

## David J. Faulds, Ph.D.

**Rank:** Associate Professor **Department:** Marketing **Revision Date:** 10/25/2017 **Appointed:** 8/1/1991

### Education and Certifications

- University of Iowa, Ph.D., Marketing Research, Applied Statistics.
- University of Wisconsin-Oshkosh, MBA, Marketing, Accounting.
- University of Wisconsin-Green Bay, BA, Economics.

### Teaching

- Social Media and Marketing, Undergraduate and Graduate Teaching
- Principles of Marketing, Undergraduate Teaching
- Professional Relationship Selling, Undergraduate Teaching
- Services Marketing, Undergraduate Teaching
- Marketing Management, Graduate Teaching (International Program)
- Marketing Research, Undergraduate Teaching and Graduate
- Business Statistics, Undergraduate Teaching
- Marketing Strategy, Undergraduate Teaching
- International Marketing, Undergraduate Teaching
- Marketing Problems, Undergraduate Teaching
- Product Quality in Marketing, Undergraduate Teaching

### Recent Awards and Honors

- **2014. Citation of Excellence Award.** . Citation of Excellence Award. My article, co-authored with Glynn Mangold, “*Social media: the new hybrid element of the promotion mix*” (*Business Horizons*, 2009) received one of the prestigious Citations of Excellence Awards for 2014. This article was chosen as one of the top 35 articles with proven impact since its publication date from the top 300 management journals in the world, including *Harvard Business Review*; *Journal of Finance*; *Journal of Marketing*; *Strategic Management Journal*; *MIT Sloan Management Review*; *Long Range Planning*; *Academy of Management Journal*; and *MIS Quarterly*. These 300 journals publish approximately 15,000 articles annually “so receiving a Citation of Excellence is an extraordinary achievement.” (James Bowden correspondence, July 2014).
- **2013. Citation of Excellence Award.** My article, co-authored with Glynn Mangold, “*Social media: the new hybrid element of the promotion mix*” (*Business Horizons*, 2009) received one of the prestigious Citations of Excellence Awards for 2013. This article was chosen as one of the top 50 articles with proven impact since its publication date from the top 300 management journals in the world, including *Harvard Business Review*; *Journal of Finance*; *Journal of Marketing*; *Strategic Management Journal*; *MIT Sloan Management Review*; *Long Range Planning*; *Academy of Management Journal*; and *MIS Quarterly*. These 300 journals publish approximately 15,000 articles

annually “so receiving a Citation of Excellence is an extraordinary achievement.” (James Bowden correspondence, July 2013).

- **2013. The Outstanding Reviewer of the Year Award for 2012**, *Journal of Services Marketing*.

## Publications

### Refereed Journals

- 2017, David J. Faulds, Glynn W. Mangold, P.S. Raju, and Sarath Valaslan, “The Mobile Shopping Revolution: Redefining the Consumer Decision Process,” *Business Horizons*, Accepted for Publication, May 9<sup>th</sup>, 2017.
- 2015, David J. Faulds, “Overcoming Geographical Obstacles: The Use of Skype in a Graduate-Level Social Media Course,” *American Journal of Business Education*, Vol. 8, No. 2, pp. 79-94.
- 2014, David J. Faulds and Glynn W. Mangold, “Developing a Social Media and Marketing Course,” *Marketing Education Review*. Vol. 24(2), 127-144.
- 2013, Stephan F. Gohmann, Robert Michael Barker, Jian Guan, David J. Faulds Requirements Fulfillment: The Missing Link between Requirements Determination and User Acceptance, *Information Systems Management*, Vol. 30, (1), 63-74
- 2010, Robert M. Barker, Jian Guan, Stephen F. Gohmann, and David J. Faulds, “Requirement Bias: An Agency Theory Explanation for Sales Force Automation Implementation Success.” *Communications of the ACM*, 53(7).
- 2009, David J. Faulds, P. S. Raju, and Glynn W. Mangold, “Big Red, Ltd.” *Journal of Business Case Studies*, 5(5), 29-53.
- 2009, Glynn W. Mangold, and David J. Faulds, “Social Media: The New “Hybrid” Element of the Promotion Mix.” *Business Horizons*, 52(4), 357-366.
- 2009, Robert M. Barker, Stephen F. Gohmann, Jian Guan, David J. Faulds, “Why is my Sales Force Automation System Failing?” *Business Horizons*, 52(3), 233-241.
- 2008, David J. Faulds, W. Glynn Mangold, and Stephan F. Gohmann, “The Role of Disqualification Factors and Double Counting in Estimating the Market Potential for Consumer Services”. *Journal of Service Marketing*, 22 (6), 479-491.
- 2007, David J. Faulds, Jian Guan, Robert M. Barker, and Stephen F. Gohmann, “Sales Force Automation Systems: The Correspondence between the Perception of Productivity Gains and the Perception of Management Control among Salespeople,” *Review of Business Information Systems*, 11 (2), 1-10.
- 2005, Robert Barker, Jian Guan, Stephen F. Gohmann, and David J. Faulds, “Perceptions of Sales Force Automation: Differences between Sales Force and Management,” *Industrial Marketing Management*, 34(1), 337-343.
- 2005, Steve Gohmann, Robert Barker, David J. Faulds, and Jian Guan, “Sales Force Automation, Information Accuracy and User Satisfaction”, *Journal of Sales and Industrial Marketing*, 30(3), 103-114.
- 2004, David J. Faulds, Robert Barker, Jian Guan, and Stephen F. Gohmann, “Sales Force Automation Acceptance: An Exploratory Study of the Role of Job Experience”, *Journal of Applied Business Research*, 30(3), 103-114.

