

**Robert E. Pitts**  
**Dean**  
**Professor of Marketing**  
**College of Business Administration**  
**Creighton University**

December 2003

**PERSONAL DATA:**

Birth Date: February 12, 1948

Marital Status: Married - no children

Current Address: 13412 Parker Circle  
Omaha, Nebraska 68154

Telephone: (402) 445-4394

Business Address: College of Business Administration  
2500 California Plaza  
Omaha, Nebraska 68178

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**EDUCATION:**

Ph.D. in Business Administration, University of South Carolina, 1977

- Majors areas Marketing/Behavioral Management
- Dissertation: The Influence of Personal Value Systems on Product Class and Brand Preferences-- Segmentation Approach.

Master of Business Information Systems, Georgia State University, 1972.

B.B.A. in Management, Georgia State University, 1970.

Georgia Institute of Technology, 1966-67

## **PROFESSIONAL MEMBERSHIPS:**

- American Marketing Association
- Academy of International Business
- Association for Consumer Research
- Society for Marketing Advances
- Academy of Marketing Science
- Society for Consumer Psychology

## **AWARDS AND HONORS:**

- Who's Who in America
- Who's Who in The Midwest
- Beta Gamma Sigma
- Phi Beta Delta (Honor Society for International Scholars)
- AMA Doctoral Consortium Fellow, 1976
- "Outstanding Researcher of the Year" 1981-1982, School of Business Administration, University of Mississippi.

## **COMMUNITY BOARD SERVICE ACTIVITIES**

- Greater Omaha Chamber of Commerce - Board of Directors, 1998-99
- Omaha Small Business Network - Board of Directors, 1999 - 2000
- 680 Lake Shore Lake Residence - Board of Directors, 1991-97  
- President, 1993- 1997
- Literary Council of Chicago - Board of Directors, 1986-87

## **PROFESSIONAL SERVICE ACTIVITIES**

AACSB Regional Deans Association – Board of Directors

Association of Jesuit Business Deans – President 2002-2003

American Marketing Association

Academic Council

- President, 1999-2000
- Member Strategic Planning Committee, 2000-2001
- Chair, Future of Marketing Education Taskforce, 2000
- Member of the Executive Committee, 1996 - 2001
- Vice President for Finance 1998
- Vice President for Finance Elect, 1997
- Vice President for Teaching and Information Dissemination, 1996-97

Chicago Professional Chapter

- Strategic Planning Committee, 1990
- Vice President-Collegiate Affairs, 1991
- Director, 1992-94
- Vice President Elect for Professional Education, 1994/95
- Chair - "Books for the Block" collection and delivery of 5,000 business books to form library at University of Warsaw, Poland, 1994/95

Chair - Membership Committee - Society for Consumer Psychology, 1997.

Track Co-Chair - Marketing Education and Teaching Track - American Marketing Association Summer Educator's Conference, 1996

Co-Chair -Annual Meeting - Asian Forum for Management Education, Ho Chi Minh City, December 1995

Chair - Asian Forum for Management Education, 1994-1995

Chair - Teaching Special Interest Group of the American Marketing Association's Education Council, 1994-1995

Track Co-Chair - Teaching Track - American Marketing Association Summer Educator's Conference, 1995

Member of Executive Board - Asia-Pacific Forum for Business Education, 1993-1995

Track Chair- Dissertation Competition Track- Academy of Marketing Science, 1994

Ad Hoc Review History- Journal of Consumer Research  
Journal of Advertising  
Journal of Advertising Research  
Psychological Reports - Perceptual and Motor Skills  
Journal of Marketing Education  
Journal of Marketing and Public Policy  
Psychology and Marketing  
Journal of Business Research  
Psychology and Business

Decision Sciences Institute Publication Committee -- 1986-1988.

Guest Editor for Special Journal Issues

- Psychology and Marketing, "Toward an Understanding of the Hispanic Market." 1986.
- Journal of Business Ethics, "A Realistic View of Marketing Ethics." Vol. 10 No.4 (April 1991).
- Journal of Business Research, "Examining the Structure of Personal Values and Consumer Decision Making." Vol. 22 No.2 (March 1991).

### **Competitive Paper Reviews**

- American Marketing Association Annual Meetings, 1981-1988, 1990-1994, 2001, 2003
- Southern Marketing Association Annual Meeting, 1978, 1981-1986, 1988, 1990-1992, 1995
- Academy of Marketing Science, 1988-1991, 1993, 1994
- World Marketing Congress, 1993

