

JAMES EDWIN FISHER

EDUCATION

Ph.D., 1988, University of Illinois, Urbana.
Major Field: Business Administration with Marketing concentration.
Dissertation Title: "Consumer Coping Strategies."

Master of Divinity, 1978, Yale Divinity School.

A.B., 1975, University of Illinois, Urbana.

PROFESSIONAL/ACADEMIC EXPERIENCE

Saint Louis University: Assistant Professor of Marketing, August 1985-July 1991;
Associate Professor of Marketing, July 1991-June 2015; Director, Emerson Center for
Business Ethics, January 1994-2006; Shaughnessy Fellow, Emerson Ethics Center, 2006-
2014; Chair, Department of Marketing, 2010-2016; Professor of Marketing, July 2015-
present; Emerson Faculty Fellow 2016-present.

Tenure: July 1, 1991.

Date of hire: September 1, 1985.

Millikin University: Visiting Assistant Professor, Decatur, Illinois, Spring 1985.

University of Illinois-Urbana: Graduate Teaching and Research Assistant, 1980-1984.

Associate Minister, Rochester United Methodist Church, Rochester, Illinois, 1978-1980.

TEACHING/RESEARCH INTERESTS

Marketing Management, Marketing Ethics, Business Ethics, Buyer Behavior, Marketing
Research, Brand Communications, Consumer Complaining Behavior, International
Marketing, Decision Making.

RESEARCH

GRANTS

Saint Louis University Bicentennial Fellow Award for "Global Corporate Social
Responsibility Meets Mission: The Faith Effect," \$6,000 and one course release (with M.
Benmamoun)

Direct Marketing Institute, Research Grant for Survey Research on Information
Technology, 1996, \$2,500.

GTE Laboratories, Inc., Research Grant for Survey Research on Information Technology,
1996, \$1,000.

Faculty Summer Research Grant for work on "Income within Social Class: Over- and Under Privilege" 1996.

Faculty Summer Research Grant for work on "Microcomputer Applications in the Marketing Curriculum," 1989.

Credit Research Center at Purdue University, 1986, \$2,500.

Credit Union National Association (CUNA), Madison, Wisconsin, 1986, \$2,500.

Beaumont Faculty Development and Faculty Summer Research Grant, "Social Class and Appeals to Status," two grants, 1986.

ACADEMIC PUBLICATIONS

"Aftermath: Regulatory Wrangling in the Financial Sector Following the Great Recession," *Company Lawyer*, (forthcoming). With M. Islam, J. Gilsinan and W. Shahin. [Silver Level]

"Whose Fault Is It: Spheres of Responsibility," *Company Lawyer*, Vol. 39, Number 4, (2018). pp. 355-360. pp. 122-128. With J. Gilsinan and M. Islam. [Silver Level]

"Dr. Catalona's Collection," *SAGE Business Cases Originals*, SAGE Publications, January 2018, DOI: <http://dx.doi.org/10.4135/9781526445421>. With D. Guithues-Amrhein and H. Pieroni.

"Applicant Identity Congruence in Selection Decision-Making: Implications for Alejandro and Consuela," *Human Resource Management*, Volume 55, Number 1, (2016). pp. 39-51. With D. Kaplan and R. Berkley. [Gold Level]

"Discretionary justice: A comparison and discussion of criminal prosecutions in the history of major financial crimes," *The Journal of Financial Crime*, Volume 22, Number 1, (2015). pp. 5-15. With N. Seitz, J. Gilsinan and M. Islam. [Received "2016 Highly Commended Paper Award" from Emerald Literati Network]

"Ethics Without Borders," *Journal of Business Ethics Education*, Volume 11, (2014). pp. 325-330. With D. Guithues-Amrhein. [Silver Level]

"Who were the Winners and Losers in the Financial Crisis of 2008: It Depends," *The Journal of Financial Crime*, Volume 21, Number 4, (2014). pp. 447-460. With N. Seitz, J. Gilsinan and M. Islam.

"Fannie May and Freddie Mac: A Case Study in Financial Reform," *The Journal of Financial Crime*, Volume 20, Number 2. (2013). pp. 148-162. With N. Seitz, J. Gilsinan, M. Islam, and J. Millar.

“The Conundrum of Legislating Risk Reduction Through Financial Regulatory Reform,”
The Journal of Financial Regulatory Reform: The Cases of Dodd-Frank and FASB
Accounting Changes,” *Journal of Financial Regulation and Compliance*, Volume 21,
Number 2, (2013). pp. 150-163. With N. Seitz, J. Gilsinan, M. Islam, and J. Millar.

“US Legislation Designed to Improve Corporate Governance: An Exploration” *The
Company Lawyer*, Vol. 33, Number 1, (2012). pp. 25-40. With N. Seitz, J. Gilsinan, M.
Islam, F. Yeager, and J. Millar. [Silver Level]

“Posilac ® (A) , (B) and (C),” *Journal of Business Ethics Education*, Volume 8, (2011), pp.
265-290. [Silver Level]

“Ethical Dimensions of SPAM,” *International Journal of Electronic Business*, Volume 9,
Number 4, (2011), pp. 350-361. With J. Buerck and R. Mathieu.

“Implications of Crowd Behavior for Financial Reform,” *The Company Lawyer*, Vol. 32,
Number 2, (2011). pp. 35-40. With N. Seitz, J. Gilsinan, E. Harshman, M. Islam, F. Yeager,
and J. Millar. [Silver Level]

“A Rose by Any Other Name: Identity and Impression Management in Résumés,”
Employee Responsibilities and Rights Journal, Volume 21, Number 4, (2010). pp. 319-332.
With D. Kaplan. [Silver Level]

“The US Subprime Mortgage Crisis: What Have We Learned?” *The Company Lawyer*,
Vol. 31, Number 11, (2010). pp. 355-360. With N. Seitz, J. Gilsinan, E. Harshman, M.
Islam, F. Yeager, and J. Millar. [Silver Level]

“Signaling Trust in Print Advertisements: An Empirical Investigation” *Journal of
Marketing Communications*, Volume 16, Number 3, (2010). pp. 133-147. With B. Till and
S. Stanley. [Silver Level]

“Bank Integrity: The Case of Subprime Lending.” *The Company Lawyer*, Vol. 30, Number
11, (2009). pp. 271-277. With J. Gilsinan, E. Harshman, M. Islam, J. Millar, N. Seitz, and F.
Yeager. [Silver Level]

“The Role of Private Sector Organizations in the Control and Policing of Serious Financial
Crime and Abuse.” *Journal of Financial Crime*, Volume 15, Number 2 (2008). pp. 111-
123. With J. Gilsinan, E. Harshman, M. Islam, J. Millar, N. Seitz and F. Yeager.

“Professional Ethics in a Virtual World: The Impact of the Internet on Traditional Notions
of Professionalism.” *Journal of Business Ethics*, Volume 58, Spring (2005). pp. 227-236.
With J. Gilsinan, E. Harshman and F. Yeager. [Gold Level]

“Assessing the Impact of the USA PATRIOT Act on the Financial Services Industry.” *Journal of Money Laundering Control*, Volume 8, Number 3, March (2005). pp. 243-251. With J. Gilsinan, E. Harshman, M. Islam, and F. Yeager.

“Ethical Conflicts in Sin Industries: Two Case Studies.” Chapter in *Rights, Relationships, & Responsibilities: Business Ethics and Social Impact Management, Volume I* (2003). Lou E. Pelton and Sheb L. True, Editors Kennesaw, Georgia: Kennesaw State University Coles College of Business. pp. 231-243. With Timothy Keane and James F. Gilsinan.

“The Practice and Purpose of Teaching Business Ethics.” Chapter in *Business Ethics*. (2002). Laetus Lategan and Piet Le Roux, Editors. South Africa: Teksor. pp. 93-101.

“Privatising Regulation: Whistleblowing and Bounty Hunting in the Financial Services Industries.” In *Dickinson Journal of International Law*, Volume 19, Number 1, Fall (2000). pp. 117-143. With Ellen Harshman, William Gillespie, Henry Ordower, Leland Ware and Frederick Yeager.

“Making Choices: Teaching Business Ethics.” Chapter in *What’s Ethics Got to Do with It?* (2000). John F. Kavanaugh, S.J. and Donna J. Werner, Editors. St. Louis: Saint Louis University Press. pp. 29-35.

“Customer Satisfaction and Service: Lessons from Problematic Industries.” In *Customer Relationship Management*. Volume 5, Number 1. (March 2000). pp. 5-10. With Dennis E. Garrett.