- 2002, David J. Faulds, and Subash C. Lonial, "Price-Quality Relationships of Nondurable Consumer Products: A European and United States Perspective", *Journal of Economic and Social Research*, 3(1), 59-76.
- 2001, David J. Faulds, and Stephen F. Gohmann, "Adapting Geodemographic Information to Army Recruiting: The Case of Identifying and Enlisting Private Ryan", *Journal of Services Marketing*, 15(3), 186-209.
- 1995, David J. Faulds, and W. Glynn Mangold, "Service Quality in the Distributor-Retailer Dyad: Empirical Results", *Journal of Marketing Channels*, 4(3), 95-112.
- 1994, David J. Faulds, Orlen C. Grunewald, and Denise M. Johnson, "A Cross-National Investigation of the Relationship between the Price and Quality of Consumer Products: 1970-1990", *Journal of Global Marketing*, 8(1).
- 1993, David J. Faulds, Orlen C. Grunewald, and Mark S. McNulty, "Agglomeration in Quality Space-Revisited", *Journal of Industrial Economics*, 16(2), 205-214.
- 1993, David J. Faulds, and Glynn W. Mangold, "Service Quality in a Retail Channel System", *Journal of Services Marketing*, 7(4), 4-10.
- 1993, David J. Faulds, and Orlen C. Grunewald, "Product Value for Processed Foods: An Analysis of Brand Label", *Journal of Food Products Marketing*, 1(3), 3-22.
- 1993, David J. Faulds, "Consumer Product and Manufacturer Ratings 1991-1992", Editor, Gale Research, Inc., Detroit, MI.
- 1992, David J. Faulds, and Orlen C. Grunewald, "An Empirical Analysis of Brand Label, Product Quality, and Package Size as Determinants of Unit Price for Frequently Purchased Consumer Packaged Goods", *Southwest Business Review*, 2(2), 13-26.
- 1992, David J. Faulds, "Consumer Product and Manufacturer Ratings 1961-1990", Editor, Gale Research, Inc., Detroit, MI., I and II.
- 1986, David J. Faulds, and David J. Curry, "Indexing Product Quality: Issues, Theory and Results", *Journal of Consumer Research*, 13, 134-145.
- 1984, David J. Faulds, and David J. Curry, "The Measurement of Quality Competition in Strategic Groups", *Perceived Quality: How Consumers View Stores and Merchandise*, Jacob Jacoby and Jerry C. Olson, 269-293.

