsible Behaviors," competitive paper session at the Society for Marketing Advances conference, November 2004.
- Hausman, Angela and Diana Haytko, "Examining Key Factors of Supply Chain Optimization: The Maquiladora Example," Competitive paper session for the Academy of Marketing Science conference, Vancouver, Canada, May 2004.
- Haytko, Diana, Anne Bayless, and Erika Matulich, "Innovative Teaching Ideas and Technologies for Marketing Communication," Special Session for the American Marketing Association Winter Educator's Meeting, Scottsdale, AZ, February 2004.

Research Presentations (continued)

- Matulich, Erika, Cheri Etling, and Diana Haytko, "The Perks and Pitfalls of Online Courseware," refereed special session at the American Marketing Association Winter Educator's Conference, February 2003.
- Matulich, Erika, Diana Haytko, and Elise Sautter, "Online Teaching Alternatives: A Comparison of Blackboard.com, Web-CT, and E-College," Special Session for the American Marketing Association Winter Educators' Conference, Austin, TX, February 2002.
- Matulich, Erika and Diana L. Haytko, "Green Advertising and Consumer's Environmentally Responsible Behaviors," presented as part of the Advertising Special Interest Group at the American Marketing Association Summer Educator's Conference, San Francisco, August 1999.
- Haytko, Diana L. "Interpersonal Relationship Management Strategies," presented at the Marketing Exchange Colloquium, Vienna, Austria, July 1998.
- Haytko, Diana L., "Integrated Marketing Communications in a Public Service Context: The Indiana Middle Grades Reading Program," presented at the Advertising and Consumer Psychology Conference, Chicago, May 1996.
- Matulich, Erika, Diana L. Haytko, "Attitudes Toward Green Advertising and Environmentally Responsive Behaviors," presented at the AMA Summer Educator's Conference, Washington D.C., August 1995.
- Thompson, Craig J. and Diana L. Haytko, "Dress to Express: A Phenomenological Account of Fashion and the Construction of Self-Identity," presented at the 1994 American Marketing Association Winter Educator's Conference, St. Petersburg, Florida, February 1994.
- Haytko, Diana L., "Interpreting Products: An Augmented Model of Meaning Transfer," presented at the American Marketing Association Winter Educator's Conference, St. Petersburg, Florida, February 1994.
- Haytko, Diana L., "The Performance Construct in Channels of Distribution: A Review and Synthesis," presented at the American Marketing Association Winter Educator's Conference, St. Petersburg, Florida, February 1994.

Research Grants Awarded

- MARCO, Marketing to Children and Obesity, French Government Grant: 190,000 Euros, 2007 with lead researcher, Joel Bree and Cathy Curran.
- Direct Selling Educational Foundation, with Peter R. Dickson: \$6,000. November 2005.
- International Council of Shopping Centers Educational Foundation Research Grant, with Julie Baker: \$5,000. Summer 1999.
- Texas Christian University Research and Creative Activities Research Grant: \$1,500, 1999.

TEACHING

Courses Taught

Florida Gulf Coast University: Course load: 9 hours/semester

- Logistics Strategy: Graduate
- Advanced Marketing Strategy: Graduate
- Consumer Behavior: Graduate
- Services Marketing: Graduate, Undergraduate
- Principles of Marketing: Undergraduate
- Principles of Advertising: Undergraduate
- Integrated Marketing Communications: Undergraduate
- Social Media Marketing: Undergraduate

Missouri State University: Course load: 9 hours/semester

- Marketing Management: Graduate
- Principles of Marketing: Undergraduate
- Principles of Advertising: Undergraduate
- Advanced Advertising: Undergraduate
- Ad Team: Undergraduate

Teaching Awards

National

Educator of the Year Award, 9th District, American Advertising Federation, 2006
Houghton-Mifflin, Pride and Ferrell Teaching Innovation Award, 2006

Missouri State University

Faculty Recognition Award for Excellence in Teaching, 2006

Texas Christian University:

Professor of the Year, Undergraduate Elective course, 2002

University of Illinois:

University-wide Outstanding Teaching Publication (must receive 4.5 or above out of 5)

- Fall 1995-Spring 1998 (every semester)

Alpha Sigma Phi Professional Business Fraternity Distinguished Professor Award, 1998.

University of Wisconsin:

Named to list of "Top 50 Faculty" University-wide by undergraduate balloting, 1992.