“Whistleblowing on the Web.” Chapter in *Privacy and the Constitution, Volume II: Electronic Speech Rights* (1999). Madeleine Mercedes Plasencia, Editor. New York: Garland Publishing Inc. pp. 205-210. With Ellen F. Harshman, William B. Gillespie, and Fred C. Yeager.

“Usage Profiles of Users of Interactive Communication Technology.” Chapter in *Privacy and the Constitution, Volume II: Electronic Speech Rights* (1999). Madeleine Mercedes Plasencia, Editor. New York: Garland Publishing Inc. pp. 181-204. With Mark Arnold, Dan Davied, and David Johnsen.

“Dissatisfied Consumers Who Complain to the Better Business Bureau.” In *The Journal of Consumer Marketing*. Volume 16, Number 6. (1999). pp. 576-589. With Mark E. Ferris, Mark J. Arnold, Dennis E. Garrett. [Silver Level]

“From Measurement to Action: How One Club Boosted Business by Listening to Its Members.” In *Cornell Hotel and Restaurant Administration Quarterly*. Volume 40, Number 1. (February 1999). pp. 68-73. With Paul D. Boughton.

"Moving to the Next Level: How Organizations Are Addressing the New Consumer Affairs Challenges." In *Customer Relationship Management*. Volume 3, Number 2. (June 1998). pp. 14-19. With Dennis E. Garrett.

"The Decision to Close the Famous-Barr Northland Store." In *International Journal of Case Studies and Research*. Volume 5, Number 1 (1997). pp. 1-14. With Mark J. Arnold and John T. Rueve.

"Consumers' Perceptions of the Usefulness of Better Business Bureau Information." In *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Volume 10. (1997). pp. 165-169. With Dennis E. Garrett and Mark J. Arnold. [Silver Level]

"Uncertainty in the Gaming Industry: Lessons from Missouri." In *St. John's University Review of Business*. Volume 18, Number 3. (Spring 1997). pp. 14-19. With Mark J. Arnold.

"From Regulation to Deregulation to Re-Regulation: Rhetorical Quicksand and the Construction of Blame in the U.S. Savings and Loan Crisis." In *Corruption: The Enemy Within* (1997). Edited by Barry Rider. The Hague, The Netherlands: Kluwer Law International. pp. 131-147. With James F. Gilsinan, William B. Gillespie, Ellen F. Harshman, and Fred C. Yeager.

"Counter-Culture, Criticisms and Crisis: Assessing the Effect of the Sixties on Marketing Thought." In *Journal of Macromarketing*. Volume 16, Number 1. (Spring 1996). pp. 118-133. With Mark J. Arnold. [Gold Level]

"The Marketing Educator Shortage: A Supply Side Perspective." *Journal of Marketing Education*. Volume 6. (Summer 1984). pp. 7-13. With Dennis E. Garrett. [Silver Level]

CONFERENCE PROCEEDINGS

Proceedings of the Eighth Annual Ethics & Technology Conference (2005). Edited by John P. Buerck and James E. Fisher. Hosted at Saint Louis University, June 24-25, 2005.

"Expertise on the Web: Distribution, Deception, and Deflation." *Proceedings of the Sixth Annual Ethics and Technology Conference*. (2003). Edited by Richard A. Spinello. pp. 90-97. With James Gilsinan, Ellen Harshman, and Fred Yeager.

"Learning And Engagement: The Case Method Meets Service-Leadership." *Interactive Teaching and Learning Across Disciplines and Cultures: Case Methods & Other Techniques*. Selected Papers of the 18th International Conference on Case Method Research & Application. (2001). Edited by Hans E. Klein. Madison, Wisconsin: Omni Press. pp. 333-343. With Debra Faughn and Kathy Lund Dean.

“The Practice and Purpose of Teaching Business Ethics.” *Preparing for Employability: The Application of Business, Work and Career Ethics.* Programme Proceedings (2000). Edited by Laetus Lategan. Bloemfontein, South Africa: Technikon Free State. pp. 80-89. (Subsequently published in *Business Ethics*. (2002). Laetus Lategan and Piet Le Roux, Editors. South Africa: Teksor. pp. 93-101.)

“Problem Businesses: Case Studies on Consumer Complaints.” *Creative Interactive Teaching: Case Methods & Other Techniques*. Proceedings of the 16th International Conference on Case Method Research & Application. (2000). Edited by Hans E. Klein. Madison, Wisconsin: Omni Press. pp. 89-94. With Jeri Beggs.

“Problem Businesses: Consumer Complaints, the Better Business Bureau, and Ethical Businesses Practices”. In *Proceedings of the 1999 Marketing and Public Policy Conference*, Volume 9. (1999). Edited by Gregory T. Gundlach, William L. Wilkie, and Patrick E. Murphy. Chicago: American Marketing Association. pp. 69-72. With Dennis Garrett, Andy Cannon, and Jeri Beggs.

“The Final Sale: The Decision to Close the Famous-Barr Northland Store.” In *Proceedings of the International Association of Management 14th Annual International Conference*. (1996). With Mark J. Arnold and John T. Rueve.

“Innovativeness in Direct Marketing Techniques: Effects on Performance in the Arts Industry and Managerial Implications.” In *Proceedings of the 8th Annual Robert B. Clarke Educators' Conference*. (1996). With Mark J. Arnold and Shelley R. Tapp

“Spreadsheet Analysis in Case Teaching.” In *Interactive Marketing: Tuned In, On Line, and Going Places, Proceeding of the 1995 Western Marketing Educators' Association Conference*. (1995). Edited by Debra A. Haley and Shirley M. Stretch, Madison, Wisconsin: Omnipress. pp. 36-39. With Mark J. Arnold.

“Information, Technology and Social Class.” In *Marketing: Toward the Twenty-First Century*. (1991). Edited by Robert L. King. Richmond/VA: Southern Marketing Association. pp. 11-15. With Paul D. Boughton.

“Evaluation of the Benefits of Voice Messaging: The Key to Positioning a New Technology.” In *Proceedings of the Academy of Marketing Science*. Volume 14. (1991). pp. 280-283. Edited by Robert L. King, Richmond/VA: Academy of Marketing Science. With Paul D. Boughton.

“Lifestyle Research in the Context of Household Economic Behavior.” *Developments in Marketing Science*. Volume 12. (1989). pp. 69-73.

“How Consumers Cope: An Exploratory Framework.” *Southern Marketing Association Proceedings*. (Fall 1987). pp. 192-197.

“Social Class and Consumer Behavior: The Relevance of Class and Status.” *Advances in Consumer Research*. Volume 14. (1987). pp. 192-197.

“Marketing Doctoral Programs: An Analysis of Output, Capacity and Characteristics.” In *Proceedings of American Marketing Association Educators' Conference*. Volume 49. (Summer 1983). pp. 190-193. With Dennis E. Garrett.

MEDIA CONTRIBUTIONS

Newspaper, St. Louis Business Journal. (November 1, 2018).
James Fisher, Ph.D. (Marketing), was quoted in a story about the changing face of St. Louis grocery stores.

Radio, KWMU-FM 90.7. (September 26, 2018).
James Fisher, Ph.D. (Marketing), was quoted in a St. Louis Public Radio story about the acquisition of Shop ‘n Save by Schnucks Markets.

Newspaper, St. Louis Business Journal. (June 15, 2018).
James Fisher, Ph.D. (Marketing), was quoted in a story about the role of Monsanto’s Brand in the aftermath of its acquisition by Bayer.

TV, KTVI, Channel 2 - St. Louis. (February 8, 2018).
James Fisher, Ph.D. (Marketing), was interviewed about a new pop-up store retail model at Mid Rivers Mall.

Radio, KWMU-FM 90.7. (November 28, 2017).
James Fisher, Ph.D. (Marketing), was quoted in a St. Louis Public Radio story about economic boycotts in St. Louis.

Internet, Consumer Reports. (June 1, 2017).
James Fisher, Ph.D., (Marketing) was quoted in a Consumer Reports story about grocery stores and trends in produce buying.

Internet, NBC News. (January 27, 2017).
James Fisher, Ph.D. (Marketing) was quoted in an NBC News story about Super Bowl ads.

Radio, KWMU-FM 90.7. (January 22, 2017).
James Fisher, Ph.D. (Marketing) was quoted in a KWMU-FM 90.7 story about struggling malls in St. Louis.

Newspaper, St. Louis Post-Dispatch (September 23, 2016).
James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about Wells Fargo and CEO John Stumpf.

Newspaper, St. Louis Post-Dispatch (September 15, 2016).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about new branding for the Energizer Bunny.

Newspaper, St. Louis Post-Dispatch (June 12, 2016).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about why corporations change their names.

