

CURRICULUM VITAE

January, 2024

MICHAEL RICHARD HYMAN

President and Founder, *Institute for Marketing Futurology and Philosophy*
Distinguished Achievement Professor, *New Mexico State University*

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Academia.edu: <https://nmsu.academia.edu/MichaelHyman>

EDUCATION

Year	Degree	Major	Universities Attended
1984	Ph.D.	Marketing	Purdue University
1980	M.S.M.	Marketing	Purdue University
1975	B.S.	Psychology	University of Maryland

ACADEMIC EXPERIENCE

Dates	Position	Organization	Location
Sum. 2012-present	Distinguished Achievement Professor of Marketing	New Mexico State University	Las Cruces, NM
Fall 1997-Spring 2012	Professor of Marketing	New Mexico State University	Las Cruces, NM
Fall 1993-Sum. 1997	Associate Professor of Marketing	New Mexico State University	Las Cruces, NM
Fall 1992	Visiting Professor of Marketing	Limburgs Universitair Centrum	Diepenbeek, Belgium
Fall 1990-Sum. 1992	Associate Professor of Marketing	University of North Texas	Denton, TX
Fall 1989-Sum. 1990	Assistant Professor of Marketing	University of Houston-Clear Lake	Houston, TX
Fall 1982-Sum. 1989	Assistant Professor and Instructor of Marketing	University of Houston-University Park	Houston, TX

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ACADEMIC EXPERIENCE (continued)

Dates	Position	Organization	Location
Fall 1980- Sum. 1982	Instructor of Marketing; Assistant Director, Office of Retailing Management and Research	University of Illinois- Chicago	Chicago, IL
Fall 1977- Sum. 1980	Lecturer and Graduate Instructor of Management	Purdue University	W. Lafayette, IN

Courses Taught

Introduction to Marketing (Undergraduate, Undergraduate Honors)
 Marketing Management and Policy (Undergraduate and M.B.A.)
 Marketing Research (Undergraduate [in-class and online] and M.B.A.)
 Sports Marketing (Undergraduate [online])
 International Marketing Management (Masters)
 Negotiating Tactics in Marketing (M.B.A.)
 Capstone Project Course (M.B.A.)
 Marketing Ethics (M.B.A./Ph.D.)
 Marketing and the Scientific Method (Ph.D.)
 Marketing Theory (Ph.D.)
 Marketing Models (Ph.D.)
 Marketing Colloquium (Ph.D.)

PROFESSIONAL EXPERIENCE

Beginning/ Ending Date	Position	Organization	Location
May 1977- Aug. 1977	Staff Economist	OSHA Policy Office	Washington, D.C.
May 1975- May 1976	Research Assistant	U.S. Agency for International Development	Washington, D.C.
May 1974- Aug. 1974	Staff Aid in Office of Federal Elections	General Accounting Office	Washington, D.C.
May 1973- Nov. 1973	Staff Aid to Senator William Proxmire	U.S. Senate	Washington, D.C.

PROFESSIONAL ACTIVITIESConsulting (university-based)

In January 2011, conferred with the Dean and several senior faculty members of the NMSU College of Engineering about revisions to the college's strategic plan.

With Dr. Shaun McQuitty, created the content for a brochure on the Medical Assistance Division of the New Mexico Human Services Department. Work was completed in Summer 2005.

Helped Mr. Quentin Pirtle of the Office of Emergency Management, Las Cruces, to revise a questionnaire on public awareness of emergency procedures. Work was completed in Fall 2001.

Helped Dr. William Eamon, Director of the NMSU Honors Program, to revise a questionnaire on space utilization for the old YMCA building. Work was completed in Spring 1999.

Worked with Mr. Jim Paul, the Athletic Director of NMSU, to conduct two football-related surveys: one of NMSU students and one of game attendees. Completed during Fall 1997, I assisted with study design, questionnaire design, and statistical analysis of survey data.

Worked with Ms. Carolyn Cordova, of the NMSU Business Office, to assess the viability of alternative tuition payment plans. Completed during Spring 1997, I assisted with study design, questionnaire design, and statistical analysis of survey data.

Worked with the NMSU Marketing Department to assess the undergraduate marketing curriculum and student satisfaction with NMSU in general and the Marketing Department in particular. Completed in Spring 1996, I designed the study and four questionnaires, coordinated data collection and data entry, and analyzed respondent data from the four questionnaires. Copies of the questionnaires for current students, recent alumni, and marketing faculty are available at <http://business.nmsu.edu/~mhyman/assess.htm>. (Note: Employer questionnaire available on request.)

Worked with Mr. Pat Gavin, Assistant Director of the Professional Golf Management (PGM) Program at NMSU, to conduct several marketing research studies. Completed during Fall 1994, these studies included (1) a survey of students enrolled in the four current PGM programs, (2) an image study of golf equipment/accessories manufacturers, (3) a survey of annual equipment/accessories purchases by PGM students, (4) a feasibility study for an executive nine-hole golf course, and (5) a survey of area golfers regarding ways to improve the driving range at NMSU. Research projects continued into Spring 1995.

Worked with Mr. Freddie Covington, of White Sands Missile Range, to conduct several marketing projects. Begun during Spring 1995, these projects included (a) a SWOT analysis, (2) the creation of a World Wide Web (WWW) home page, (3) an evaluation of promotional materials, and (4) an assessment of attitudes toward marketing by civilian employees.

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PROFESSIONAL ACTIVITIES (continued)

Consulting (university-based) (continued)

Worked with Dr. Cara Wilson, Director, Employee Assistance Program (EAP) for the City of Las Cruces, to assess the EAP service needs of city employees. Completed during Fall 1993, I assisted with study and questionnaire design, analyzed all data collected, and presented the results of the study to Dr. Wilson.

Worked with the Athletic Department at the University of North Texas (UNT) to assess the attitudes of alumni toward intercollegiate sports at UNT. Completed during Summer 1992, I designed the survey instrument and sampling plan, analyzed all data collected, and presented the results of the study to the Athletic Director.

Worked with Houston's Better Business Bureau (BBB) to survey consumers, BBB members, and BBB non-members about their perceptions and experiences with the BBB. Completed during Spring 1990, I designed the questionnaire, coordinated the field work, and analyzed the data provided by consumers.

Worked with Houston International Festival Director of Marketing to profile visitors to the Houston International Festival. Completed during Spring 1987, I designed the questionnaire, analyzed all data collected, and wrote all reports and executive summaries.

Coordinated marketing research projects for Boise Cascade, RealSec, Ketchum Advertising, the Park, Schlumberger, David Weekly Homes, Southwestern Bell, United Way, and the Houston AMA professional chapter during my tenure as faculty advisor to the student chapter of the AMA at the University of Houston-University Park (Spring 1983 to Spring 1986).

Other Consulting

Hospitality industry clients include Ramada (1987 and 1988 National ad tracking studies), Laventhol and Horwath, New Orleans Hilton, O'Hare Hilton, Palmer House (Chicago Hilton property), Holiday Inn Crowne Plaza (Dallas), Greater Houston Convention and Visitors Bureau, Palace Station (Las Vegas), Chicago Hyatt, Mayfair House (Miami), Hotel Ibis (Atlanta), Budgetel, Laguna Del Mar (Mexico), and Bay Oaks Country Club (Houston).

Expert witnessing client: Shook, Hardy & Bacon, L.L.P. (Kansas City) (2005).

