

REBECCA M. J. WELLS, Ph.D.

Department of Management and Marketing
School of Business Administration University of Dayton
300 College Park Dayton, Ohio 45469-2271
(937) 229-2559 rwells1@udayton.edu

ACADEMIC BACKGROUND

Doctor of Philosophy, 1980, University of Cincinnati
Major: Marketing Minors: Economics and Social Psychology
Master of Business Administration, 1975, University of Cincinnati
Major: Marketing Minors: Management and Quantitative Analysis
Bachelor of Business Administration, 1973, University of Cincinnati
Major: Marketing Minor: Management

ACADEMIC EXPERIENCE

August 1986 to present, Associate Professor of Marketing with Tenure, University of Dayton
Chair, Dean's Task Force on Excellence and Engagement in the Undergraduate Core Curriculum, 2005 – 2009
May, 1998 to January 2002, Director of the Integrated Business Core Program, SBA
September, 1989 to May, 1994, Associate Dean and Director, MBA Program
May 1993 to June 1993, Visiting Professor, Pepperdine University
1980 to August, 1986, Assistant Professor of Marketing, University of Dayton
1978-1980, Research Assistant, University of Cincinnati
1976-1978, Teaching Assistant, University of Cincinnati

Fellowships or Special Assignments:

Lilly Endowment for the Humanities, Humanities Fellows Program, 2001-2003, 2003-2005, 2007-2009
Learning Teaching Center Fellow, 2001 - 2003

Courses Taught:

Managing Financial Resources for Marketing Strategy, Graduate Level
Marketing Management, Graduate Level
Principles of Marketing (including sections integrated with finance and operations)
Marketing Research
Marketing Communications
Marketing Planning and Strategy
Buyer Behavior and Market Analysis
New Product Development and Pricing
Consumer Behavior
Retailing

Management Development Courses Taught:

Market Orientation, Strategy, and Tactics: Developing the Marketing Plan (CLED 2002)
Integrative Workshop on Marketing and Finance (CLED 2002)
Strategic Planning in a Market Economy (Kiev, Ukraine 1992)
Marketing Management (various locations, 1980-1995)

BUSINESS EXPERIENCE

1975 to 2001, Marketing consulting - strategic planning, product development, qualitative and quantitative research methods

1973-1974, Testing Foreman, Ohio Bell Telephone Company

PUBLICATIONS IN PEER REVIEWED JOURNALS

Wells, Rebecca, Kleshinski, Catherine, and Lau, Terence, "Attitudes Toward and Behavioral Intentions to Adopt Mobile Marketing: Comparisons of Gen Y in the United States, France, and China," *International Journal of Mobile Marketing*, Summer 2012, Vol. 7, No. 2, pp. 6-26

Wells, Rebecca and Wells, Charles, "Systems-designed Graduate Program Review," *Research in Higher Education Journal*, March 2012, Vol. 16, pp. 1-23

Wells, Rebecca and Wells, Charles, "Academic Program Portfolio Model for Universities: Guiding Strategic Decisions and Resource Allocations," *Research in Higher Education Journal*, June 2011, Vol. 11, pp. 46-54

Steiner, Thomas and Wells, Rebecca M. J. "Integration of the Business Curriculum: The Case of Finance and Marketing in an MBA Program," *Financial Practice and Education*, (formerly *Journal of Financial Education*), Fall/Winter 2000 issue (published 2001)

Sekely, W.S. and R.M.J. Yates, "Multiple Positions for an Academic Institution: A Factor Analysis Approach," *Journal of Marketing for Higher Education*, Vol. 3, No. 2, 1991, pp. 87-104

Gitman, L.J., W.F. Lewis, and R.M.J. Yates, "An Approach for Selecting Finance Cases," *Journal of Financial Education*, 1988

Yates, R.M.J. "A Comparative Evaluation of Current Retailing Texts," *Journal of Marketing*, Fall 1982

INVITED RESEARCH BRIEFS

Wells, Rebecca M. J. "The Product Innovation Process: Are Managing Information Flows and Cross-Functional Collaboration Key?" *Academy of Management Perspectives*, Feb 2008 Vol. 22 Issue 1, p58-60

Wells, Rebecca M. J. "Outstanding Customer Satisfaction: The Key to a Talented Workforce?" *Academy of Management Perspectives*, Aug 2007, Vol. 21 Issue 3, p87-89