Newspaper, St. Louis Post-Dispatch. (March 24,, 2016).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch column about CEO activists and how social issues affect company bottom lines. The story also ran on bloomberg.com and equities.com.

Newspaper, St. Louis Post-Dispatch. (March 24,, 2016).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about the plans to change the name of Laclede Gas to Spire.

Newspaper, St. Louis Post-Dispatch. (February 14, 2016).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about taxes and Missouri counties affected by recent flooding.

Internet, NBC News. (November 3, 2015).

James Fisher, Ph.D. (Marketing) was quoted in an NBC News story published prior to Tuesday's election about business opportunities following the legalization of marijuana sales in Ohio.

Newspaper, St. Louis Post-Dispatch. (October 23, 2015).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about competition between Straub's Markets and a new Whole Foods store coming to the Central West End.

Newspaper, St. Louis Post-Dispatch. (October 20, 2015).

James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about online delivery services and the expansion of overnight service to St. Louis by Google Express.

Radio, KWMU-FM 90.7. (July 23, 2015).

James Fisher, Ph.D. (Marketing) was interviewed on KWMU-FM 90.7 about branded entertainment.

Radio, KWMU-FM 90.7. (June 24, 2015).

James Fisher, Ph.D. (Marketing) was interviewed on KWMU-FM 90.7 about product branding.

Newspaper, St. Louis Post-Dispatch. (April 16, 2015).
James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post Dispatch story about corporate branding and Brown Shoe's announcement of a name change for the company.

Newspaper, St. Louis Post-Dispatch. (February 26, 2015).
James Fisher, Ph.D. (Marketing) was quoted in a St. Louis Post-Dispatch story about the ongoing commercial success of the movie "Frozen."

Newspaper, St. Louis Post-Dispatch. (February 19, 2015).
James Fisher, Ph.D. (Marketing) was quoted in the St. Louis Post-Dispatch about brand building.

Newspaper, St. Louis Post-Dispatch. (May 9, 2014).
James Fisher was quoted on Peabody Energy's efforts to boost coal's image.

Newspaper, St. Louis Post-Dispatch. (March 28, 2014).
New "fresh grocery" concepts entering St. Louis market

Newspaper, St. Louis Post-Dispatch. (March 19, 2014).
James Fisher commented on the enduring value of the Toyota brand in the face of a large US government fine.

Newspaper. (February 21, 2014).
Jim Fisher was quoted on the challenge of new product innovation in the toy industry

Newspaper, Columbia Missourian. (February 3, 2014).
Op-ed originally published in the St. Louis Post-Dispatch on January 29, 2014 was reprinted in the Missourian.

Newspaper, St. Louis Post-Dispatch. (January 29, 2014).
Back to the future: A wager on weed. (Op-ed piece)

TV, Fox 2 St. Louis. (November 26, 2013).
James Fisher was quoted in a television news on Panera Bread Company's business strategy.

Newspaper, St. Louis Post-Dispatch. (November 22, 2013).
James Fisher was quoted on the advisability of stores opening on Thanksgiving day as part of the holiday shopping season.

TV, KPRL Channel 11 St. Louis. (August 23, 2013).
James Fisher was interviewed on "The Pulse of St. Louis" on the outlet shopping malls opening in the St. Louis area.

Radio, FM News Talk 97.1 (Fox News). (August 3, 2013).
James Fisher was interviewed by Dr. Randy Tobler on business ethics.

TV, KSDK Channel 5 - St. Louis. (June 18, 2013).
James Fisher was interviewed on breakdowns in customer service.

Radio, KWMU St. Louis Public Radio. (May 22, 2013).
James Fisher was interviewed on Don Marsh's St. Louis on the Air in a segment on "Do Companies Have A Responsibility To Give Back To The Community?"

Newspaper, St. Louis Business Journal. (January 18, 2013).
James Fisher was on Monsanto's ad spending.

Radio, KWMU St. Louis Public Radio. (November 25, 2012).
James Fisher was quoted in reported Tim Lloyd's radio news story "Retailers Kick Off The Holiday Shopping Season."

TV, Fox 2 St. Louis. (November 7, 2012).
James Fisher was quoted in a television news interview on holiday shopping.

Internet, KWMU St. Louis Public Radio. (August 22, 2012).
James Fisher was quoted in a story published by KWMU (St. Louis Public Radio) on factory outlet malls proposing to open in St. Louis.

Newspaper, St. Louis Post-Dispatch. (August 22, 2012).
James Fisher was quote on sponsorships of Presidential debates in an article by Tim Logan entitled "The presidential debate brought to you by...Budweiser?"

TV, KSDK - St. Louis Channel 5. (July 25, 2012).
James Fisher was interviewed by KSDK-TV Channel 5 about two new outlet malls planned for the Chesterfield area.

TV, KSDK - St. Louis Channel 5. (April 16, 2012).
James Fisher was interviewed for a television news segment, discussing the veracity of discount offers offered by St. Louis retailers--especially at so-called close-out or liquidation sales.

Newspaper, St. Louis Post-Dispatch. (March 25, 2012).
James Fisher was quoted on delivery service offered by local entrepreneurial businesses.

Newspaper, St. Louis Suburban Journal. (February 22, 2012).
Jim Fisher was quoted extensively on "The rise and fall of Crestwood Plaza."

Newspaper, Baltimore Sun. (November 28, 2010).
James Fisher was quoted on executive customer service.

TV, Channel 5 - KSDK. (February 9, 2010).

James Fisher was interviewed on Walgreen's plans to sell wine, beer and other alcoholic beverages in the St. Louis market.

TV, KTVI. (January 25, 2010).

James Fisher was interviewed by Charles Jaco on the layoff announced by WalMart's Sam's Club operations.

Newspaper, St. Louis Post-Dispatch. (January 24, 2010).

James Fisher was quoted on the success of the Schnucks grocery business.

TV, KTVI Channel 2. (December 16, 2009).

James Fisher was interviewed on the prospects for holiday shopping. The interview also aired on KPLR Channel 11

Newspaper, St. Louis Post-Dispatch. (November 12, 2009).

James Fisher was quoted in the St. Louis Post-Dispatch about Anheuser-Busch a year after the InBev takeover.

Radio, KTRS. (November 12, 2009).

James Fisher commented on issues of corporate responsibility in the wake of Emerson CEO David Farr's comments about low-cost manufacturing.

Newspaper, St. Louis Post-Dispatch. (October 14, 2009).

James Fisher commented on the closure of the Straub's grocery store in Ellisville, MO.

Internet, Individual.com. (August 10, 2009).

James Fisher was quoted in a story about the new downtown Schnucks Culinaria.

Newspaper, St. Louis Post-Dispatch. (August 10, 2009).

James Fisher commented on the opening of a new Schnucks grocery store in the St. Louis urban core.

Newspaper, Arizona Star. (April 10, 2009).

James Fisher commented on the role of re-selling in a distressed economy.

TV, St. Petersburg Times. (March 29, 2009).

James Fisher was quote in a story on travel bargain seeks the was distributed by the McClatchey Tribune Newspapers.

Newspaper, St. Louis Post-Dispatch. (March 21, 2009).

James Fisher commented on issues of consumerism and debt.

Internet, SmartMoney.com. (January 5, 2009).

James Fisher commenting on pricing practices connected with the retailing of consumer electronics.

Newspaper, St. Louis Post-Dispatch. (December 27, 2008).
James Fisher commented on consumer spending in the post-holiday period.

Newspaper, St. Louis Beacon. (December 15, 2008).
Jim Fisher was quoted on how the credit crisis and consumer spending restraint are affecting retail spending.

Newspaper, McClatchy News. (November 28, 2008).
James Fisher, Ph.D. (marketing) was quoted in a McClatchy News story about "Obama-mania" and the demand for memorabilia associated with president-elect Barack Obama. The story ran in dozens of media outlets nationally including the Lubbock Avalanche Journal, the Charlotte Observer, the Miami Herald and the St. Louis Post-Dispatch.

TV, KMOV. (November 24, 2008).
James Fisher, Ph.D. (marketing) was interviewed by KMOV-TV Ch. 4 about getting the best deals on holiday purchases

TV, KMOV Channel 4. (November 10, 2008).
James Fisher was interviewed on the prospects for the holiday shopping season in the US retail sector.

Internet, CNNMoney.com. (October 21, 2008).
James Fisher, Ph.D. (marketing) was quoted on CNNMoney.com about consumer reaction to declining gas prices.

TV, KMOV-Channel 2. (October 15, 2008).
James Fisher was interviewed on how the worsening economic conditions were likely to influence consumer spending.

Newspaper, Saint Louis Beacon. (October 7, 2008).
James Fisher was interviewed on the lack of diversity among models pictured in some direct mail catalogs.