PROFESSIONAL ACTIVITIES (continued)Editorial Responsibilities

Editor: Journal (Australian Business Deans Council rating (ABDC) when available, in parentheses)

Associate editor, *Journal of Marketing Theory & Practice* (2017 to present) (ABDC=B)

Associate editor, *New Mexico Business Outlook* (2009 to 2012)

Section editor for marketing ethics, *Journal of Business Ethics* (2014 to 2022) (ABDC=A; *Financial Times* Top 50 journal)

Executive editor, *NMSU Business Outlook* (2013 to 2016)

Co-editor, *Journal of Business and Entrepreneurship* (1997 to 2002)

Co-editor, special issue of *Journal of Macromarketing* on macromarketing and futurology (2024) (ABDC=A)

Co-editor, special issue of *Journal of Consumer Marketing* on race and marketing (2020 to 2022) (ABDC=A)

Co-editor, special issue of *Basic and Applied Social Psychology* on consumer psychology and pandemics (2020, 2021) (ABDC=B) (canceled)

Co-editor, special issue of *International Journal of Emerging Markets* on artificial intelligence and emerging markets (2019 to 2022) (ABDC=B)

Co-editor, special issue of *Asia Pacific Journal of Marketing and Logistics* on artificial intelligence in marketing and logistics (2019 to 2022) (ABDC=A)

Co-editor, special issue of *International Journal of Market Research* on novel approaches for improving data quality from self-administered questionnaires (2019 to 2021) (ABDC=A)

Co-editor, special issue of *Journal of Business Research* on ethical issues in the application of new and emergent technologies of marketing (2019 to 2022) (ABDC=A)

Co-editor, special issue of *International Marketing Review* on the influence of East Asian philosophy on consumerism and marketing strategy in non-East Asia (2018 to 2021) (ABDC=A)

Co-editor, special issue of *Journal of Business Ethics* on freedom through marketing: resolving inequality, injustice, and oppression (2018 to 2020) (ABDC=A)

Co-editor, special issue of *European Journal of Marketing* on future studies in marketing (2018, 2019) (ABDC=A*)

PROFESSIONAL ACTIVITIES (continued)

Editor: Journal (continued)

Co-editor, special issue of *Asian Journal of Business Research* on business iatrogenesis (canceled)

Co-editor, special issue of *The Open Business Journal* on thought experiments in marketing (canceled)

Co-editor, special issue of *Journal of Business Ethics* on Confucian marketing (2009) (ABDC=A)

Co-editor, special issue of *Journal of Business Research* on anti-consumption (2009) (ABDC=A)

Co-editor, special issue of *Journal of Advertising* on responsibility in advertising (2007) (ABDC=A)

Co-editor, special issue of *Journal of the Academy of Marketing Science* on the interface between marketing and finance (2005) (ABDC=A*)

Co-editor, special issue of *Journal of Advertising* on advertising ethics (1994) (ABDC=A)

Editorial Advisory Board

Asian Journal of Business Research (2017 to present)

IIM Kozhikode Society & Management Review (2019 to present)

Reviewer: Journal (Editorial Review Board)

Academy of Marketing Science Review (2000 to 2008)

B>Quest (2012 to 2018)

Commerce Journal International (2012 to 2015)

Journal of the Academy of Marketing Science (1995 to 2009)

Journal of Advertising (1994 to present)

Journal of Current Issues and Research in Advertising (2001 to 2018)

Journal of Empirical Generalisations in Marketing Science (1996 to 2008)

Journal of Business and Entrepreneurship (1995 to 1997)

Journal of Business Ethics (2013, 2014)

Journal of Business Research (2021)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Journal (Editorial Review Board) (continued)

Journal of Global Scholars of Marketing Science (2017 to present)

Journal of Marketing (1991 to 1996)

Journal of Marketing History (2001 to 2003)

Journal of Marketing Theory and Practice (2007 to 2017)

Marketing Education Quarterly (2003)

The Open Ethics Journal (2007 to 2013)

Reviewer: Journal (Ad hoc; at least one annual review)

Advertising and Society Review (2016)

African Journal of Agricultural Research (2012)

Asia Pacific Journal of Marketing and Logistics (2020, 2021)

Assessment (2000, 2002)

Basic and Applied Social Psychology (2017 to 2019, 2021 to 2024)

Business & Society (2023)

Business and Professional Ethics Journal (1992)

Choice (2008 to 2013)

Consumption, Markets and Culture (2007)

Ethics and Information Technology (2009)

European Journal of Marketing (2004, 2010, 2014 to 2017)

The International Executive (1995)

International Journal of Consumer Studies (2022)

International Journal of Hospitality Management (2010, 2014)

International Journal of Internet Marketing and Advertising (2004, 2007, 2008, 2012)

International Journal of Market Research (2020 to 2022)

International Journal of Retail & Distribution Management (2013)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Journal (Ad hoc) (continued)

International Journal of Sport Communication (2015)

International Journal of Testing (2020, 2021)

International Journal of Tourism Research (2011)

International Marketing Review (2007, 2008)

Journal of the Academy of Marketing Science (1989 to 1994)

Journal of Advertising (1991 to 1994)

Journal of Advertising Research (2010, 2011)

Journal of Brand Management (2012, 2014, 2015)

Journal of Business Ethics (2002, 2005 to 2014)

Journal of Business and Industrial Marketing (2004)

Journal of Business Research (1997, 2000, 2005, 2018 to 2020, 2022, 2023)

Journal of Business Strategies (1999)

Journal of Business-to-Business Marketing (2022)

Journal of Consumer Marketing (2021)

Journal of General Psychology (2022)

Journal of Macromarketing (2022)

Journal of Managerial Issues (1996, 1999, 2001, 2004, 2011)

Journal of Marketing (1997, 2006, 2009, 2010)

Journal of Marketing Education (2008, 2020, 2021)

Journal of Marketing Management (2013, 2014, 2015, 2017, 2021)

Journal of Marketing Theory and Practice (2002 to 2006)

Journal of Personal Selling and Sales Management (2000)

Journal of Promotion Management (2011)

Journal of Retailing (2002, 2005)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Journal (Ad hoc) (continued)

Journal of Services Marketing (2001)

Journal of Social Marketing (2016, 2018, 2021)

Management Research Review (2010, 2013)

Marketing Science (2002, 2003, 2006, 2007)

Marketing Education Review (2008, 2009)

Marketing Theory (2003)

New Media & Society (2007)

Nutrition and Food Science (2022)

Public Integrity (2018)

Review of Industrial Organization (2014)

Sage Open (2019)

Social Science Computer Review (2010)

Social Science Research (2010)

Sport, Business, Management: An International Journal (2011, 2012)

The Open Business Journal (2012, 2013)

Reviewer: Proceedings

Academy of Business Administration (2000)

Academy of Collegiate Marketing Educators Conference (2008, 2018)

Academy of Marketing (2017)

Academy of Marketing Science Conference (1992, 1994, 1997 to 2001, 2006, 2010, 2011)

Academy of Marketing Science World Marketing Conference (2003)

American Academy of Advertising Conference (1999 to 2014)

American Marketing Association Summer Educators' Conference (1992, 1995 to 1997, 2003, 2007 to 2010, 2013)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Proceedings (continued)

American Marketing Association Winter Educators' Conference (1992 to 1997, 1999, 2000, 2002, 2003, 2005 to 2009, 2014)

American Marketing Association Marketing and Public Policy Conference (1995, 1996, 2004 to 2009, 2011 to 2013, 2021)

American Marketing Association Relationship Marketing Conference (1997)

Atlantic Marketing Association Conference (1999, 2000, 2003)

European Marketing Academy Conference (2014)

Society for Marketing Advances Conference (1998, 1999, 2002)

Southern Marketing Association Conference (1990, 1993 to 1997)

Southwestern Marketing Association Conference (1990, 1999)

Western Decision Science Institute Conference (1990)

Reviewer: Textbooks, Computer Software, and Other Materials

Short article for EBSCO Information Services, entitled "Consumer Journey Mapping: A Long and Winding Road" (2022)

Marketing ethics chapter of *Handbook on Ethics and Accounting*, edited by Cho; Elgar (2021)

Introduction to Marketing, 1st edition, an online and hyperlinked principles of marketing textbook by Lukosius; Great River Learning (2021)

Served on panel for *Educational Testing Service* on improving the content of Ph.D. application materials (2020)

Marketing Research: Delivering Customer Insight, 4th edition, a marketing research textbook by Wilson; Palgrave, Macmillan Publishers Ltd. (2017)

Sports Marketing: A Strategic Perspective, 5th edition, a sports marketing textbook by Shank and Lyberger; Routledge, Taylor and Francis Group (2016)

Evaluating Research in Academic Journals, 6th edition, an introductory text for graduate students by Pyrczak; Pyrczak Publishing (2016)

Proposal for *Making the Case for Doing the Right Thing: A Brief on Behalf of Ethics in Advertising* by Snyder; Routledge, Taylor and Francis Group (2015)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials (continued)