CONFERENCE PRESENTATIONS WITH PUBLISHED PROCEEDINGS

Yates, RMJ and TB Light, "You're Fired: The Impact of Personal and Situational Characteristics on the Evaluation of Ethically Questionable Sales Behavior" *Developments in Marketing Science*, Vol. XVI, 1993, p. 323

Light, TB and RMJ Yates, "Self Monitoring Theory and Sales Career Choice" *Developments in Marketing Science* Vol. XVI 1993, p. 287

Yates, RMJ, MR Turner, and TB Light, "Just How Far Can the Sales Rep Go: The Legal Latitude for Unethical Behavior" *Developments in Marketing Science* Vol. XVI 1993, p. 578

Yates, R.M.J. and R.D. Adler, "The Woman MBA and the Glass Ceiling: Implications for Marketing MBA Programs." *1992 Symposium for the Marketing of Higher Education, Proceedings*, November, 1992, pp. 48-58

Oumlil, A., J. Quinn, and R.M.J. Yates, "Misapplication of the Societal Marketing Concept by a Multinational Firm: The Case of Zomax," *IAAM Conference Proceedings*, 1991

Yates, R.M.J. and K.J. Means, "Differences between Men and Women -- What Does It Matter To Graduate Business Education?" *1991 Symposium for the Marketing of Higher Education, Proceedings*, November, 1991

Sekely, W.S. and R.M.J. Yates, "Multiple Positions for an Academic Institution: A Factor Analysis Approach." *1989 Symposium for The Marketing of Higher Education, Proceedings*, November, 1989, pp. 160-178

Lewis, W.F., R.M.J. Yates, and E.G. Gomolka, "Applying Cognitive Educational Objectives to Business Management Cases," *Developments in Business Simulation and Experiential Exercises*, Patricia Sanders, editor, Volume 15, 1988

Yates, R.M.J. and Moffatt, J.F., "Value-added Logic for Price Control in Marketing Channels: Revision of Robinson-Patman?" *1987 Proceedings of the Southwestern Marketing Association*, Ken Williamson, editor, 1986

Yates, R.M.J. and Moffatt, J.F., "Pricing Control in Vertical Marketing Systems," *1986 Proceedings of the Southwestern Marketing Association*, Thomas Jensen, editor, 1986

Yates, R.M.J. and Schultz, L.M., "The Influence of Attitudes on Nurse Recruitment," *Developments in Marketing Science*, Naresh Malhotra, editor, Volume IX, 1986

Yates, R.M.J. and Moffatt, J.F., "Profitability Measurement and Control of Industrial Channels," *1985 Proceedings of the Southwestern Marketing Association*, John Crawford and Barbara Garland, editors, 1985

Yates, R.M.J., Cordrey, J., and Flanagan, T.J., "Marketing Research for City Administration: A Tool for Strategy Development," *Developments in Marketing Science*, Naresh K. Malhotra, editor, Volume VIII, 1985

Yates, R.M.J., Lewis, W.F., and Merenski, J.P., "Cognitive Educational Objectives and the Case Study Method," *Developments in Marketing Science*, Jay Lindquist, editor, Volume VII, 1984

Yates, R.M.J., Lewis, W.F., and Merenski, J.P., "Multiple Perspective Versus Single Perspective Cases: The Impact on Group Decision Making and Behavior," *Developments in Marketing Science*, Jay Lindquist, editor, Volume VII, 1984

Yates, R.M.J. and Schultz, L.M., "A Marketing Audit for Nursing Administration," *Developments in Marketing Science*, John Rogers, editor, Volume VI, 1983

UNPUBLISHED CONFERENCE PRESENTATIONS

Wells, Rebecca and Seielstad, Andrea, "Do Models of Shared Governance Ensure University Compliance with Equal Employment Opportunity, Affirmative Action, and Title IX Regulations and Protections?" 2015 AAUP Annual Conference on the State of Higher Education, June, 2015, Washington, DC

Wells, Rebecca and Seielstad, Andrea, "Restoring Faculty Voice and Involvement in Shared Governance in a Time of Changing Economic and Political Realities," 2012 AAUP Governance Conference, October, 2012, Washington, DC

Wagner, Peter, Douglas, Leslie, and Wells, Rebecca, "Block FIN/MKT/OPS-301as part of the Integrated Business Core," Decision Sciences Institute Conference, November 2005, San Francisco, California