SERVICE

National

Editorships

- Editor, *Journal of Business Cases and Applications*
- Editor, *Academy of Marketing Science Quarterly* (2012-2016)
- Editor, special issue of *Marketing Education Review* on Teaching Innovations, 2008

SERVICE (continued)

National

Officer/Board Positions

- Conference Co-Chair, Academy of Marketing Science, 2015
- Conference Co-Chair, Academy of Business Disciplines, 2011, 2012
- Board of Directors, Academy of Business Disciplines
- Vice President, Research, Society for Marketing Advances, 2008-2009.
- Vice Chair of Communications, Advertising Special Interest Group, American Marketing Association, 2003-2005.
- Named to the Academic Program Committee of the Direct Selling Educational Foundation, 2004.
- Communications Committee of the Direct Selling Educational Foundation, 2002-present.

Editorial Review Boards

- Editorial Review Board, *Journal of the Academy of Marketing Science*, 2002-present.
- Editorial Review Board, *Journal of Marketing Theory and Practice*, 2007- present.
- Editorial Review Board, *Journal of Global Scholars of Marketing Science*, 2015-present.
- Editorial Review Board, *Marketing Education Review*, 2007-2014.
- Editorial Review Board, *Academy of Educational Leadership Journal*, 2007-2014.

Conference Track Chair Work

- Track Chair, World Marketing Congress, Porto, Portugal, 2018.
- Track Chair, World Marketing Congress, Paris, France, 2016.
- Track Chair, Society for Marketing Advances, Coral Gables 2011.
- Track Chair, IMC, World Marketing Congress, Oslo, Norway 2009.
- Track Chair for Doctoral Student Track, 2008 Society for Marketing Advances Conference.
- Track Chair for Advertising, 2008 Academy of Marketing Science conference
- Track Chair for Advertising, 2007 Society of Marketing Advances conference
- Track Chair, Consumer Behavior, Academy of Marketing Science, 2005.
- Track Chair, Advertising and Promotions, American Marketing Association Winter Educator's Conference, 2000.

Ad Hoc Journal Review Work

- Reviewer, *Journal of Marketing*, 1999-present.
- Reviewer, *Journal of Consumer Research*, 1999-present.
- Reviewer, *Journal of Retailing*, 2002-present.
- Reviewer, *Journal of Marketing Theory and Practice*, 2009-present.
- Reviewer, *Journal of Services Marketing*, 2005-present.
- Reviewer, *Journal of Advertising*, 1992-present.

Conference Review Work

- Reviewer, American Marketing Association, Summer Educator's Conferences, 1994-present.
- Reviewer, American Marketing Association, Winter Educator's Conferences, 1994-present.
- Reviewer, Academy of Marketing Science Conference, 1995, 1998-present.
- Reviewer, Society of Marketing Advances Annual Conference, 1997-present.

University and Department

Florida Gulf Coast University

- Intercollegiate Athletic Committee
 - Chair, Title 9, Gender Equity Committee (2011-2015)
 - Chair, Diversity and Inclusion Committee (2017-present)
- Provost's Teaching, Learning and Assessment Initiative
- Lutgert College of Business Dean's Search Committee
- Dean's Marketing Task Force, 2015.
- Graduate Program Committee
- Core Course Coordinator M.B.A.
- Instructional Resources Committee
- Lutgert College of Business Grade Appeal Committee
- Marketing Instructor Search Committee
- Advertising Campaigns for the Athletic Department and the Admissions Office

Missouri State University

- Developed and Implemented an Executive MBA program with Tsingua University, Beijing, China, 2008.
- Brought Direct Selling Days on Campus to MSU, Spring, 2006.
- Director of the LNU-MSU Degree Completion Program, Dalian, China
- Director of the Advertising Program, 2004-2007.
- Faculty Senate Representative 2006-2008.
- Member, International Education Committee, 2007-2009.
- Chair, COBA awards committee, Missouri State University, 2005.
- Advisor, Advertising Club
- Chair, recruiting committee, Marketing Management position, Fall 2005.
- Chair, recruiting committee, Advertising position, Spring 2005.
- Recruiting committee member, Logistics position, Spring 2005.
- On campus recruiter, MSU football team, 2003-present.