### **Work in Progress**

- "The Mobile Shopping Revolution: A Conversation with Chuck Martin," David J. Faulds, P. S. Raju, and Chuck Martin, to be submitted to *Business Horizons* in 2017
- "Beacon Technology: The New Revolution in Retailing," David J. Faulds

### **Research Reports**

- 2002, David J. Faulds, Stephen F. Gohmann, Mahesh C. Gupta, Subhash C. Lonial, A Recruiter Allocation Model, Report for The United States Army Recruiting Command, 1-85.
- 2002, David J. Faulds, Stephen F. Gohmann, Estimation of the Size of the Prime Recruiting Market, Report for The United States Army Recruiting Command.

- 2002, David J. Faulds, Stephen F. Gohmann, Jian Guan, An Analysis of the Leads Portion of ARISS: A User Satisfaction Survey, Report for The United States Army Recruiting Command.
- 1999, David J. Faulds, A Lifestyle Segmentation Cluster Analysis: Consolidated Report, Report for The United States Army Recruiting Command.
- 1996, David J. Faulds, A Research Proposal for Studying the Effectiveness of Local Army Advertising, Report for The United States Army Recruiting Command.

### **Grants and Contracts**

- 2001, David J. Faulds, Stephen F. Gohmann, "College and Graduate Workforce Potential", United States Army.
- 2001, David J. Faulds, Stephen F. Gohmann, Robert Barker, Jian Guan, "Leads Distribution System Analysis", United States Army.
- 2001, David J. Faulds, Stephen F. Gohmann, "College Database Augmentation", United States Army.
- 2001, David J. Faulds, Stephen F. Gohmann, "Estimation of Army's Prime Market", United States Army.

### **Proceedings: National / International**

- 1991, David J. Faulds, Richard Newbert, "The Importance of Product Quality in Germany: Assessing the Relationships Among Product Quality, Price, Value and Market Share", Southern Management Association.
- 1990, David J. Faulds, Orlen C. Grunewald, "The Price-Quality Relationship for Food and Household Goods", NAREA Annual Meeting, Nova Scotia.
- 1990, David J. Faulds, Orlen C. Grunewald, "Product Value for Processed Foods: Preliminary Results", NAFA Annual Meeting, Vancouver.
- 1990, David J. Faulds, "The Influence of Consumer Unions: The Marketing Viewpoint", American Council on Consumer Interests Annual Conference, New Orleans.
- 1989, David J. Faulds, Orlen C. Grunewald, James L. Schmidhammer, "An Empirical Analysis of Brand Label, Unit Price, and Package Size and Determinant of Product Value for Frequency Purchased Consumer Goods: Preliminary Results", Academy of Marketing Sciences Annual Conference Proceedings.
- 1989, David J. Faulds, "Product Quality and Consumer Interests: The International Product Quality Research Program", American Council on Consumer Interests.
- 1988, David J. Faulds, "The International Consumer Product Quality Database: Research and Applications", ACM-Annual Conference, Gatlinburg, TN.
- 1988, David J. Faulds, John Wong, "The U.S. Marketplace and Foreign Competition in Product Quality", Annual Conference of the Academy of International Business, San Diego, CA.

- 1988, David J. Faulds, "The European Community Versus the United States Marketplace: 1968 to 1984", Proceedings of the New England Business Administration Association: Globalization of Business, New Haven, Ct.
- 1988, David J. Faulds, Jeonpyo Noh Shepherd, "An Empirical Investigation of the Relationship Between the Price and Quality of Consumer Products in the European Economic Community and the United States: 1968 to 1984", Proceedings of the 12th Annual Conference of the Academy of Marketing Sciences, Montreal, Canada.
- 1987, David J. Faulds, "An Empirical Investigation of the Price, Quality, and Value Levels for Manufacturer Brands and Retailer Brands in the Federal Republic of Germany and the United States: Preliminary Results", The World Marketing Conference of the Academy of Marketing Sciences, Barcelona, Spain.
- 1987, David J. Faulds, C. David Shepherd, Jeonpyo Graduate Teachingh, "A Cross-National Investigation of the Price-Quality Relationship for Frequency Purchased Consumer Packaged Goods", Academy of International Business Annual Meeting, Chicago, IL.
- 1987, David J. Faulds, "The Correspondence Between the Price and Quality of Consumer Products in 10 Countries: Preliminary Results", Proceedings of the 11th Annual Conference of the Academy of Marketing Sciences, Bal Harbor, FL.
- 1985, David J. Faulds, David J. Curry, "Brand Spaces: Structure, Size and Composition", American Institute of Decision Sciences, New York, NY.
- 1983, David J. Faulds, "Measuring Price and Quality Competition in the Kitchen Appliance Product Category: Preliminary Results", Proceedings of the American Marketing Association, Dearborn, MI.
- 1981, David J. Faulds, Orlen C. Grunewald, "A Perceptual Mapping of Consumer Preferences for the Location of Fast Food Restaurants", Proceedings of The Retail Patronage Theory Workshop, Lake Placid, NY.
- 1980, David J. Faulds, Orlen C. Grunewald, "Consumer Perceptions of Desirable Location Characteristics for Fast-Food Restaurants: A Factor Analysis", Proceedings of the Western Agricultural Economics Association, Las Cruces, NM.