Newspaper, St. Louis Post-Dispatch. (September 30, 2008).
James Fisher was quoted in an article on how consumer confidence has been affected by economic uncertainty and its likely impact on spending.

TV, KTVI Fox 2 News. (September 26, 2008).
James Fisher was quoted on the prospects for the 2008 holiday shopping season.

Newspaper, New Jersey Star-Ledger. (August 29, 2008).

James Fisher was quoted on the impact of high gasoline prices on consumers' holiday driving.

TV, KTVI Channel 2. (July 27, 2008).

James Fisher was interviewed on the likely impact of rising food prices on consumers.

TV, KTVI Channel 2. (July 27, 2008).

James Fisher was interviewed on the likely impact of rising food prices on consumers.

Newspaper, St. Louis Post-Dispatch. (July 24, 2008).

James Fisher was quoted on teen shopping behavior and back-to-school shopping in the current difficult economic environment.

TV, KMOV-TV Channel 4. (July 14, 2008).

James Fisher was interviewed about the business ethics surrounding a new venture by former executives of the bankrupt Fig. company.

Newspaper, The Pottstown Mercury. (June 30, 2008).

James Fisher, Ph.D. (marketing) was quoted in the Pottstown Mercury News (Penn.) about beer advertising.

Newspaper, Associated Press. (June 9, 2008).

James E. Fisher was quoted on the use of "viral" ads.

Internet, SmartMoney. (March 31, 2008).

James Fisher was quoted on the lifetime value of a loyal customer in Kelli B. Grant's "Retailers Expand Customer-Loyalty Programs."

Newspaper, Worcester Telegram & Gazette. (March 2, 2008).

James Fisher, Ph.D. (marketing) was quoted in the Worcester Telegram & Gazette about how grocery stores are reaching customers in a highly competitive market.

TV, KSDK Channel 5. (February 14, 2008).

James E. Fisher was interviewed on consumers use of gift cards to buy groceries.

Newspaper, St. Louis Post-Dispatch. (February 8, 2008).

James E. Fisher was quoted on Wal-Mart's expansion of liquor sales in Missouri and elsewhere.

Newspaper, St. Louis Post-Dispatch. (January 17, 2008).

James Fisher was quoted in the St. Louis Post-Dispatch about retail stores "going green."
The story also appeared on macroworldinvestor.com

Newspaper, Baltimore Sun. (November 18, 2007).

James Fisher was quoted in the Baltimore Sun about holiday bargains.

Newspaper, St. Louis Post-Dispatch. (September 9, 2007).
James Fisher was quoted in the St. Louis Post-Dispatch about the effect of Wal-Mart superstore expansions on area grocery stores.

Magazine, Business Week. (June 22, 2007).
James Fisher was quoted in Business Week about corporate whistle-blowers.

Newspaper, St. Louis Post-Dispatch. (April 25, 2007).
James E. Fisher was quoted in the St. Louis Post-Dispatch about school loans.

Newspaper, Columbia Missourian. (April 7, 2007).
James E. Fisher was quoted in a Columbian Missourian story about customer service.

TV, KTVI Channel 2. (March 20, 2007).
James E. Fisher was interviewed on KTVI Ch. 2 about proposed Ameren rate increases.

Internet, DBusinessNews.com. (March 16, 2007).
James E. Fisher was mentioned in a story about RV insurance coverage on
DBusinessNews.com

TV, KTVI Channel 2. (December 12, 2006).
James Fisher was interviewed by KTVI Ch. 2 about the effects of extreme weather and power outages on the holiday shopping season.

Newspaper, St. Louis Post-Dispatch. (December 4, 2006).
James Fisher was quoted in a St. Louis Post-Dispatch story about retail scams.

Newspaper, St. Louis Post-Dispatch. (May 28, 2006).
James E. Fisher was quoted by the Post-Dispatch columnist David Nicklaus on Enron convictions and the era of corporate scandals.

Newspaper, Knight Ridder Tribune Business News. (May 25, 2006).
James E. Fisher was quoted on the outcomes experienced by whistle-blowers.

Newspaper, St. Louis Post-Dispatch. (July 20, 2004).
Ethics: Don't Wait For a Crisis to Worry About Ethhical Behavior. (Op-ed piece)

Magazine, PayTech. (February 2004).
James Fisher was quoted in an article on "Practical Workplace Ethics."

Newspaper, St. Louis Post-Dispatch. (July 30, 2002).
Show Me the Value. (Op-ed piece)

Newspaper, St. Louis Post-Dispatch. (July 15, 2002).

"Scandals Bolster Calls for Ethics Training." Fisher was quoted in an article on the role of business schools in ethics education.

Newspaper, St. Louis Business Journal. (February 15, 2002).
Tomorrow's Assignment: Enron. (Op-ed piece)

VIDEO PRODUCTIONS

"Asking Questions: Case Study and Ethical Decision Making." Videotape, 18 minutes. Produced by Cor Productions in association with the Emerson Center for Business Ethics and Ethics Across the Curriculum. (2002). With H. Hempstead.

"Making Choices: Case Study and Ethical Decision Making." Videotape, 23 minutes. Produced by Cor Productions in association with the Emerson Electric Center for Business Ethics and Ethics Across the Curriculum. (2000). With H. Hempstead.

"Alternative Work Arrangements." Videotape, 15 minutes. Produced by Cor Productions in association with the Emerson Electric Center for Business Ethics and the Mercantile Program for Women. (1996). With E. Harshman, H. Hempstead, and C. Hindeman.

TECHNICAL PUBLICATIONS

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“My Best Employee,” in *Proceedings of the North American Case Research Association Annual Meeting*. Volume 14, Number 1 (2000). Edited by Deborah R. Ettington. p.23. With I. Kovalenko.

“Pushing Regulation Downstream: The Ethical Considerations of Rewarding Whistleblowing in the Healthcare Industry.” *Conference Abstracts, The Seventh Annual International Conference Promoting Business Ethics* (2000). p. 216. With William Gillespie, Ellen Harshman, and Fred Yeager.

“Income, Economic Well-Being and Happiness,” in *Third Conference of the International Society for Quality of Life Studies*. Diversitas 14 (2000). Universitat de Girona: Servei de Publicacions. pp. 300-301. With Mark Arnold, Jeri Mullins Beggs.

“Germania Bank (B): The Schnote Marketing Campaign.” in *Proceedings of the North American Case Research Association Annual Meeting*. Volume 13, Number 1 (1999). Edited by Deborah R. Ettington. p.62. With William Gillespie, James Gilsinan, Ellen Harshman, and Fred Yeager.

“Business as Warfare” at McDonnell Douglas Corporation,” in *Proceedings of the North American Case Research Association Annual Meeting*. Volume 12, Number 1 (1998). Edited by Mary Anne Watson. p.12. With Robert J. Rafalko

“Briggs and Stratton vs. The National Catholic Reporter: A Case Study.” *Conference Abstracts, The Fourth Annual International Conference Promoting Business Ethics* (1997). p. 17. With Charles E. Bouchard, O.P.

“Equitable Consumer Complaint Resolution.” *Conference Abstracts, The Fourth Annual International Conference Promoting Business Ethics* (1997). P. 18. With Dennis Garrett and Mark J. Arnold.

“Germania Bank (A): The September Analysis.” *Finance Teaching and Case Abstracts* (1997) Edited by Robert Bruner and Steve Kaplan. With William B. Gillespie, James F.

Gilsinan, Ellen F. Harshman, and Fred C. Yeager. [Also abstracted in *Proceedings of the North American Case Research Association Annual Meeting*. Volume 11, Number 1 (1997). Edited by Mary Anne Watson. p.3.]

“Consumer Acceptance of Interactive Communication Technology: An Empirical Investigation into the Significance of Social Stratification.” Abstracts of the Second Annual Ethics and Technology Conference (1997). With Mark J. Arnold.

PAPERS/SEMINARS/SPEECHES PRESENTED (External)

“Financial regulation after the ‘Great Recession’ – The new landscape,” a workshop presentation at the Thirty-Fifth International Symposium on Economic Crime: Economic Crime in the Modern World – whose responsibility and are they really up to it? September 4, 2017, Cambridge, UK. With J. Gilsinan, M. Islam, and W. Shahin.

“Case-Study Teaching” Teaching Effectiveness Seminar offered by the AACSB in Tampa, Florida, March 28, 2017.

“The implementation of good governance procedures – aspiration over experience,” a workshop presentation at the Thirty-Fourth International Symposium on Economic Crime: Economic Crime – where does the buck stop? Who is responsible – legislators, controllers and/or their advisers? September 8, 2016, Cambridge, UK.