Texas Christian University

- Appointed to the Chancellor's Commission on the Future of TCU, M. J. Neeley School of Business Task Force.
- Elected by the faculty to serve on the M. J. Neeley School of Business Dean's Search Committee, TCU.
- Member of the College Instructional Committee, TCU, 1999-2000.
- Member of the Marketing Department Recruiting Committee, TCU, 1998-2000.
- Coordinator of the Earl E. Dyess Lecturer in Marketing Program, TCU
 - 1999: Dr. Robert Lusch
 - 2000: Dr. John Nevin
- Participated in Focus Groups for the Commission on the Future of TCU.
- Involved with the recruiting of Management and Electronic Business Candidates
- Advisor, Camp Cooley Ranch, MBA Student Enterprise Project Team, TCU.
- Worked with the Director of Football Operations on designing the 1999 Academic/Athletic Day and 1999 Summer Football Camp brochures, TCU.
- Recruited TCU Football players (every weekend from Dec-Feb), 1998, 1999, 2000, 2001.

Community Service

- Advertising Campaigns for Local Non-Profits: Naples Zoo, Komen of SWFL, Police Athletic League, Naples Humane Society
- Expert for Channel 2 Investigative Reporter
- Springfield Chamber of Commerce, Business and Economic Subcommittee, 2005
- Springfield Public Schools Foundation, Marketing Committee, 2005
- Speaker, Leadership Springfield
- Advertising Campaigns for Legal Services of Southwest Missouri, NAMI of Springfield

INSTRUCTIONAL MATERIAL DEVELOPMENT

Development of Integrated Marketing Communication chapter and revision of Advertising Implementation chapter in: Dickson, Peter R. (1997), *Marketing Management*, 2nd edition. Fort Worth, TX: Dryden Press.

Revision and new scenario application questions for Test Bank accompanying: Lamb, Charles W. Jr., Joseph F. Hair, Jr. and Carl McDaniel (1995), *Principles of Marketing*, 3rd edition. Cincinnati, OH: Southwestern Publishing.

Revision and new material development for Test Bank accompanying: Churchill, Gilbert A. (1995), *Marketing Research: Methodological Foundations*, 6th edition. Fort Worth, TX: Dryden Press.

PROFESSIONAL EMPLOYMENT

Lois/GGK: Chicago, IL (October 1990-August 1991)

Account Supervisor:

Responsible for strategic and execution management of the Alberto-Culver National advertising account, over \$25 million in agency billings.

Brands: Alberto VO5, Alberto Styling, Mrs. Dash Salt-Free Seasonings and new products.

Keller-Crescent Company: Evansville, IN (June 1989-October 1990)

Account Executive:

Responsible for overall agency resource management and profitability on two accounts.

Clients: Fruit of the Loom, Bristol-Myers Squibb

Tracy-Locke, Inc.: Dallas, TX (May 1987-June 1989)

Research Project Manager:

Executed and analyzed research in the areas of product testing, promotion/advertising evaluation, and attitude and usage tracking, utilizing both qualitative and quantitative methods.

Clients: Pepsi-Cola, Frito-Lay, Haggar Apparel, Borden Dairy

Assistant Account Executive:

Responsible for execution of regional television, print and point of sale materials.

Instrumental in developing and presenting a successful new business pitch to Holly Sugar.

Clients: Mrs Baird's Bakeries, Imperial Sugar, Holly Sugar

The Bloom Agency: Dallas, TX (August 1986-May 1987)

Account Assistant:

Assisted in the development of national campaigns for two clients.

Clients: Maybelline cosmetics, Zales Jewelers.

MAJOR CONSULTING PROJECTS

Alcas Corporation, Olean, New York.

Salesforce research, recruitment planning and special projects.

American Airlines: Fort Worth, TX

Consumer Research Division: Revised both Domestic and International Consumer Satisfaction Surveys for in-flight and ground services. Developed and moderated customer focus groups in Miami, Chicago and Dallas for satisfaction measures. Analyzed previous customer satisfaction data and current data, determining best transformation procedures to be able to compare across samples

Countrywide Mortgage Corporation: Plano, TX

Developed sales force "satisfaction with technology" measures and surveys.

EXPERT WITNESS

Acclivus Corporation, Dallas, TX
Patent Infringement, Settled

American Airlines Corporate, Fort Worth, TX
Association of Professional Flight Attendants, Arbitration, Settled