Wagner, Peter, Douglas, Leslie, and Wells, Rebecca, "A New Case Study Approach to Linked Survey Courses in Operations, Marketing, and Finance," 2005 POMS Annual Conference, April 29 to May 2, 2005, Chicago, Illinois

Wagner, Peter, Douglas, Leslie, and Wells, Rebecca, "A Novel Approach to Linking the Survey Courses in Operations, Marketing, and Finance," Second World Production and Operations Management Society (POMS) Annual Meeting, April 30 – May 3, 2004, Cancun, Mexico

Wells, Rebecca, Gould, Sam, and Wells, Charles, "Integrated Business Curriculum," AACSB Midwest Regional Conference, October, 2002, Chicago, Illinois

Yates, R.M.J, KJ Means, and SL Like, "Is Equity Marketable: Can Sex Sell a Graduate Business Program?" AAAHCR Conference, March, 1992

Yates, R.M.J. and K.J. Means, "Marketing graduate Business Education: What about the Women? Do We Forget About The Men?" AAAHCR Conference, March, 1991

BOOK CHAPTERS

Yates, R.M.J., "Price Control in Marketing Channels," Chapter in *Lecture Enrichment Series, Marketing: Concepts and Strategies*, sixth edition, William M. Pride and O.C. Ferrell, Houghton Mifflin Company, Boston, 1989

OTHER PUBLICATIONS

Lewis, W.F., R.M.J. Yates, and J.P. Merenski, "Improving the Use of the Case Study Method through Attention to Cognitive Educational Objectives," *The U.D. Professor*, Edward Garten, Editor, Vol.2, No.1, Fall 1988 pp. 1-5

ACADEMIC ACTIVITIES, CONFERENCES AND HONORS

American Marketing Association, Reviewer for summer and winter conferences, 2010 to present
Information and Management, Reviewer, 2012

Editorial Board, *Journal of Nonprofit and Public Sector Marketing*, 1990 to 1992

Conference Board Antitrust Conference, 1986-1989

Midwest Decision Sciences Institute, Reviewer and Session Chair, 1989

Southwestern Marketing Association, Conference Track Chair, 1988

Practicing Law Institute Advanced Antitrust Seminar: Distribution and Marketing, 1988

Urban Fellowship with City of Dayton, 1982

Delta Sigma Pi Professor of the Year, 1987

Beta Gamma Sigma, Secretary, 1983-1986

PROFESSIONAL ACTIVITIES AND HONORS

American Marketing Association, Vice President of Collegiate Relations, Dayton Chapter, 1985-1988, Director, 1988-1989, current member

Academy of Marketing Science, Board of Governors, 1994 to 1996, Vice President for Marketing and Public Relations, 1990-1992, Vice President for Development, 1986-1990, Conference Track Co-Chair, 1986, Reviewer, 1985-1987, 1993, Session Chair, 1985-1986, Editor, AMS Newsletter, Marketing Research Column, 1989 to 1994
Dayton Council on World Affairs, Board Member, 1989 to 1993

Professional Women's Lecture Series, 1989 to 1991

AACSB Annual Conference, 1990, and AACSB Associate Deans Seminar, 1991

Leadership Dayton 1985 class, Board of Governors, 1985-1991, Task Force to Evaluate

Leadership Dayton, 1987, Leadership Dayton Association, Secretary/Treasurer, 1988-1989,

President, 1980-1991, Past President, 1991 to present, National Association of Community Leadership Conference, 1990, Visionary Leadership, 1987 Ohio Leadership Conference, Chair 1988 and 1990 Up & Comers in Education