## **Other**

### Instructional Materials

- 1991, David J. Faulds, "Where the Action is in Quality Research", Business Week.
- 1990, David J. Faulds, "The Influences of Consumer Unions: The Marketing Viewpoint", American Council on Consumer Interests.
- 1989, David J. Faulds, "Product Quality and Consumer Interests: The International Product Quality Research Program", American Council on Consumer Interests.
- 1988, David J. Faulds, "The Relationship Between Product Quality and Market Share for Consumer Goods", Faculty Colloquium, Iowa State University.
- 1988, David J. Faulds, "A Guide That Lets You Gauge Product Quality", Business Week.
- 1988, David J. Faulds, "Database Lists Foreign Products", Journal of Commerce.
- 1988, David J. Faulds, "UT Teacher Creating Computer Rankings of World Products", The Commercial Appeal.

- 1985, David J. Faulds, "A Cross-National Investigation of the Relationship Between the Price and Quality of Consumer Products: 1968 to 1983", The 15th Annual Albert Haring Symposium, Bloomington, IN.

## **Service**

### **Internal CBPA / University**

- 2013, College Personnel Committee Department of Marketing Member
- 2008-Present, i2a Committee Member
- 2006-Present, SIFE Club, Faculty Advisor.
- 2006-Present, Chair, Outcomes Committee, Marketing Department.
- 2006-2012, Chair, Department of Marketing Research Committee.
- Fall 2004, Faculty Technology Committee.
- January 2004-May 2004, Acting Chair, Faculty Development Committee.
- 2000-2002, Faculty Development Committee.
- 1994-95, Graduate Studies Committee.
- 1994, Thesis Committee. Served on Mr. Sriram Pampati's Master of Science Thesis Committee, "Design of the V-Mask Parameters for Robust Monitoring,"
- 1993-Present, MBA Inventing the Future Task Force. I participated on this task force to develop a new MBA program at the University of Louisville. One of my major contributions was arranging and coordinating a visit to the Univ. of Tennessee to review their program.
- 1993-94, Personnel Document Task Force.
- 1992, Quality Control. I was an active member of this council during the conception and development stages until its termination in 1992.
- 1991-Present, Library Committee.
- 1991-92, Research Committee.
- Marketing Alumni Advisory Group. I have been a faculty participant in Phi Sigma Epsilon. I am the faculty advisor for this business-related fraternity.

### **Honors, Awards and Honorary Associations**

- 2002, Special Service Award, School of Business and Public Administration, University of Louisville.
- 2002, Special Recognition Award, United States Army Recruiting Command, Fort Knox, Kentucky.
- 1992, Corporate Faculty Award, School of Business Alumni Association Award, University of Louisville.

- 1988, Faculty Summer Research Fellowship, a research grant received at the University of Tennessee.
- 1987, Faculty Summer Research Fellowship, a research grant received at the University of Tennessee.
- 1984, Ponder Dissertation Year Fellowship Award, University of Iowa, granted by the Graduate College to one doctoral student in the College of Business Administration.
- 1983, Author of the best competitive paper, Marketing Management and Marketing Institutions Track, American Marketing Association Educator's Conference, Dearborn, MI.
- 1983, University of Iowa's representative to the American Marketing Association's Doctoral Consortium held at the University of Michigan.
- 1980-81, Teaching Award, University of Iowa, an annual award granted by the College of Business Administration to one teaching assistant.