Marketing Research, 4th edition, a marketing research textbook by Malhotra, Birks, and Wills; Pearson Higher Education (2014)

Prospectus and Chapters 1 and 3 of *Sports Marketing* by Wakefield and White; McGraw Hill Education (2014)

Proposal for *Research in Sales and Marketing: A Novel Approach*, a sales and marketing text by Mesly; Routledge, Taylor and Francis (2013)

Proposal for *Quo Vadis Marketing Research*, a marketing research text by Gibson; Routledge, Taylor and Francis (2013)

The Literature Review, a research text by Ridley; Sage (2012)

Proposal for *Advanced Theory and Practice in Sport Marketing, 2nd edition*, a sports marketing text by Schwarz, Hunter, and LaFleur; Routledge Taylor and Francis (2011)

Proposal for *How to Develop a Strategic Marketing Communications Plan*, an advertising plan text; Routledge Taylor and Francis (2011)

Sports Marketing: Creating Customer-Centered Experiences, a sports marketing textbook by Fetchko, Roy, and Clow; Prentice Hall (2010)

Marketing Research: Text and Cases, 2nd edition, a marketing research textbook by Stevens, Loudon, and Wrenn; Routledge Taylor and Francis (2010)

Prospectus and several chapters for textbook on social media in sports marketing for Holcomb Hathaway, Publishers (2010)

Previous edition and proposal for a revised edition of *Qualitative Market Research: A Comprehensive Guide* by Mariampolski; Sage (2009)

The Questioning Difference—Marketing in Play, a manuscript submitted for possible publication by Routledge Publishing (2009)

Submissions to Academy of Marketing Science's Mary Kay Doctoral Dissertation Commissions (2009)

"Technology Marketing," a chapter intended for *Handbook of Technology Management* by John Wiley & Sons (2008)

Sports Marketing, a sports marketing textbook by Fullerton; McGraw-Hill, Irwin (2007)

Integrative case for *Exploring Marketing Research, 9th edition*, a marketing research textbook by Zikmund; Thomson/South-Western (2006)

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PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials (continued)

Served on panel to select American Academy of Advertising's research fellowship award (2005 to 2008; 2013, 2014)

Globalization and the Ethical Imperative, a manuscript submitted for possible publication by Sage Publications, Inc. (2005)

Marketing Research, 8th edition, a marketing research textbook by Aaker, Kumar, and Day; John Wiley and Sons (2005)

Proposal for a marketing research textbook, submitted to McGraw-Hill/Irwin, for first-generation college students who will work for small firms (2005)

Submissions to University of Florida's Levy and Weitz doctoral dissertation proposal award (2005)

Marketing Management, 2nd edition, a marketing management textbook by Winer; Prentice Hall (2005)

Exploring Marketing Research, 8th edition, a marketing research textbook by Zikmund; Thomson/South-Western (2004)

Marketing Research Project Manual, an ancillary pedagogical text by Molinari; McGraw-Hill/Irwin (2004)

Marketing Research, 5th edition, a marketing research textbook by McDaniel and Gates; John Wiley and Sons (2003)

Marketing Research, a marketing research textbook by Parasuraman, Grewel, and Krishnan; Houghton Mifflin (2003)

Marketing Research, a marketing research textbook by Cooper and Schindler; McGraw-Hill/Irwin (2003, 2004) (first and second pre-publication drafts)

Marketing Research, 2nd edition, a marketing research textbook by Hair, Bush, and Ortinau; McGraw-Hill/Irwin (2002)

Proposal for marketing research textbook, entitled *Scientific Inquiry in Marketing: Applying a Theory of Method* (by Brinberg); Prentice-Hall (2001)

Marketing Research: An Aid to Decision Making, a marketing research textbook by Shao; Southwestern Publishing Company (2000)

Submissions to American Marketing Association's George Day doctoral dissertation proposal award (2000)

Contemporary Marketing Research, 4th edition, a marketing research textbook by McDaniel and Gates; Southwestern Publishing Company (2000)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials (continued)

Submissions to American Marketing Association's John Howard doctoral dissertation awards (1999, 2001)

Submissions to Society for Marketing Advances' doctoral dissertation awards (1999 to 2001)

External promotion and tenure reviews: University of Texas at Rio Grande Valley (2020); University of Nevada at Las Vegas (2010); East Carolina University (2008, 2022); University of Texas at San Antonio (1997)

Served on panel for American Marketing Association Special Interest Group in Advertising to choose most influential advertising article from an American Marketing Association journal (1998, 1999)

Submissions to American Academy of Advertising's doctoral dissertation awards (1998, 2000, 2002 to 2006)

Served on Blue Ribbon Panel to select the Academy of Marketing Science's doctoral dissertation awards (1997)

Markstrat3, a marketing simulation by Larréché and Gatignon; Southwestern Publishing Company (1996)

Served on Blue Ribbon Panel to select Best Paper for American Marketing Association Summer Educators' Conference (1995)

Member of advisory panel to assist Michael Solomon in writing new principles of marketing textbook (1995)

The Market Place, a marketing simulation by Cadotte; Irwin (1989)

Marketing, a principles of marketing textbook by Berkowitz, Kerin and Rudelius; Times Mirror/Mosby College Publishing, 1st Edition (1986) and 2nd Edition (1989) (also reviewed student's study guide (1988))

Prospectus for text in Marketing Research by Anderson and Harris; John Wiley and Sons (1988)

Marketing Research: A Computer-Assisted Approach, an ancillary pedagogical package by Schellinck and Maddox; Dryden Press (1987)

Marketing Research, by Parasuraman; Addison Wesley (1986)

Basic Marketing: A Managerial Approach, by McCarthy and Perreault; Irwin (1984)

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PROFESSIONAL ACTIVITIES (continued)

Conference Program Committee

Academy of Marketing Science Conference (2018)

Conference Track Chair (or co-chair)

American Marketing Association Summer Educators' Conference (2002)

American Marketing Association Winter Educators' Conference (1999, 2000)

American Marketing Association International Marketing Strategy Conference (1998)

Academy of Marketing Science Multi-cultural Marketing Conference (2004)

Society for Marketing Advances (2010, 2023)

Southwestern Marketing Association Conference (1996)

Conference Discussant or Session Chair

Academy of Marketing Science Annual Conference (1990, 1992, 2017)

American Marketing Association Winter Educators' Conference (1994, 1997, 2000, 2002)

American Marketing Association Student Leadership Conference (1984)

Society for Marketing Advances (1998 to 2000)

Society for Marketing Advances Ph.D. Consortium (2020, 2021)

Southern Marketing Association Conference (1994, 1995, 1997)

Southwestern Marketing Association Conference (1995, 1996, 1999)

Western Marketing Educators' Conference (1995)

Conference Award Judge

ACME AxxessCapon Teaching Innovation Competition (2018)

PROFESSIONAL ACTIVITIES (continued)

Student-Related Duties

Ph.D. Coordinator for the Department of Marketing (1990 to 1992, 2008 to 2009, 2011 to 2016)

Served on panel to judge marketing plans submitted by students in Future Farmers of American (2004)

Seminar Coordinator for the Department of Marketing (1993 to 1998)

Faculty Advisor to the Student Marketing Association (1990 to 1992)

Faculty Advisor to the Student American Marketing Association Chapter (1983 to 1986)
(in 1985, won Best Chapter Award for Southwestern region)

Professional Society Duties

Member, American Academy of Advertising Research Committee (1998 to 2017)

Member, American Academy of Advertising Membership Committee (1995)

Vice President for SIG Development, Dallas Chapter (1992)

SCHOOL/COLLEGE COMMITTEES AND COUNCILSUniversity Committees

Co-chair, Library Collection Management Advisory Committee (1997 to 2016)

Member, Faculty Senate Library Advisory Committee (2018 to present)

Member, Westhafer Award Committee (2006)

Member, Faculty Senate (1997 to 2001)

Member, Scholastic Affairs Committee (1998 to 2001)

Member, Long Range Planning Committee, Faculty Senate (1997, 1999)

Member, University Research Council (1994 to 1996, 1997 to 1999, 2016)

Member, Research Roundtable Project (1996)

SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)College of Business Committees