UNIVERSITY ELECTED POSITIONS AND COMMITTEES

Faculty Hearing Committee on Academic Freedom and Tenure, 2015 to present
Academic Senate, 2005 to 2008 and 2009 to 2012, Executive Committee, 2006 to 2008 and 2009 to 2012, Faculty Affairs Committee, 2005 to 2006, 2007 to 2008 and 2009 to 2012, FAC Chair 2010 to 2011, Academic Policies Committee 2006 to 2007, 1982-1989, Vice President of the Academic Senate, 1983-1986, Secretary of the Academic Senate, 1987-1989, Chair, Student Academic Policies Committee, Academic Senate, 1985-1987
Faculty Board 2009 to 2012, 2015 to present
University of Dayton AAUP Chapter, 2012 to present
Search Committees, Department of Communications Tenure-Track Faculty 2008-2009 and 2011-2012
Jacobs Program for Professional Ethics, 2004 – 2008
AFW Leadership Team, 2004 to 2006
Flyer Enterprises, faculty advisor to founding organization, Dayton Student Agencies, 1998 and member of the Board of Directors, founding member to present
Lilly Advisory Council for the Lilly Endowment supported Program for Christian Leadership, 2002 - 2005
Art Series Committee, 1997-1999
University of Dayton Board of Trustees, University Advancement Committee, 1992 to 1996, Academic Policies and Procedures Committee 2002 – 2004
Ad Hoc Committee on Graduate Education, 1990 to 1994
University Honorary Degree Committee, Chair, 1990 to 1992
University Graduate Council, 1989 to 1994
School of Engineering Graduate Committee, 1989 to 1994
Center for International Studies Advisory Board, 1990 to 1993
Search Committee, Dean of Engineering, 1991-1992
President's Management Conference, 1983-1989
Program Review Committee for Public Relations and University Communications, Chairman, 1988
Ad Hoc Committee to Evaluate the Academic Senate, Chair, 1988
Lilly Endowment Workshop on the Liberal Arts, 1988
Committee on General Education, 1988-1989
University Honors Committee, 1982-1987
University Wellness Committee, 1984-1988

SCHOOL OF BUSINESS ADMINISTRATION ELECTED POSITIONS AND COMMITTEES

Undergraduate Curriculum and AOL Committee, 2014 - present
Search Committee, SBA Associate Dean - Graduate Programs, 2012
Promotion and Tenure Committee, 1986-1989 (Chair, 1987-1989), 1995-1996, 1997-1999, 2005 – 2007
Search Committees, Operations Management Tenure-Track Faculty 2006-2007 and 2008-2009
Bangkok Academic Center SBA planning group, including travel to Asia, 2006
Search Committee, Director of the International Major, 1998
Search Committee, MIS Faculty Position, 1998
Search Committee, Statistical Consultant, 1998
Graduate Committee School of Business Administration, 1985-1986, 1994 to 1997
Undergraduate Academic Standards Committee, 1985-1989
Consultant to Department of Decision Sciences, 1988
Search Committee, Endowed Chair in Retailing, 1988 to 1989
Search Committee, Dean of School of Business Administration, 1985
Search Committee, Associate Dean of School of Business Administration, Chair, 1985
Search Committee, Distinguished Professor in MIS, 1987
Faculty Development Group, 1983-1985
Faculty for the Information Systems Laboratory, 1988-1991
Research Grant Committee 2004 to 2008
Scholars Committee, 1986-1989

DEPARTMENT OF MANAGEMENT AND MARKETING ELECTED POSITIONS AND COMMITTEES

Promotion and Tenure Committee, 1986 to present

Search Committees, Marketing and/or Management Tenure-Track Faculty, 2006, 2008-2009, 2009-2010, 2012-2013, 2013-2014

Search Committee, Chair of the Department of Management and Marketing, Committee Chair, 1995-1996
Faculty Advisor, Marketing Club, 1984-1988

Department Curriculum Committee, 1982-1986

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

AAUP

American Marketing Association

Academy of Marketing Science

Academy of Business Education

Dayton Chapter of the American Marketing Association

Beta Gamma Sigma

Leadership Dayton Association

Delta Sigma Pi

Mu Kappa Tau

COMMUNITY ACTIVITIES

Dayton Literary Peace Prize Board of Directors, Committees: Marketing 2007 to 2011, Strategy and Grants 2010 to 2012, Internship Advisor, 2009 - 2012

Marketing Committee of the Dayton Foundation, 1998 to 2005

Dayton Art Institute, Board of Trustees, 1992 to present, Associate Board, 1987-1991,
Executive Committee, 1987, President, 1989-1991

Dayton Philharmonic Orchestra Association, Board of Trustees, 1992 to 1995

Smith Gardens Board of Directors, 1990 to present, President, 1992 to 1994

United Way of Dayton, Board of Directors, 1987-1989, Strategic Long Range Planning
Committee, 1985, Marketing Committee, 1985-1989, Chair, 1987-1989

Board of the Friends of the Dayton Ballet, 1988 Dance Dayton Dance, Chair of Finance
Committee, 1989, Dance Dayton Dance, Vice-Chair, 1990 Dance Dayton Dance, Chair

Dayton Bach Society Board of Directors, 1987-1989, Treasurer, 1988-1989

St. Joseph Children's Treatment Center Board of Directors, 1988-1989

Samaritan Health Foundation Board, 1987-1989