“Shifting spheres of responsibility: The post-recession quest for accountability in US society,” a presentation at the Thirty-Fourth International Symposium on Economic Crime: The Limits of the Law – The role of compliance in the 21st century September 7, 2016, Cambridge, UK. With J. Gilsinan.

“Justice delivered, deferred or denied: a US retrospective” a presentation at the Thirty-Third International Symposium on Economic Crime: The Limits of the Law – The role of compliance in the 21st century September 10, 2015, Cambridge, UK. With J. Gilsinan.

“Breaches in retail transactions systems: the U.S. experience,” a presentation at the Thirty-Second International Symposium on Economic Crime: Information – Shield, Sword and Achilles Heel in the fight against economic crime? September 4, 2014, Cambridge, UK. With J. Gilsinan and M. Islam.

“Discretionary Justice: An analysis of criminal prosecutions in the history of major financial crises,” a presentation at the Thirty-First International Symposium on Economic Crime: Fighting Economic Crime in the Modern World, The role of the private sector – partners and problems. September 4, 2013, Cambridge, UK. With N. Seitz and J. Gilsinan.

“Surviving the Fall: Myths and Realities – the US experience,” a presentation at the Thirtieth International Symposium on Economic Crime: Surviving the Fall, The Myths and Realities. September 5, 2012, Cambridge, UK. With N. Seitz, J. Gilsinan and J. Millar.

“U.S. financial reform to reduce risk after the Great Recession; analysis and evaluation,” a presentation at the Twenty-Ninth International Symposium on Economic Crime: Responsibility for Reducing Risk. September 7, 2011, Cambridge, UK. With N. Seitz, J. Gilsinan and J. Millar.

“Governance—Barking not Biting!” a speech delivered at the Twenty-Eighth International Symposium on Economic Crime: The New Deal—Ensuring Integrity, Stability and Survival. September 10, 2010, Cambridge, UK. With N. Seitz, J. Gilsinan and J. Millar.

“Legislation Designed to Improve Corporate Governance: An Exploration,” a presentation at the Twenty-Eighth International Symposium on Economic Crime: The New Deal—Ensuring Integrity, Stability and Survival. September 8, 2010, Cambridge, UK. With N. Seitz, J. Gilsinan and J. Millar.

“Taking Ethics on the Road,” a speech delivered as part of the International Relations Series to the American Association of University Women and The Tuesday Women’s Association of the Ethical Society of St. Louis. April 13, 2010. St. Louis, MO.

“Sub-Prime—The Lessons—For Us All,” a presentation at the Twenty-Seventh International Symposium on Economic Crime: The Enemy Within—Internal Threats to the Stability and Integrity of Financial Institutions. September 3, 2009, Cambridge, UK. With F. Yeager, N. Seitz, and J. Gilsinan.

“Conflicts of Interest and Duty—A Persistent Threat,” a speech delivered at the Twenty-Seventh International Symposium on Economic Crime: The Enemy Within—Internal Threats to the Stability and Integrity of Financial Institutions. September 3, 2009, Cambridge, UK.

“Teaching Business Ethics: A View from the Trenches,” a speech delivered to Legatus – St. Louis, September 18, 2007, St. Louis, MO.

Commencement Address for Aquinas Institute of Theology, May 6, 2005, St. Louis, Missouri.

“Marketing Strategy, Planning, and Tactics,” an overview of market planning and segmentation presented to publishing firm Creative Communications on March 23, 2005, St. Louis, Missouri.

“Leadership and Business Ethics,” a leadership development seminar presented to the executive committee of Spartech Corporation, March 3, 2005, St. Louis, Missouri.

“Business Ethics,” a training videotape prepared for Edward Jones investment representatives and their office assistants (approximately 14,000 employees), Spring 2005.

“Ethics in Business,” Platform Speakers Series at The St. Louis Ethical Society, January 23, 2005, St. Louis, Missouri.

“The Application of Case Study Methods to Academic Ethics Programming.” Panel presentation at the 2004 Annual Meeting of the North American Case Research Association, November 8, 2004, Sedona, Arizona. With D. Faughn, L. Kruger and D. Tuchler.

“Assessing the Impact of the USA PATRIOT Act on the Financial Services Industry.” Presentation at the Twenty-Second International Symposium on Economic Crime: The Financial War on Terror and Organised Crime. September 8, 2004, Cambridge, UK. With F. Yeager.

“The Ethics of Spam: Definitional and Descriptive Dimensions,” a panel presentation and discussion at the 7th Annual Ethics and Technology Conference at Loyola, University, June 26, 2004, Chicago, Illinois. With J. Buerck, R. Mathieu, and R. Spinello.

“Business Ethics,” a leadership development seminar presented to executive at Enterprise Rent A Car, February 9, 2004, St. Louis, Missouri.

“Case Research and Writing,” a workshop presented to the RTM Institute for Leadership, Ethics & Character at Kennesaw State University, January 30, 2004, Kennesaw, Georgia.

“Business Ethics,” a presentation to Financial Executives International (FEI) Committee on Private Companies, October 3, 2003, St. Louis Missouri.

“Ethics in Leadership and Management” presented to the St. Louis Council of Directors of Volunteer Services, March 28, 2003, St. Louis, Missouri.

“Is a Bigger Dose of Ethics Needed In Business Schools?” a presentation to the Aquinas Business Forum, January 22, 2003, St. Louis Missouri.

“Business Ethics: A Panel Discussion.” A presentation to the St. Louis Chapter of the Institute of Management Accountants and the American Society of Women Accountants. November 19, 2002. With business panel.

“Curriculum Challenges: Teaching Professional Ethics in Science & Technology.” A panel discussion presented at the International Conference on Ethics Across the Curriculum, October 24, 2002. With panel of Saint Louis University scholars.

“Case Study and Teaching Ethics: A Multi-Disciplinary Perspective” A panel discussion presented at the North American Case Research Association’s Annual Conference, October 4, 2002. With D. Tuchler and D. Werner.

“The Practice and Purpose of Teaching Business Ethics” presented to Technikon Free State Conference on Preparing For Employability, October 24, 2000, Bloemfontein, South Africa.

“DataList Corporation” presented to the 2000 Annual Meeting of the North American Case Research Association, October 14, 2000, San Antonio, Texas. With Kathy Lund Dean.

“Business Ethics” presented to Missouri Society of Accountants Twenty-Ninth Annual Accounting Proficiency Seminar, October 3, 2000, Osage Beach, Missouri.

“Privatising Regulation-Whistleblowing and Bounty Hunting in the Financial Services Industry” presented to the Eighteenth International Symposium on Economic Crime, September 14, 2000, Cambridge, England. With William B. Gillespie, Ellen F. Harshman, Henry Ordower, and Fred C. Yeager.

“Hard Choices: Case Studies in Business Ethics” presented to the Young Presidents Organization, November 16, 1999, St. Louis, Missouri.

“Ethical and Legal Aspects of Whistleblowing” presented to Seventeenth International Symposium on Economic Crime, September 16, 1999, Cambridge, England. With William B. Gillespie, Ellen F. Harshman, and Fred C. Yeager.

“Do the Right Thing: Business Ethics” presented to Missouri Society of Accountants-St. Louis Chapter, August 30, 1999, St. Louis, Missouri.

“Problem Businesses: Case Studies on Consumer Complaints” presented to the 16th International Conference on Case Method Research & Application, July 5, 1999, Caceres, Spain.

“Usage Profiles of Users of Interactive Communication Technology: An Empirical Investigation into the Significance of Selected Individual Attributes” presented to the Fourth Annual Technology and Ethics Conference, June 5, 1999, Boston, Massachusetts.

“Whistleblowing on the Web” presented to the Fourth Annual Technology and Ethics Conference, June 4, 1999, Boston, Massachusetts. With William B. Gillespie and Fred C. Yeager.

“Problem Businesses: Consumer Complaints, the Better Business Bureau, and Ethical Businesses Practices” presented to the Tenth Annual American Marketing Association’s Marketing and Public Policy Conference, May 22, 1999, South Bend, Indiana. With Jeri Beggs.

“Consumer Complaints...Closing The Gap” presented to business and media audience, April 20, 1999, St. Louis, Missouri. With James C. Schmitt of Better Business and Bureau and Customer Connection.

“Preliminary Report on Top Ten Complaint Industries” presented to the Society of Consumer Affairs Professionals in Business, St. Louis Gateway Chapter, December 9, 1998, St. Louis, Missouri. With James C. Schmitt.

“Preliminary Report on Top Ten Complaint Industries” presented to BBB Member Businesses and Guests, November 17 and 18, 1998, St. Louis, Missouri. With James C. Schmitt.