Chair,	Library and Database Committee (1999 to 2003)
Chair,	Promotion and Tenure Committee (2003, 2004, 2020 to present)
Chair,	Faculty Council (2010, 2011)
Member,	Assurance of Learning Committee (2012 to 2014)
Member,	Task Force on Expansion of Graduate Programs (2012)
Member,	Faculty Council (2008 to 2011, 2016, 2018 to present)
Member,	Budget and Bylaws Committee (2004 to 2008)
Member,	Promotion and Tenure Committee (2002)
Member,	Applied Doctorate in Business Committee (2002, 2003)
Member,	Ph.D. Advisory Committee (1998 to 2001)
Member,	Research Excellence Committee (1998 to 2003)
Member,	College Appeals Committee (1997, 1998)
Member,	Library and Database Committee (1994 to 1999)
Member,	Undergraduate Curriculum and Policy Committee (1985 to 1989, 1993 to 1995)
Member,	Ph.D. Policy Committee (1990 to 1992)
Member,	Computer Policy Committee (1989 to 1992)
Member,	College Computer Planning Committee (1985 to 1988)
Member,	Ad Hoc Committee on Computer Literacy (1987, 1988)
Member,	Scholarship and Fellowship Committee (1985, 1986)
Member,	Committee on General Studies Option for Business Students (1983)

SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)Departmental Committees

Chair,	Promotion and Tenure Committee (2016)
Chair,	Goals and Assessment Committee (1993 to 1995)
Chair,	Faculty Search Committee (1998, 2021, 2022)
Chair,	Computer Usage Committee (1984 to 1986)
Liaison,	NMSU Library (1994 to 2016, 2019 to present)
Member,	Promotion and Tenure Committee (1997 to 2015, 2017 to present)
Member,	Department Assessment Committee (1994, 1995)
Member,	Chair Search Committee (1991, 1992)
Member,	Department Executive Committee (1991, 1992)
Member,	Curriculum Committee for Marketing Programs (1990 to 1992)
Member,	Departmental Planning Committee (1990 to 1992)
Member,	Faculty Search Committee (1989, 1990)
Member,	Ph.D. Symposium Committee (1986 to 1988)
Member,	Health Care Marketing Institute Board (1986 to 1988)
Member,	Ph.D. Student Review Committee (1986 to 1988)
Member,	Computer Usage Committee (1987, 1988)
Member,	Audio-visual Teaching Materials Committee (1983, 1984)

SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)Dissertation Committees

Chair,	Megan Good (2017 to 2019) (New Mexico State University)
Chair,	Jiani Jiang (2018 to 2019) (New Mexico State University)
Chair,	Wenkai Zhou (2016 to 2017) (New Mexico State University)
Chair,	Grant Aguirre (2011 to 2013) (New Mexico State University)
Chair,	Jeremy Sierra (2003 to 2005) (New Mexico State University)
Chair,	Renée Fontenot (1999 to 2001) (New Mexico State University)
Chair,	Catharine Curran (1998) (New Mexico State University)
Chair,	Birgit Leisen (Pollack) (1996 to 1998) (New Mexico State University)
Co-chair,	Jared Hamilton (2007 to 2009) (New Mexico State University; with Michelle Jasso)
Co-chair,	Kirk Moore (2009 to 2011) (New Mexico State University; with Kelly Tian)
Co-chair,	Jing Hu (2003 to 2005) (New Mexico State University; with Kelly Tian)
Member,	Lina Xu (2021) (New Mexico State University)
Member,	Elmira Shahriari (2019) (New Mexico State University)
Member,	Alena Kostyk (2016 to 2017) (New Mexico State University)
Member,	Brian Taillon (2016 to 2017) (New Mexico State University)
Member,	Tony Yan (2012 to 2013) (New Mexico State University)
Member,	Miguel Zúñiga (2011 to 2012) (New Mexico State University)
Member,	Sarita Ray Chaudhury (2007 to 2010) (New Mexico State University)
Member,	Robert Heiser (2004 to 2005) (New Mexico State University)
Member,	Beth Mott-Stenerson (2004 to 2005) (New Mexico State University)
Member,	Vaidotas Lukosius (2002 to 2003) (New Mexico State University)
Member,	Andreas Stratemeyer (2000 to 2001) (New Mexico State University)
Member,	Zhilin Yang (2000 to 2001) (New Mexico State University)

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SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)

Dissertation Committees (continued)

- Member, Richard Tansey (1989 to 1990) (University of Houston)
- Member, Karen Dale Hankel (1984 to 1986) (University of Houston)
- Member, William C. Green (1983 to 1984) (University of Houston)
- Reader, Abdul Haseeb Chaudhary (2022) (Deakin University, Australia)

Thesis Committees

- Member, Vito Di Bona (2005) (New Mexico State University)
- Member, Patty Feeney (2003) (New Mexico State University)
- Member, Dong Xu (2002) (New Mexico State University)
- Member, Chadelle R. Henry (Robinson) (1998) (New Mexico State University)
- Reader, Ahmad Shammout (2008) (Victoria University, Australia)

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HONORS AND AWARDS

Professorships

Distinguished Achievement Professor, College of Business, New Mexico State University (2012-present)

Stan Fulton Chair, College of Business, New Mexico State University (endowed chair, four-year term) (2009-2013)

Wells Fargo Professorship, College of Business, New Mexico State University (endowed chair, three-year term) (2005-2007)

Bank of America Professorship, College of Business Administration and Economics, New Mexico State University (endowed chair, three-year term) (1997-2000)

Best Paper Awards

Best Paper Award, Ethics, Legal, and Public Policy Issues Track, *Association for Collegiate Marketing Educators Conference* (2018)

Best Paper Award, Marketing Research Track, *Society for Marketing Advances Conference* (2016)

Highly Commended Paper, *Asian Pacific Journal of Marketing and Logistics*, Emerald Literati Network, "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation" (2016)

Fulton (Best Paper) Research Award, College of Business, New Mexico State University (2013, 2014, 2017)

Best Paper Award, Advertising/Marketing Communications Track, *Society for Marketing Advances Conference* (2009)

Best Paper Award, Solomon/Buyer Behavior Track, *Society for Marketing Advances Conference* (2009)

Best Paper Award, Retailing and Entrepreneurship Track, *Society for Marketing Advances Conference* (2007)

Best Paper Award, Sports Marketing and Entertainment Track, *Society for Marketing Advances Conference* (2005)

Best Paper Award, Consumer Behavior and Advertising Track, *American Marketing Association Winter Educators' Conference* (2002)

McGraw-Hill/Irwin Steven J. Shaw Award for best paper, *Society for Marketing Advances Conference* (2001)

Best Paper Award, Marketing Education Track, *Society for Marketing Advances Conference* (2001)

Curriculum Vitae of Dr. Michael R. Hyman, January, 2024

HONORS AND AWARDS (continued)

Best Paper Awards (continued)

Best Paper Award, Consumer Behavior and Marketing Mix Track, *Western Decision Sciences Institute Conference* (2001)

Best Paper Award, Marketing Education Track, *American Marketing Association Winter Educators' Conference* (1999)

Best Paper Award, Marketing Research Track, *Southern Marketing Association Conference* (1997)

University Awards

Outstanding Service to the University Award, College of Business, New Mexico State University (2015)

Distinguished Career Award for Exceptional Achievements in Creative Scholarly Activity, University Research Council, New Mexico State University (2014)

Daniels Fund Ethics Fellowship, College of Business, New Mexico State University (2011, 2013, 2014)

Outstanding Professional Service Award, College of Business, New Mexico State University (2006, 2014)

Outstanding (Senior) Researcher Award, College of Business Administration and Economics, New Mexico State University (1994, 2003, 2013, 2021)

Outstanding Researcher Award, Professional Development Institute Grant, University of North Texas (1991)

Outstanding Teacher Award, Krannert School of Management, Purdue University (1979)

Other Honors and Awards

Top-100 most cited or read during month and all-time: *Journal of Advertising* (December 2023; all-time); *Journal of Education for Business* (December 2023)

Finalist, Axxcess Capon Teaching Innovation Competition (2016)

Best Reviewer Award, *Journal of Marketing Theory and Practice* (2015)

Commendation for Service to the Dallas/Fort Worth AMA Chapter (1992)

Beta Gamma Sigma (1981)

RESEARCH GRANTS

Effects of Individual Differences on Survey Attitudes and Mood, COB Mini-grant, \$500 (2016)

Cultural Differences in Response to Involvement-boosting Questionnaire Content, COB Mini-grant, \$840 (2016)

Surveytainment, COB Mini-grant, \$750 (2015)

Dynamic Remuneration for Online Survey Respondents, COB Mini-grant, \$721 (2014)

Unmasking Subtle Research Stereotypes in Ads, COB Mini-grant, \$1000 (2008)

Vividness in Computer-Mediated Environments, CBA&E Mini-grant, \$750 (2004)

A Multi-country Study of Household Affluence, CBA&E Mini-grant, \$750 (2003)

Consumer's Constructive Online Searching for Non-Durable Goods, CBA&E Mini-grant, \$554 (2001)

Virtue Ethics: The Definitive Scale Refinement and Multi-country Study, CBA&E International Research Grant, \$4040

Applying the Ethics of Aristotle in a Business Environment, CBA&E Mini-grant, \$600 (2000)

Seed funds for ethics surveys conducted in MKTG 523, CBA&E Mini-grant, \$350 (1999)

Metaphysical Beliefs and Research Productivity of Marketing (Business) Faculty, CBA&E Mini-grant, \$1000 (1998)

Patients' Trust in Their Physician, CBA&E Mini-grant, \$640 (1997)

Undergraduate Marketing and PGM Program Assessment and Comparison, CBA&E mini-grant, \$500 (1996)

The Role of Information Technology, CBA&E mini-grant, \$600 (1995)

Household Affluence—A State of Wealth or State of Mind? CBA&E mini-grant, \$500 (1995)

Research Initiation Grant, University of North Texas (1990)

Summer Research Grant, College of Business, University of Houston—University Park (1984, 1987)

PUBLICATIONS

Journal Articles (Published acceptance rate (AR), impact factor (IF), and Australian Business Deans Council rating (ABDC) when available, in parentheses) 130

Yan, Tony and Michael R. Hyman (2024), "Marketing via Shangbangs (Chinese Business Networks)," *Journal of Historical Research in Marketing*. DOI: 10.1108/JHRM-08-2023-0039 (AR=55%; IF=0.580; ABDC=B)

Yan, Tony and Michael R. Hyman (2024), "The Principal-Agent Problem and its Mitigation: A Critical Historical Analysis," *Journal of Management History*. DOI: 10.1108/JMH-07-2023-0068 (IF=1.53; ABDC=B)

Shabbir, Haseeb A., Michael R. Hyman, and Alena Kostyk (2023), "Guest Editorial: Challenging the Coloniality of Raced Markets," *Journal of Consumer Marketing*, 40 (5), pp. 549-557. DOI: 10.1108/JCM-05-2023-6027 (IF=2.591; ABDC=A)

Trafimow, David, Michael R. Hyman, and Alena Kostyk (2023), "Are Structural Equation Models Theories and Does it Matter?" *Journal of Global Scholars of Marketing Science*, 33 (2), 248-263. DOI: 10.1080/21639159.2022.2048960 (AR=20%; IF=1.815; ABDC=B)

Trafimow, David, Michael R. Hyman, and Alena Kostyk (2023), "Enhancing Predictive Power by Unamalgamating Multi-item Measures," *Psychological Methods*. DOI: 10.1037/met0000599 (AR=27%; IF=10.929)

Xu, Lina, Niculescu, Mihai, and Michael R. Hyman (2023), "When Interruptions Can Boost Sales: An On-line versus Memory-based Perspective," *International Journal of Consumer Studies*, 47 (5), 1733-1748. DOI: 10.1111/ijcs.12941 (AR=8%; IF=7.096; ABDC=A)

Xu, Lina and Michael R. Hyman (2023), "How and When Ranking-based Recommendations Induce Higher Willingness-to-Pay," *Journal of Marketing Communications*. DOI: 10.1080/13527266.2023.2175894 (AR=20%; IF=3.591; ABDC=B)

Yan, Tony and Michael R. Hyman (2023), "Softly Enhancing Political Legitimacy via Red Tourism," *Journal of Heritage Tourism*, 18 (4), 556-573. DOI: 10.1080/1743873X.2023.2174440 (AR=13%; IF=3.013; ABDC=B)

Yan, Tony and Michael R. Hyman (2023), "Positive Liberty, Negative Liberty, and Marketing Regulations: A Holistic Analysis," *Journal of Macromarketing*. DOI: 10.1177/02761467231204041 (AR=23%; IF=1.925; ABDC=A)

Harvey, Charles, Nick Hajli, and Michael R. Hyman (2022), "Ethical Issues in the Application of New and Emergent Technologies of Marketing," *Journal of Business Research*, 141, 111-112. DOI: 10.1016/j.jbusres.2021.12.010 (AR=6-10%; IF=4.874; ABDC=A)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Hyman, Michael R. (2022), "Awakening the Marketing Ethicist Within" in "The Ethics and Politics of Academic Knowledge Production: Thoughts on the Future of Business Ethics," *Journal of Business Ethics*, 180, 917-940. DOI: 10.1007/s10551-022-05243-6 (AR=9%; IF=6.43; ABDC=A)

Hyman, Michael R. and Susan D. Steiner (2022), "Constructing Core-Course In-class Sessions from Students' Presubmitted Questions," *Journal of Higher Education Theory and Practice*, 22 (3), 67-78. DOI: 10.33423/jhetp.v22i3 (AR=20%)

Hyman, Michael R., Alena Kostyk, and David Trafimow (2022), "True Consumer Autonomy: A Formalization and Implications," *Journal of Business Ethics*, 183, 841-863. DOI: 10.1007/s10551-022-05114-0 (AR=9%; IF=6.43; ABDC=A)

Sierra, Jeremy J., Michael R. Hyman, and Anna Turri (2022), "Positive Psychology's Mindset Precursors of Attitude-toward-Advertising-in-General," *Journal of Promotion Management*, 28 (7), 1019-1054. DOI: 10.1080/10496491.2022.2054905 (AR=20%; IF=1.584; ABDC=B)

Trafimow, David, Michael R. Hyman, Alena Kostyk, Ziyuan Wang, Tingting Tong, Tonghui (Tony) Wang, and Cong Wang (2022), "Gain-probability Diagrams in Consumer Research," *International Journal of Market Research*, 64 (4), 470-483. DOI: 10.1177/14707853221085509 (AR=18%; IF=1.512; ABDC=A)

Xu, Lina and Michael R. Hyman (2022), "Mitigation versus Adaptation: Climate-Change-Related Appeals and Pondering the Future," *Journal of Social Marketing*, 12 (4), 587-606. DOI: 10.1108/JSOCM-01-2022-0006 (AR=12%; IF=4.115; ABDC=B)

Yan, Tony and Michael R. Hyman (2022), "Historical Research with Chinese Multilateral Historical Marketing Sources," *Journal of Historical Research in Marketing*, 14 (2), 260-280. DOI: 10.1108/JHRM-09-2021-0044 (AR=55%; IF=0.580; ABDC=B)

Yang, Zhilin, Michael R. Hyman, Xinyue Zhou, Gang Li, and Ziaul Haque Munim (2022), "Guest Editorial: Impact of Artificial Intelligence on Business Strategy in Emerging Markets: A Conceptual Framework and Future Research Directions," *International Journal of Emerging Markets*, 17 (4), 917-929. DOI: 10.1108/IJOEM-04-2022-995 (AR=14%; IF=3.422; ABDC=B)

Cai, Shaohan, Xinyue Zhou, Xiaoyan Wang, Michael R. Hyman, and Zhilin Yang (2021), "Political and Community Logics Jointly Affect 'Social Distancing' Compliance," *Sustainable Cities and Society*, 74, 103200. DOI: 10.1016/j.scs.2021.103200 (AR=13%; IF=7.587)