“‘Business as War’ at McDonnell Douglas Corporation” presented to the 1998 Annual Meeting of the North American Case Research Association, November 13, 1998, Durham, New Hampshire. With Robert J. Rafalko.

“Problem Businesses: Consumer Complaints, The Better Business Bureau, and Ethical Business Practices.” presented to the Fifth Annual International Conference Promoting Business Ethics, October 31, 1998, Chicago, Illinois. With Michelle Cory, Dennis E. Garrett, and James C. Schmitt.

“The Ethics of Work/Life Issues.” Keynote presenter for Work/Life Issues and the Bottom Line: A Workshop for Human Resource Professionals, June 29, 1998, St. Louis, Missouri.

“Why DO Customers Complain?” Seminar presented to 1998 National Diaper Service Convention, May 2, 1998, St. Louis, Missouri.

“What Customers Expect.” Luncheon Speaker for the Midwest Better Business Bureaus’ Regional Meeting, April 26, 1998, St. Louis, Missouri.

“Learning From Our Mistakes: What Dissatisfied Customers Are Telling Us.” Featured Speaker in Magna Bank Business Breakfast and Luncheon Series. February 24 & 25, 1998, Cedar Rapids, Waterloo, and Des Moines Iowa.

“Briggs and Stratton vs. The National Catholic Reporter: A Case Study” presented to the Fourth Annual International Conference Promoting Business Ethics, October 31, 1997, Garden City, New York.

“Equitable Consumer Complaint Resolution” presented to the Fourth Annual International Conference Promoting Business Ethics, October 30, 1997, Garden City, New York. With James C. Schmitt.

“Germania Bank: The September Analysis” presented to the 1997 Annual Meeting of the North American Case Research Association, October 25, 1997, Erlanger, Kentucky. With Fred C. Yeager.

“Discovering the Importance of How Your Employees Treat Your Customers” presented to business and media audience, October 2, 1997, St. Louis, Missouri. With James R. Kramer of Maritz Marketing Research Inc.

“The Making of Dangerous Places in Electronic Space” presented to Fifteenth International Symposium on Economic Crime, September 16, 1997, Cambridge, England. With James F. Gilsinan, William B. Gillespie, Ellen F. Harshman, and Fred C. Yeager.

“Consumers’ Perceptions of the Usefulness of Company Complaint Information Provided by the Better Business Bureau” presented to the 1997 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, July 12, 1997, Snowbird, Utah.

“Consumer Acceptance of Interactive Communication Technology: An Empirical Investigation into the Significance of Social Stratification” presented to the Second Annual Ethics and Technology Conference, June 6, 1997, Chicago, Illinois. With Mark J. Arnold.

“Why DO Customers Complain?” presented to the Society of Consumer Affairs Professionals in Business, St. Louis Gateway Chapter, April 24, 1997, St. Louis, Missouri.

“Business Ethics” Keynote Speaker at Ethics Seminar for Lindbergh High School students, March 20, 1997, St. Louis, Missouri.

“Amendment 6: The Legalization of Games of Chance in Missouri” presented to the Third Annual International Conference Promoting Business Ethics, October 31, 1996, Niagara Falls, New York.

“From Regulation to Deregulation to Re-Regulation: Rhetorical Quicksand and the Construction of Blame in the U.S. Savings and Loan Crisis” presented to Fourteenth International Symposium on Economic Crime, September 13, 1996, Cambridge, England. With James F. Gilsinan, William B. Gillespie, Ellen F. Harshman, and Fred C. Yeager.

“Results of Customer Satisfaction Survey” presented to the St. Louis Automobile Dealers Association, June 21, 1995, St. Louis, Missouri. With James C. Schmitt of Better Business Bureau.

“Spreadsheet Analysis in Case Teaching” presented to Western Marketing Educators’ Association Conference, April 21, 1995, San Diego, California..

“The Ethics of Competitive Intelligence Gathering” presented to the Society of Competitive Intelligence Professionals, St. Louis Chapter, February 1, 1995, St. Louis, Missouri.

"Results of Customer Complaint Survey" presented to the St. Louis Automobile Dealers Association, December 8, 1994, St. Louis, Missouri. With James C. Schmitt of Better Business Bureau and Mark Ferris.

"Previewing the State of the Club Industry in the 90's" presented to the 66th Annual Conference of the Club Managers Association of America, February 23, 1993, Nashville, Tennessee. With McMahon Group, Inc.

"Information, Technology and Social Class" presented at the annual meeting of the Southern Marketing Association, November 7, 1991, Atlanta, Georgia.

"Marketing for Non-profit Organizations" presented to the National Society of Fundraising Executives, Capitol Area Chapter, March 21, 1989, Springfield, Illinois.

"Lifestyle Research in the Context of the Household Economic Behavior" presented at the Annual Conference of the Academy of Marketing Science, May 17-20, 1989, Orlando, Florida.

"How Consumers Cope: An Exploratory Framework" presented at the Annual Meeting of the Southern Marketing Association, November 3-7 1987, New Orleans, Louisiana.

"Social Class and Consumer Behavior: The Relevance of Class and Status" presented at the Annual Conference of the Association for Consumer Research, October 16-19 1986, Toronto, Canada.

PAPERS/SEMINARS/SPEECHES PRESENTED (Internal)

"Marketing and Mission," presented to members of the Saint Louis University community as part of Mission and Identity's First Friday speakers series, April 7, 2017.

"Case-Study Teaching" Praxis Workshop Series offered by the Reinert Center for Transformative Teaching and Learning, February 10, 2017.

"Tools of the Trade: A Peek into the Classroom and Beyond" presented to the parents of incoming undergraduate students during New Student Orientation, August 19, 2016.

"Wines That Rock: A Marketing Case Discussion," presented to undergraduate marketing majors, members of Marketing Advisory Board and marketing faculty, April 4, 2012. With Ron Roy, Founder and Owner of Wines That Rock.

"Ethics for Breakfast," presented to full-time MBA students and business school guests, April 4, 2012. With Keat Wilkins, Chief Executive Officer, Sense Corp.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 4, 2011. With Andy Parham, Chief Executive Officer, Bick Group.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, March 9, 2011. With Dennis Payne, Retired, Chief Executive Officer, AT&T Yellow Pages.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 3, 2010. With Larry Collett, Chairman, Cass Information Systems.

“On Morality and Markets,” paper on Pope Benedict’s encyclical *Caritas in Veritate* to Saint Louis University community. March 30, 2010 (with faculty panel).

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, March 3, 2010. With Ward Klein, Chief Executive Officer, Energizer Holdings.

“Baseball Cardinals Radio Network: A Marketing Case Discussion,” presented to undergraduate marketing majors, members of Marketing Advisory Board and marketing faculty, February 25, 2010. With Dan Farrell, Senior Vice President, Sales & Marketing, St. Louis Cardinals and B. Boyle.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, October 28, 2009. With Paul T. Brady, Corporate Vice President, KV Pharmaceutical Company.

“Grey Goose Vodka: A Marketing Case Discussion,” presented to undergraduate marketing majors, members of Marketing Advisory Board and marketing faculty, March 19, 2009. With Brooke Friedman, Vice President Account Services, Moosylvania.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, March 4, 2009. With Thomas Santel, Former President and CEO of Anheuser-Busch International.

“Teaching with Cases” presented as part of Reinert Center for Teaching Excellence Effective Teaching Seminar on the following dates: February 17 and 20, 2009.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 5, 2008. With Douglas Schukar, President Mortgage USA.

“Special Care Case Study: A Marketing Case Discussion,” presented to undergraduate marketing majors, members of Marketing Advisory Board and marketing faculty, April 9, 2008. With Jim von der Heydt, Director of Clayton Capital Partners.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, April 9, 2008. With Ken Greene, President and Owner, St. Clair Corporation.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 14, 2007. With J. Kim Tucci, President & Co-Founder of the Pasta House Company.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, April 4, 2007. With Larry Zarin, Vice President, Marketing and Communications, Express Scripts.

“Teaching with Cases” presented as part of Reinert Center for Teaching Excellence Effective Teaching Seminar on the following dates: March 27 and 30, 2007.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 1, 2006. With Paul J. Berra III, Vice President of Government Affairs and Communications, Solutia Inc.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, February 16, 2006. With Phil Moses, Director, Consumer Connection, St. Louis Better Business Bureau.

“Teaching Business Ethics,” presented to the Women’s Council of Saint Louis University, November 17, 2005.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 1, 2005. With Amy Gill, President, Checkmate Design.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, February 24, 2005. With William Wisbrook, General Manager, Alcohol Solutions.

“Using Cases in Teaching” Seminars presented at the invitation of the Reinert Center for Teaching Excellence, November 19 and December 3, 2004.

“Systems Thinking: Business Applications.” Two lecture/discussion sessions presented to Dr. Duane Smith’s Honors Seminar, November 17 and December 1, 2004.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 9, 2004. With Elizabeth Russell, President, Pine Valley Water Company.

“Academic Integrity Forum: An Overview,” Presentation made at Saint Louis University Forum on Academic Integrity on April 16, 2004.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, February 10, 2004. With James L. Truesdale, President, Brauer Supply Co.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 11, 2003. With Robert Echols, Director of Business Conduct, Monsanto.

“Unraveling Academic Dishonesty,” presentation to faculty, students and staff, November 9, 2003 (with J. Kavanaugh).

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, February 27, 2003. With Preston Fancher, President, Pella Windows & Doors.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 14, 2002. With Jim Von der Heydt, business consultant.

“Using Cases in Teaching: Considering ‘Why?’ And ‘How?’” presented on behalf of the Reinert Center for Teaching Excellence on the following dates: November 4, February 19, and February 22, 2002.

“Does Money Buy Happiness?” presented to business school faculty and students as part of “brown-bag seminar” series, April 26, 2002. With M. Arnold.

“Case Teaching in Practice,” presented to the faculty of the College of Public Service, September 13, 2002.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, February 21, 2002. With Joseph Eckelkamp, Eckelkamp & Associates.

“Ethics for Breakfast,” presented to full-time MBA students and business school guests, November 8, 2001. With John Reidy, Edward Jones Investments.

“Structural Equation Modeling with LISREL: The Basics” presented to Saint Louis University International Business and Marketing students, June 19, 2001. St. Louis, Missouri.

“Marketing and Entrepreneurship,” presented to Saint Louis University faculty and staff as part of the *Exploring Entrepreneurship Day Program*, June 2, 2001.

“Reflection on Vocation” presented to selected faculty, May 14, 2001. St. Louis, Missouri.

“Northland Famous-Barr Store Closure,” presented to “Social Responsibility and the Professional” class (PPSG-593), April 28, 2001. With Pete Salsich.

“Ethics for Breakfast,” presented to incoming full-time MBA students and business school guests, April 3, 2001. With Rick Sullivan, President, McBride & Son Homes.

“Ethics for Breakfast,” presented to incoming full-time MBA students and business school guests, November 16, 2000. With Alan Cole.

“Ethics Case Study: Sedek, Inc.,” presented to Brian Till’s MKT-B600 (Advanced Marketing Management) with full-time MBA students, October 10, 2000. With James Webster and Rick Sullivan.

“An Introduction to Business Ethics and Academic Ethics,” presented to incoming full-time MBA students, August 22, 2000.

“Teaching Using Case Studies,” a panel discussion in Ethics Across the Curriculum Program Summer Workshop, May 17, 2000. With James Gilsinan, Dennis Tuchler, Donna Werner, and Gregory Beabout.

“Creating Case Studies for the Classroom,” workshop presented in Ethics Across the Curriculum Program Summer Workshop, May 17, 2000.

“Ethics Case Study: McDonald’s and the Environment” presented to Brian Till’s MKT-B600 (Advanced Marketing Management) with full-time MBA students, February 28, 2000. With Tom Hillmeyer.

“Ethics for Breakfast,” presented to incoming full-time MBA students and their mentors, February 18, 2000. With Tom Gunn.

“An Introduction to Business Ethics,” presented to two sections of Scott Safranski’s MGT-300 (Principles of Management), February 8, 2000.

“An Introduction to Business Ethics,” presented to incoming full-time MBA students, August 20, 1999.

“Business Decision-Making: The Ethical Dimension,” case-study exercise with MBA students and their mentors, December 2, 1999.

“Book Discussion: Thomas Friedman’s *The Lexus and the Olive Tree*,” professional development seminar for full-time MBA students, Thursday, October 14, 1999. With Philip DeLaperouse and Doug Miller.

“An Introduction to Business Ethics,” presented to incoming full-time MBA students, August 20, 1999.

“Making Choices: Teaching Business Ethics” presented to Saint Louis University Faculty, Ethics-Across-the-Curriculum Conference, May 11, 1999.

“Teaching Business Ethics: Issues and Methods” presented to Saint Louis University Business School Faculty, February 12, 1999.

“The Role of Case Research in Business Ethics” presented to Saint Louis University Faculty as part of ½-day seminar on *Using Ethics Case Studies in the Classroom* (sponsored by the College of Public Service and The Emerson Electric Center for Business Ethics), December 4, 1998.

“The Case Study Method as Used in Ethics Research,” presented to Saint Louis University Faculty Ethics Case Research Workshop, February 19, 1998.

“Case Method Approach,” presented to Business and Administration Teaching Workshop, January 28, 1998. With B. Boyle and M. Shaner.

“The Emerson Electric Center for Business Ethics: History, Mission, and Method,” presented to Saint Louis University Faculty and Administration Ethics Workshop, December 11, 1997.

“The Role of the Emerson Electric Center for Business Ethics in the Ethics Across the Curriculum Initiative” presented to the Saint Louis University Faculty Senate, September 30, 1997, St. Louis, Missouri.

“Ethics, Research and the Case Study Method: The Germania Bank Case Study” presented to Dr. Jim Gilsinan’s public policy doctoral seminar, November 4, 1996

“Business Ethics: Teaching and Research” presented to Public Policy faculty and doctoral students, October 16, 1995.

“The Role of Positive Comparisons in Mediating the Impact of Financial Stress on the Family” presented to Saint Louis University Marketing faculty and doctoral students, November 6, 1993, St. Louis, Missouri. With M. Bruce.

“The Role of Marketing in the Firm” presented to Saint Louis University Marketing faculty and doctoral students, October 2, 1993, St. Louis, Missouri.

“Structural Equation Modeling with LISREL: Application and Interpretation” presented to Saint Louis University Marketing faculty and doctoral students, April 3, 1993, St. Louis, Missouri.

“Structural Equation Modeling with LISREL: The Basics” presented to Saint Louis University Marketing faculty and doctoral students, February 6, 1993, St. Louis, Missouri.

“Consumer Research: Picking the Best” presented to Saint Louis University Marketing faculty and doctoral students, December 2, 1991, St. Louis, Missouri.

"Research Strategies: The Big Picture" St. Louis University, presented to Saint Louis University Marketing faculty and doctoral students, November 2, 1991, St. Louis, Missouri.

"Social Class and Consumer Behavior" presented to Saint Louis University Marketing faculty and doctoral students,, February 2, 1991, St. Louis, Missouri.

"Microcomputer Applications in the Marketing Curriculum" presented to Saint Louis University Marketing faculty and doctoral students, April 21, 1990, St. Louis, Missouri.

"External Validity: The Calder/Lynch Debate" presented to Saint Louis University Marketing faculty and doctoral students, September 16, 1989, St. Louis, Missouri.

"The American Marketing Association Task Force on the Development of Marketing Thought" presented to Saint Louis University Marketing faculty and doctoral students, September 16, 1989, St. Louis, Missouri.

"Marketing Planning" presented to the staff of Pius XII Memorial Library, Saint Louis University, July 19, 1989, St. Louis, Missouri.

"An Introduction to LISREL (Structural Equation Modeling)" presented to Saint Louis University Marketing faculty and doctoral students, April 1, 1989, St. Louis, Missouri.

"Consumer Involvement" presented to Saint Louis University Marketing faculty and doctoral students, February 4, 1989, St. Louis, Missouri.

"The Marketing Concept Revisited" presented to Saint Louis University Marketing faculty and doctoral students, November 5, 1988, St. Louis, Missouri.

"Questionnaire Design" presented to Saint Louis University Marketing faculty and doctoral students on January 31, 1987, St. Louis, Missouri.

"Consumer Behavior: Theory and Research" presented to Saint Louis University Marketing faculty and doctoral students, February 8, 1986, St. Louis, Missouri.