Good, Megan C. and Michael R. Hyman (2021), "Direct and Indirect Effects of Fear-of-Missing-Out Appeals on Purchase Likelihood," *Journal of Consumer Behaviour*, 20 (3), 564-576. DOI: 10.1002/cb.1885 (AR=25%; IF=2.225; ABDC=A)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Hyman, Michael R., Alena Kostyk, and Haseeb A. Shabbir (2021), "Disruptive Events and Associated Discontinuities: A Macromarketing Prescription," *Journal of Macromarketing*, 41 (3), 441-448. DOI: 10.1177/0276146720979134 (AR=23%; IF=1.925; ABDC=A)

Hyman, Michael R., Wenkai Zhou, Brian J. Taillon, and Susan D. Steiner (2021), "Self-customizable Online Courses: One Size Does Not Fit All," *Journal of Higher Education Theory and Practice*, 21 (3), 12-20. DOI: 10.33423/jhetp.v21i3.4137 (AR=20%)

Kostyk, Alena, Wenkai Zhou, Michael R. Hyman, and Leo Paas (2021), "Securing Higher-quality Data from Self-Administered Questionnaires," *International Journal of Market Research*, 63 (6), 685-692. DOI: 10.1177/14707853211057172 (AR=18%; IF=1.512; ABDC=A)

Shabbir, Haseeb A., Michael R. Hyman, and Alena Kostyk (2021), "A Macromarketing Prescription for Covid-19: Solidarity and Care Ethics," *Journal of Macromarketing*, 41 (2), 181-193. DOI: 10.1177/02761467211001544 (AR=23%; IF=1.925; ABDC=A)

Trafimow, David, Michael R. Hyman, Alena Kostyk, Cong Wang, and Tonghui Wang (2021), "The Harmful Effect of Null Hypothesis Significance Testing on Marketing Research: An Example," *Journal of Business Research*, 125, 39-44. DOI: 10.1016/j.jbusres.2020.11.069 (AR=6-10%; IF=4.874; ABDC=A)

Yan, Tony and Michael R. Hyman (2021), "How Can We Minimize Visual Stereotypes in Ads?" *Journal of Current Issues & Research in Advertising*, 43 (2), 185-199. DOI: 10.1080/10641734.2021.1957044 (podcast: <https://www.youtube.com/watch?v=LhHVgibDucg&list=PLKkEP6-ZqQRzRBqPtxqk7QWZmL54hiAY5&index=4>) (AR=20%; IF=1.061; ABDC=B)

Zhou, Wenkai, Zhilin Yang, and Michael R. Hyman (2021), "Contextual Influences on Marketing and Consumerism: An East Asian Perspective," *International Marketing Review*, 38 (4), 641-656. DOI: 10.1108/IMR-11-2020-0274 (AR=21-25%; IF=2.907; ABDC=A)

Aguirre, Grant C., Michael R. Hyman, and Jeri L. Jones (2020), "Dedicated Marketing Ethics Course: Design and Test," *Marketing Education Review*, 30 (3), 177-194. DOI: 10.1080/10528008.2020.1787845 (AR=21-30%; IF=2.780; ABDC=C)

Good, Megan C. and Michael R. Hyman (2020), "Protection Motivation Theory and Brick-and-Mortar Salespeople," *International Journal of Retail & Distribution Management*, 48 (8), 865-879. DOI: 10.1108/IJRDM-05-2019-0155 (AR=13%; IF=2.930; ABDC=A)

Good, Megan C. and Michael R. Hyman (2020), "'Fear of Missing Out': Antecedents and Influence on Purchase Likelihood," *Journal of Marketing Theory and Practice*, 28 (3), 330-341. DOI: 10.1080/10696679.2020.1766359 (AR=11-20%; IF=1.630; ABDC=B)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

- Pearson-Reynolds, Alyssa and Michael R. Hyman (2020), "Why Consumers' 'New Power' Will Change Marketing," *Australasian Marketing Journal*, 28 (3), 14-21. DOI: 10.1016/j.ausmj.2020.06.011 (AR=25%; IF=1.13; ABDC=A)
- Shabbir, Haseeb, Michael R. Hyman, Dianne Dean, and Stephan Dahl (2020), "Freedom through Marketing' is not Doublespeak," *Journal of Business Ethics*, 164 (2), 227-241. DOI: 10.1007/s10551-019-04281-x (AR=21-30%; IF=4.141; ABDC=A)
- Trafimow, David, Michael R. Hyman, and Alena Kostyk (2020), "The (Im)precision of Scholarly Consumer Behavior Research," *Journal of Business Research*, 114 (June), 93-101. DOI: 10.1016/j.jbusres.2020.04.008 (AR=6-10%; IF=4.874; ABDC=A)
- Yan, Tony and Michael R. Hyman (2020), "Nationalistic Appeals and Consumer Boycotts in 1900-1949 China," *Journal of Historical Research in Marketing*, 12 (4), 503-524. DOI: 10.1108/JHRM-08-2019-0030 (AR=55%; IF=0.530; ABDC=B)
- Chaudhury, Sarita Ray and Michael R. Hyman (2019), "Children's Influence on Consumption-Related Decisions in Single-Mother Families: Research Review and Agenda," *Cogent Business & Management*, 6 (1), 1-18. DOI: 10.1080/23311975.2019.1622178 (AR=26%; IF=0.860)
- Hyman, Michael R. and Alena Kostyk (2019), "Guest Editorial: A Prospectus on Marketing Futurology," *European Journal of Marketing*, 53 (8), 1485-1503. DOI: 10.1108/EJM-08-2019-968 (AR=17%; IF=1.497; ABDC=A*)
- Jiang, Jiani, Bruce Huhmann, and Michael R. Hyman (2019), "Emerging Masculinities in Chinese Luxury Social Media Marketing," *Asia Pacific Journal of Marketing and Logistics*, 32 (3), 721-745. DOI: 10.1108/APJML-07-2018-0256 (AR=16%; IF=3.979; ABDC=A)
- Kostyk, Alena, Wenkai Zhou, and Michael R. Hyman (2019), "Using Surveytainment to Counter Declining Survey Data Quality," *Journal of Business Research*, 95 (February), 211-219. DOI: 10.1016/j.jbusres.2018.10.024 (AR=6-10%; IF=4.874; ABDC=A)
- Lukosius, Vaidas and Michael R. Hyman (2019), "Marketing Theory and Big Data," *Journal of Developing Areas*, 53 (4), 217-228. (AR=65%) DOI: 10.1353/jda.2018.0082
- Yan, Tony and Michael R. Hyman (2019), "Cross-Culture Product Hybridization in Pre-Communist China (1912-1949)," *Asia Pacific Journal of Marketing and Logistics*, 32 (2), 548-574. DOI: 10.1108/APJML-12-2018-0502 (AR=16%; IF=3.979; ABDC=A)
- Yan, Tony and Michael R. Hyman (2019), "Pawnbroking in Pre-1949 China: 'Soft Strategies' for Overcoming a Negative Image," *Asia Pacific Journal of Marketing and Logistics*, 31 (3), 580-591. DOI: 10.1108/APJML-10-2017-0262 (AR=16%; IF=3.979; ABDC=A)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Sierra, Jeremy J., Michael R. Hyman, and Anna Turri (2018), "Determinants and Outcomes of Superstitious Beliefs: A Multi-Study Approach," *Journal of Marketing Management*, 34 (15-16), 1397-1417. DOI: 10.1080/0267257X.2018.1544923 (AR=<10%; IF=0.702; ABDC=A)

Yan, Tony and Michael R. Hyman (2018), "Critical Historical Research Method and Marketing Scholarship," *Journal of Marketing Management*, 34 (9-10), 841-864. DOI: 10.1080/0267257X.2018.1515783 (AR=<10%; IF=0.702; ABDC=A)

Aguirre, Grant C., Michael R. Hyman, Darrell Goudge, Stefan Genchev, Amy T. Carrell, and Corey Hamilton (2017), "Teaching Ethics to Marketing and Logistics Majors: A Transformative Learning Experiment," *Journal of Education for Business*, 92 (3), 121-128. DOI: 10.1080/08832323.2017.1294138 (AR=25%; IF=0.66; ABDC=C)

Goudge, Darrell, Megan C. Good, Michael R. Hyman, and Grant Aguirre (2017), "Modeling Specialty Store Customers' Buy/No-buy Decisions," *International Journal of Retail & Distribution Management*, 45 (12), 1260-1276. DOI: 10.1108/IJRDM-03-2017-0036 (AR=13%; IF=2.321; ABDC=A)

Hyman, Michael R. (2017), "Can 'Results Blind Manuscript Evaluation' Assuage 'Publication Bias'?" *Basic and Applied Social Psychology*, 39 (5), 247-251. DOI: 10.1080/01973533.2017.1350581 (AR=7%; IF= 3.426; ABDC=B)

Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2017), "Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation," *Asian Journal of Business Research*, 7 (1), 58-78. DOI: 10.14707/ajbr.170031 (AR=15-20%; ABDC=C)

Zhou, Wenkai, Yu-Feng L. Lee, and Michael R. Hyman (2017), "When Old Meets New: How China's 'Double-Eleven' Day Challenges Confucianism," *Asian Journal of Business Research*, 7 (1), 27-42. DOI: 10.14707/ajbr.170029 (AR=15-20%; ABDC=C)

Aguirre, Grant C. and Michael R. Hyman (2015), "Democratic Theories and the Political Marketplace," *Mustang Journal of Marketing and Management*, 7 (2), 44-55, http://mustangjournals.com/MJMM/v5_MJMM_2014.pdf. (AR=25%)

Hyman, Michael R. and Grant C. Aguirre (2015), "The Problematic Ethicality of Libertarian Paternalism and Naturalistic Inquiry," *Mustang Journal of Business and Ethics*, 8 (1), 59-66, http://mustangjournals.com/MJBE/v8_MJBE_2015.pdf. (AR=25%)

Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2015), "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation," *Asia Pacific Journal of Marketing and Logistics*, 27 (4), 559-581. (Chosen by journal's editorial team as a Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence) DOI: 10.1108/APJML-01-2015-0015 (AR=16%; IF=1.204; ABDC=A)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Hyman, Michael R., Haseeb A. Shabbir, Simos Chari, and Aikaterini Oikonomou (2014), "Anti-Child-Abuse Ads: Believability and Willingness-To-Act," *Journal of Social Marketing*, 4 (1), 58-76. DOI: 10.1108/JSOCM-01-2013-0007 (AR=12%; IF=2.020; ABDC=B)

Hyman, Michael R., Qiang Yan, Grant Aguirre, and Darrell Goudge (2014), "The Puritans' Vision and Modern Marketing Success," *Mustang Journal of Marketing and Management*, 5 (2), 44-54, http://mustangjournals.com/MJMM/v5_MJMM_2014.pdf. (AR=25%)

Shabbir, Haseeb A., Michael R. Hyman, Jon Reast, and Dayananda Palihawadana (2014), "Deconstructing Subtle Racist Imagery in Television Ads," *Journal of Business Ethics*, 123 (3), 421-436. DOI: 10.1007/s10551-013-1798-8 (AR=9%; IF=4.141; ABDC=A)

Hamilton, Jared, Michael R. Hyman, Ivonne M. Torres, and Miguel A. Zúñiga (2013), "Ads by 527 Groups and the 2004 U.S. Presidential Election," *Journal of Political Marketing*, 12 (December), 306-325. DOI: 10.1080/15377857.2013.837289 (AR=30%; IF=1.780; ABDC=B)

Payne, Collin, Michael R. Hyman, Mihai Niculescu, and Bruce A. Huhmann (2013), "Anthropomorphic Responses to New-to-Market Logos," *Journal of Marketing Management*, 29 (1-2), 122-140. DOI: 10.1080/0267257X.2013.770413 (AR=<10%; IF=0.702; ABDC=A)

Sierra, Jeremy J., Harry A. Taute, and Michael R. Hyman (2013), "Efficacy of Sporting Event Ads with Textese (SMS-type Copy)," *International Journal of Sport Management and Marketing*, 14 (1-4), 4-22. DOI: 10.1504/IJSMM.2013.060637 (AR=11-20%; ABDC=B)

Hyman, Michael R. and Jeremy J. Sierra (2012), "Adjusting Self-Reported Attitudinal Data for Mischievous Respondents," *International Journal of Market Research*, 54 (January), 129-145. DOI: 10.2501/IJMR-54-1-129-145 (AR=13%; ABDC=A)

Luna-Nevarez, Cuauhtemoc and Michael R. Hyman (2012), "Common Practices in Destination Website Design," *Journal of Destination Marketing & Management*, 1 (November), 94-106. DOI: 10.1016/j.jdmm.2012.08.002 (IF=3.830; ABDC=A)

Sierra, Jeremy J., Michael R. Hyman, and Robert S. Heiser (2012), "Ethnic Identity in Advertising: A Review and Meta-analysis," *Journal of Promotion Management*, 18 (November), 489-513. DOI: 10.1080/10496491.2012.715123 (AR=20%; IF=1.010; ABDC=B)

Torres, Ivonne, M., Michael R. Hyman, and Jared Hamilton (2012), "Candidate-Sponsored TV Ads for the 2004 U.S. Presidential Election: A Content Analysis," *Journal of Political Marketing*, 11 (August), 189-207. DOI: 10.1080/15377857.2012.703907 (AR=30%; IF=1.780; ABDC=B)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Sierra, Jeremy J. and Michael R. Hyman (2011), "Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective," *Journal of Retailing and Consumer Services*, 18 (July), 341-347. DOI: 10.1016/j.jretconser.2011.03.002 (AR=11-20%; IF=4.219; ABDC=A)

Hyman, Michael R., Dennis Kopf, and Dongdae Lee (2010), "Review of Literature: Future Research Suggestions: Private Label Brands: Benefits, Success Factors and Future Research," *Journal of Brand Management*, 17 (March), 368-389. DOI: 10.1057/bm.2009.33 (AR=20%; IF=1.795; ABDC=A)

Hyman, Michael R. and Jeremy J. Sierra (2010), "Idolizing Sports Celebrities: A Gateway to Psychopathology?" *Young Consumers*, 11 (3), 226-238. (Article commentary in *Psychology Today*, October 12, 2013, by Matt Beard, "Is it Safe to Worship Athletes?" <http://www.psychologytoday.com/blog/time-out/201310/is-it-safe-worship-athletes>) DOI: 10.1108/17473611011074296 (AR=23%; IF=1.19; ABDC=B)

Polonsky, Michael Jay, Samir Gupta, Srikanth Beldona, and Michael R. Hyman (2010), "Inactivity and the Dynamics of Relationship Development: A Proposed Model," *Journal of Strategic Marketing*, 18 (June), 257-273. DOI: 10.1080/09652541003768103 (AR=21-30%; IF=2.480; ABDC=A)

Shanahan, Kevin J. and Michael R. Hyman (2010), "Motivators and Enablers of SCOURing: A Study of Online Piracy in the US and UK," *Journal of Business Research*, 63 (September-October), 1095-1102. DOI: 10.1016/j.jbusres.2009.02.026 (AR=6-10%; IF=4.874; ABDC=A)

Steiner, Susan D. and Michael R. Hyman (2010), "Improving the Student Experience: Allowing Students Enrolled in a Required Course to Select Online or Face-to-Face Instruction," *Marketing Education Review*, 20 (Spring), 31-35. DOI: 10.2753/MER1052-8008200105 (AR=21-30%; IF=2.780; ABDC=C)

Fam, Kim-Shyan, Zhilin Yang, and Michael R. Hyman (2009), "Confucian/Chopsticks Marketing," *Journal of Business Ethics*, 88 (October), 393-397. DOI 10.1007/s10551-009-0307-6 (AR=21-30%; IF=4.141; ABDC=A)

Hyman, Michael R. (2009), "Responsible Ads: A Workable Ideal," *Journal of Business Ethics*, 87 (June), 199-210. DOI 10.1007/s10551-008-9879-9 (AR=21-30%; IF=4.141; ABDC=A)

Lee, Michael, Karen Fernandez, and Michael R. Hyman (2009), "Anti-consumption: An Overview and Research Agenda," *Journal of Business Research*, 62 (February), 145-147. DOI: 10.1016/j.jbusres.2008.01.021 (AR=6-10%; IF=4.874; ABDC=A)

Meade II, William K., Michael R. Hyman, and Larry Blank (2009), "Promotions as Coopertition in the Soft Drink Industry," *Academy of Marketing Studies Journal*, 13 (1), 105-133. (AR=21-30%; ABDC=B)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Sierra, Jeremy J. and Michael R. Hyman (2009), "In Search of Value: A Model of Wagering Intentions," *Journal of Marketing Theory and Practice*, 17 (Summer), 233-247. DOI: 10.2753/MTP1069-6679170303 (AR=11-20%; IF=1.630; ABDC=B)

Sierra, Jeremy J., Michael R. Hyman, and Ivonne M. Torres (2009), "Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective," *Journal of Current Issues and Research in Advertising*, 31 (Fall), 41-66. DOI: 10.1080/10641734.2009.10505265 (AR=6-10%; IF=1.240; ABDC=B)

Hyman, Michael R., Zhilin Yang, Kim-Shyan Fam, and Andreas W. Stratemeyer (2008), "International Business Research: A Retrospective," *The Open Business Journal*, 1, 67-95 (<http://www.bentham-open.org/pages/gen.php?file=67TOBJ.pdf>).