PROFESSIONAL MEMBERSHIPS

North American Case Research Association (1997-present, Executive Committee member 2005-2010; President, 2008-2009)

World Association for Case Method Research & Application (1999-2003)

Association for Practical and Professional Ethics (1996-2014)

Academy of Marketing Science (1986-2011)

Association for Consumer Research (1983-present)
American Marketing Association (1980-present)
National Restaurant Association (1988-1990)
Southern Marketing Association (1987-1997)

SERVICE

Chairman Ph.D. Committee

Sang Bong Lee
Jeri Beggs
Andy Cannon
Tim Keane
Sharon Angle
Dan Davied
Mark Arnold
Michael Bruce
A. Bruce Clark
Bob Gulovsen
John Newbold

Ph.D. Committee

Douglas Roy
Myra (Zhan) Wong
Wootae Chun
John C. Hewitt
Karin Straub
JiEun Park
Andy Cannon
Tim Keane
Sharon Angle
Dan Davied
Mark Arnold
Karen Tabak
John Loughlin
Janet Gillespie
Ana Saban
Michael Bruce
A. Bruce Clark
Bob Gulovsen
John Newbold
Christy Scanlon
Rod Stith
Kirk Wakefield

Oral Examination Committee

Eric Rhiney
JiEun Park
Jeri Beggs
Susan Peters
Andy Cannon
Mark Arnold
Linda Nowak
Mary Albrecht
David Brennan
Isaac Chen
A. Bruce Clark
Nauman Farooqi
Bob Gulovsen
Shelly Meyer
John Newbold
Casimir Raj
Ann Saban
Kirk Wakefield

UNIVERSITY

Co-Chair, Faculty Senate Academic Budget Oversight Committee (2018-present)
Chair, Senate Budget Committee (2016-present)
Member, New Initiative: Budget Model (phase 1) (2016-2018)
Member, University Business & Administration Committee (2016-present)
Member, Richard A. Chaifetz School of Business Rank & Tenure Committee (2016-present)
Member, University Investment Committee (2013-2016)
Chair, Department of Marketing (2012-2016)
Member, John Cook School of Business Executive Committee (2009-2016)
Member, Steering Committee for Sports Business Program (2010-2016)
Member, Ad Hoc Faculty Committee on new Full-Time MBA program (2005-2012)
Member, Part-time MBA Curriculum Revision Task Force (2012-2013)
Member, University Branding Committee (2012)
Acting Chair, Department of Marketing (2010-2012)
Member, Ad-Hoc Faculty Committee on Blended Learning (2009-2010)
Member, HLC-Accreditation, Criterion 1 Subcommittee (2009-2012)
Member, John Cook School of Business Graduate Board (2008-2010)
Member, University News Advisory Committee (2002-2007).
Chair, Ad-Hoc Faculty/Student Committee on Academic Integrity (2002-2006).
Member, Speakers Committee, VOICES Project, Funded by Lilly Endowment Grant. (2002-2006).
Member, Women in Leadership Advisory Board (2002-2005)
Member, Service Leadership Advisory Board (2000-2005)
Member, Faculty Advisory Committee for Lily Grant (2001-2005)

Chair, Ad Hoc Committee to Revise Academic Misconduct Policy (2000)
Member, Committee for the Enhancement of Ethics and Values (2000)
Member, Ad Hoc Committee to edit and revise AACSB self-study report (1999)
Member, Graduate School Research Committee (1999-2005)
Member, Ethics Across the Curriculum Advisory Committee (1997-2007).
Acting Chair, Department of Marketing, Fall, 1997.
Member, Ad Hoc B&A Ph.D. Committee, Fall 1997.
Member, Ethics Across the Curriculum Committee, 1997.
Member, B&A Executive Committee (1996-2003).
Member, Business School Strategic Planning Committee (1995-1996).
Member, B&A Academic Ethics Committee (1995-2006)
Member, B&A Rank and Tenure Committee (1995)
Participant, Graduate Faculty Teaching Mentor Program with Linda Nowak (1995).
Coordinator, Marketing Doctoral Seminar (1988-1993).
Member, Faculty Senate (1988-1994).
Member, B&A Extended Leave Committee (1990-2000).
Member, B&A Computer User's Committee (1992-1994).
Member, Ad Hoc Committee to Study University's Summer School Program (1993-94).
Member, Ad Hoc B&A Ph.D. Review Committee (1993-1995).
Member, University Academic Affairs Committee (1988-1993).
Member, B&A Dean's Search Committee (1992-1993).
Faculty Mentor, USIA-Central American Program (1993-1996).
Faculty Mentor, Calloway Scholars Program (1990).
Speaker, Spring Formal for Student Chapter of Alpha Kappa Psi (1990).
Member, University Student Life Committee (1990).
Recording Secretary, Marketing Department (1985-1991).
Member, University Student Development Committee (1990-1991).
Member, Academic Programs Task Force, North Central Accreditation Report (1991).
Member, Search committee for Director of Admissions (1991).
Member, Search committee for University Registrar (1991).
Member, Dean's Evaluation Committee (1989-1990).
Member, Academic Ethics Committee (Fall 1989).
Member, Faculty Senate Search Committee for Associate Academic
Vice-President, Frost Campus (1989).
Member, Ad Hoc B&A Evening Program Committee (1988-1989).
Faculty Advisor, Marketing Committee of the Student Volunteer Programs Coordinating
Council (1986).
Advised the Student Volunteer Programs on promotional strategies for its STEP Program
(Fall 1985).

COMMUNITY

Jubilee Services, 2014

Volunteer, Harbor Light (Salvation Army), 2007-2008

Capital Campaign Steering Committee-Member, Thomas Jefferson School, 2005-2008.

Recipient on behalf of Emerson Center for Business Ethics of Better Business Bureau's first Community Service Award, 2002.
Volunteer, Habitat for Humanity, 2000.
Member, City Government Assessment Project, Focus St. Louis, 1997.
Member, Customer Service Expert Panel, Positively Outrageous St. Louis Service, St. Louis Convention & Visitors Commission, 1996-2002.
Member, Ethics of Business in the Workplace Task Force, Citizen Action Team, Saint Louis 2004, 1996-1998
Active volunteer in several educational and fundraising activities for The Wilson School, Clayton, Missouri (1987-1997).
Member of the following St. Louis cultural and educational institutions:
KETC Channel Nine (Public Television)
KWMU-FM 90.7 (Public Radio)
Chairman, Ecumenical and Interreligious Concerns Work Area, United Methodist Church, St. Louis, Missouri (1987-1988).
Chairman, Missions Work Area, Union United Methodist Church, St. Louis, Missouri (1986).

CONSULTING

Allstate
Aspeq Inc.
Blue Consulting
CityArchRiver Foundation
Archer Daniels Midland Company
Better Business Bureau
Bick Group
Blue Consulting
Catholic Healthcare West
Caterpillar
Cook Medical
Cooper Industries
Datu Health
Department of the Army, U.S. Army Community and Family Support Center
Edward Jones
Enterprise Rent-A-Car
Humanify
IBM
IRI Research Services
Maritz Performance Improvement Company
Meal Makers
Mercer
McMahon Group
MeadWestvaco

Morningside Evaluations
National Club Association
Paul Bussmann LLC
Ranken-Jordan Pediatric Bridge Hospital
Robert Bosch Tool Company
Silicon Valley Bank
Sony
Southwestern Bell Telephone
Spartech
St. Joseph Health
United Engineering Company
United States Navy
VSA Partners

DEPOSITIONS/TESTIMONY

Deposed 6/29/2017 in Re: Emerson Electric Company Wet/Dry Vac Marketing and Sales Litigation
Testimony 3/16/2016 in Dayna Craft v. Philip Morris.
Deposed 5/20/2014 in Dayna Craft v. Philip Morris.
Deposed 2/12/2014 in Moresource, Inc. and Kathryn Cunningham v. Extra Help, Inc.
Deposed 9/14/2012 in Wren, et al. v. Fluor, et al.
Testimony 6/21/2011 in Alexander, et al. v. Fluor, et al.
Testimony 3/8/2011 in American Equity Mortgage v. Ray Vinson, Jr., et al.
Deposed 4/8-9/2010 in American Equity Mortgage v. Ray Vinson, Jr., et al.
Deposed 6/2/2010 in Alexander, et al. v. Fluor, et al.
Deposed 4/2/2009 in Browning, et al. v. Fluor, et al.
Deposed 1/27/2009 in Hamilton v. Atchison.
Deposed 8/29/2008 in Brown v. SCB Communications, Inc., et al.
Deposed 10/25/2006 in Merisant Company v. McNeil Nutritionals LLC, and McNeil-PPC, Inc.
Deposed 11/1/2004 in Cunningham, et al. v. Mattel, Inc.
Deposed 5/22/2002 in Cunningham, et al. v. Mattel, Inc.
Deposed 6/27/2002 in Sparks v. AT&T, et al.
Deposed 3/13/2001 in Kummer vs. Skutt, et al.
Deposed 9/28/1998 and testified 12/14/98 in Re: Family Company of America, L.C. and Schnucks Markets, Inc. before American Arbitration Association.
Deposed 5/23/1996 in Greg Sonnenberg v. Ascom Timeplex, Inc.