Lee, Dongdae and Michael R. Hyman (2008), "Hedonic/Functional Congruity between Stores and Private Label Brands," *Journal of Marketing Theory and Practice*, 16 (Summer), 219-232. DOI: 10.2753/MTP1069-6679160303 (AR=11-20%; IF=1.630; ABDC=B)

Sierra Jeremy J. and Michael R. Hyman (2008), "Ethical Antecedents of Cheating Intentions: Evidence of Mediation," *Journal of Academic Ethics*, 6 (March), 51-66. DOI: 10.1007/s10805-008-9056-x (IF=1.21)

Hu, Jing, Bruce Huhmann, and Michael R. Hyman (2007), "The Relationship between Task Complexity and Information Search: The Role of Self-Efficacy," *Psychology & Marketing*, 24 (March), 253-270. DOI: 10.1002/mar.20160 (AR=11-20%; IF=2.023; ABDC=A)

Polonsky, Michael J. and Michael R. Hyman (2007), "A Multiple Stakeholder Perspective to Responsibility in Advertising," *Journal of Advertising*, 36 (Summer), 3-11. DOI: 10.2753/JOA0091-3367360200 (AR=11-20%; IF=6.032; ABDC=A)

Shanahan, Kevin J. and Michael R. Hyman (2007), "An Exploratory Study of the Desired Hotel Attributes for Americans Vacationing in China and Ireland," *Journal of Vacation Marketing*, 13 (April), 107-118. DOI: 10.1177/1356766707074735 (AR=35%; IF=2.050; ABDC=A)

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Photograph taken of Elephant Butte reproduced in brochure for 7th Annual Conference for New Mexico Water Law.

PEDAGOGICAL MATERIALS

Created digitalized, open-source version of undergraduate marketing research course. Available online or via Blackboard, it includes my lectures as PowerPoint presentations with audio commentary, eight hours of video materials (e.g., focus group sessions), roughly 100 readings from professional and scholarly sources, sample research reports and questionnaires, and free software for accessing these materials (e.g., Adobe Acrobat Reader, PowerPoint viewer, Real Media player). In addition, an electronic lecture-related test bank, with more than 1250 objective questions, was created.

Created digitalized, open-source version of undergraduate sports marketing course. Available online or via Blackboard, it includes my lectures as PowerPoint presentations with audio commentary, roughly 50 video clips, roughly 125 readings from professional and scholarly sources, and free software for accessing these materials (e.g., Adobe Acrobat Reader, PowerPoint viewer, Real Media player). In addition, an electronic lecture-related test bank, with more than 1000 objective questions, was created.

Syllabi and question sets for doctoral courses on Marketing Theory, Marketing Models, and Marketing and the Scientific Method), as well as an MBA course on Marketing Ethics, are publicly available and linked to WWW site Syllabits (<http://nsns.com>).

Created several case studies for the Daniels Fund Ethics Initiative.

- In 2014, developed case study on government ethics.
- In 2013, designed four mini-case studies and associated readings as alternatives to the corporate-level cases typically used in business ethics courses. Cases used successfully in BUSA 111 during 2015.
- In 2011, developed case study on public sector whistleblowing based on Ms. Frances Williams' experiences with affordable housing programs in southern New Mexico.

PRESENTATIONS

Guest speaker in session, entitled 'ERB and Ad hoc REVIEWERS Roles and Editors and AEs', Mississippi State University, 21 June 2023.

Guest speaker, PRME UK and Ireland Business and Society Research Development Workshop, University of Glasgow, Adam Smith Business School, 17 May 2022

Guest speaker on role as an associate/section editor, Society for Marketing Advances Ph.D. Consortium, 4 November 2021

Guest speaker on scholarly manuscript creation and review process in consumer behavior doctoral seminar at NMSU, 23 February 2021.

PRESENTATIONS (continued)

Guest speaker, Society for Marketing Advances Ph.D. Consortium, 5 November 2020

Panelist on public radio station program entitled "Real Deal in Sports: Hero Worship in Sports, hosted by Josh Chetwynd, KGNU, Denver CO, 16 September 2015, recording available from <http://www.kgnu.org/apublicaffair/9/16/2015>.

Developed an online lecture, entitled "A Marketer's Look at Baseball: Past, Present, and Future," for NMSU students enrolled in the Economics of Baseball class, March 2005 (http://cbae.nmsu.edu/~mktgwww/hyman/Baseball&Marketing/B-ball_&_Mktg_2005_final_1.ppt).

Delivered guest lecture, entitled "Marketing and Baseball: Commendable Coalition, Mediocre Marriage, or Profane Partnership?" to NMSU students enrolled in the Economics of Baseball class, February 2004.

Panelist, in session entitled "The Delivery of Business Education through Multi-Media Methods," at the Society for *Marketing Advances Conference*, Orlando, FL, November 2000 (substituting for Lou Pelton)

Delivered presentation, entitled "Marketing Ethics," to NMSU business students enrolled in the Business and Society class, September 1997.

Delivered presentation, entitled "Advertising Ethics: It's More than Avoiding Deception and Protecting Children," at the AMA Advertising SIG Mini-Conference, Chicago, IL, August 1997.

Panel member, in session entitled, "The Role of Advertising and Promotion in Global Expansion: Current Research and Strategy," at the *AMA Winter Educators' Conference*, San Diego, CA, February 1995 (substituting for George Zinkhan).

Ran CLU Ethics seminar for CLU and ChCF at Hilton Hotel, Las Cruces, New Mexico, August 1993.

Delivered keynote address, entitled "Cultural Differences between Belgium and the U.S.," at annual alumni banquet for the International Marketing program at Limburgs Universitair Centrum, Belgium, December 1992.

Delivered seminar presentation, entitled "Evaluating and Improving Marketing Thought," to business faculty and doctoral students at Limburgs Universitair Centrum, Belgium, May 1992.

Spoke on the contribution of Jungian psychology to advertising practice at conference called "The Other Half of the Truth: Emotion, Intuition and Irrationality in Company Decision-Making," Lido theatre, Amsterdam, the Netherlands, May 1992.

Panel member, in session entitled, "A SWOT Approach to the Role of Academicians as Consultants," at the *Academy of Marketing Science Annual Conference*, San Diego, CA, April 1992.

Curriculum Vitae of Dr. Michael R. Hyman, January, 2024

PRESENTATIONS (continued)

Delivered paper, with Richard Tansey, entitled "The Ethical Nature of World War II Corporate Advocacy Ads," at the *National Conference on Ethics & the Professions*, Orlando, FL, January 1992.

Panel member, with Dr. Shelby Hunt and Dr. Donald Robin, in session entitled, "The Three Dichotomies Revisited," at the *AMA Winter Educator's Conference*, Orlando, FL, February 1991.

Panel member, with Dr. Barbara Stern and Dr. Ron Fullerton, in session entitled, "Humanizing Marketing Theory: How Can the Humanities Contribute to Marketing Theory?" at the *AMA Winter Educator's Conference*, Scottsdale, AZ, February 1990.

Delivered one-day lecture on marketing for the Management Training Program held at the China Center for Technology Development, Inc., Houston, TX, March 1985.

AREAS OF EXPERTISE

Advertising appeals
Advertising ethics

Marketing theory
Philosophy of science

Marketing ethics
Survey research