## **ACADEMIC EXPERIENCE:**

### **Creighton University, Omaha Nebraska**

July 1997

Dean and Professor of Marketing

#### Selected College Highlights

- College receives additional \$250,000 scholarship fund for Anna Tyler Waite Leadership program – December 2003
- Joint MBA program developed with Joint Forces Staff College – signed Spring 2003
- Union Pacific endows \$1,000,000 chair – spring 2003
- College receives additional \$500,000 scholarship fund for Anna Tyler Waite Leadership program – December 2002
- College receives AACSB reaffirmation Spring 2002
- Bequest establishes \$2,500,000 scholarship fund – winter 2002 fund will be active in 2004
- Faculty research publications for 2001 double that of base years of 1995-98
- Anna Tyler Waite Leadership Scholars Center receives \$1,100,000 endowment - spring 2001
- “Family Futures” grant of \$600,000 from anonymous donor provides 12-month information technology training program for Nebraska - Department of Health and Human Services' "Employment First" clients. Special family development component – spring 2001
- College undergraduate enrollments increased to highest level since 1991 –fall 2000
  - Wade bequest establishes \$500,000 support for computer laboratories in college - fall 2000
  - Distance/online versions of E-Commerce courses developed and graduate students from 3 Jesuit universities enrolled online – fall 2000
  - West Omaha Campus opened – summer 2000
  - Leadership Scholars program initiated - fall 2000
  - Faculty E-Commerce development and research support program established - summer 2000
  - Joint Electronic Commerce/ Law degree initiated - fall 2000
  - MBA curriculum revised with a leadership theme including Professional Development Series - fall 2000
  - Master of Electronic Commerce initiated - spring 2000
  - Annual giving (alumni annual fund) surpasses goal for third year –fall 2000
  - Co-sponsored Great Plains Economic Roundtable with the Center for the New West - fall 1999
  - Creighton Institute (accelerated non-credit programs) refocused to web oriented training - fall 1999
  - New College strategy established with three mission driven focus areas: Leadership, Electronic Business and Social Justice - fall 1999
  - Entrepreneurship concentration initiated - fall 1999
  - Seagate Technology Electronic Commerce Laboratory opened through the generosity of alumnus Don Waite, CFO of Seagate (\$150,000 gift) - fall 1999
  - Faculty summer research grant program initiated – summer 1999

- College/Alumni newsletter initiated - spring 1999
- Joe Ricketts Center for Electronic Commerce and Database Marketing established with \$1,500,000 endowment – spring 1999
- Supporting e-commerce partnerships with: First National Bank of Omaha, IBM, Oracle, SPSS, First Data Resource and its Call Interactive division, OnMoney, ArthurAndersen, Deloitte&Touche, Grads.com, Seagate Technologies and Artios.com. Support totals \$500,000 in cash and in kind software (over 3 years).
- “Oracle Academic Partnership” with Creighton Institute established to provide in kind software and course ware valued at \$1,400,000 – spring 1999
- Masters of Health Services Administration program with Deans of Nursing and Pharmacy and Allied Health Sciences - fall 1998
- Alumni development program initiated with planned alumni receptions in targeted cities - spring 1998
- \$5,000,000 Hixon-Lied Leadership Scholars Scholarship Endowment announced to yield 60 scholarships for college – proposal initiated by University Development - spring 1998
- Merit based annual evaluation system initiated - January 1998
- Joint MBA and Masters in International Relations Degree Program approved - spring 1998
- 40 member Business Advisory Council initiated - spring 1998
- Established Executive-in-Residence program fall 1997

#### University Activities

- Member - Academic Affairs Service Learning Committee
- Member - University Undergraduate Board
- Member - President’s Technology Strategy Committee
- Member - Academic Affairs Service Learning Committee
- Member - Academic Affairs International Programs Committee
- Facilitator - Undergraduate Admissions Strategic Planning Committee - 2001
- Member - University Enrollment Management Committee
- Chair - ILAC Director Search Committee - 2001
- Joint oversight - Masters of Health Services Administration with Deans of Nursing and Pharmacy and Allied Health Sciences
- Member - Academic Computing Services Committee
- Member - Academic Leadership Committee
- Chair - Contract Review Taskforce - 1999
- Chair - Arts and Science Dean Search Committee - 1998
- Chair “Beyond Creighton 2000” - Western Campus Study Committee - 1998
- Chair “ Tuition Discount Analysis Committee” - 1997
- Member University Administrative Computing Committee -1998-present
- Member – Creighton University Academic Council

**DePaul University, Chicago, IL.  
August 1985 - June 1997**

Professor and Chair, Department of Marketing and Director, Kellstadt Center for Marketing Analysis and Planning, 1985-97

In 1996/97 DePaul's Department of Marketing had 15 full time and 15 part time faculty (20 total FTE) and a yearly budget of approximately \$1,200,000. The Department served 350 undergraduate majors and 375 marketing management concentrates in the MBA program. Department faculty staffed approximately 150 classes per year and produced approximately 20,200 student credit hours.

Courses taught: International Marketing and Finance Problems and Practice (graduate), Strategic Marketing (graduate), Competing in the Twenty First Century (undergraduate), Marketing Management (graduate), Consumer Behavior and Marketing Information Systems (undergraduate)

Selected Accomplishments

- Co-developed Masters of International Marketing and Finance
- Initiated Direct Marketing Institute and training program
- Initiated unique integrated marketing concentration curriculum
- Increased marketing faculty research productivity and contribution to the marketing literature including publication in premier journals and scholarly books and monographs
- Established Smithburg Research Support Fund
- Implementation of unique integrated undergraduate Marketing curriculum in 1994
- Marketing Intern program introduced as a requirement for undergraduate degree with 130 Chicago area firms.
- Initiated innovative classes in department including: Entrepreneurial and Small Business Marketing, Direct Marketing, Marketing Research via Syndicated Services, Marketing Information Systems, Qualitative Marketing, Marketing of Accounting Services and Societal Marketing, Persuasive Marketing Communications at both the graduate and undergraduate level and a series of regionally focused International Marketing courses added to the MBA program for Europe, Asia, Mexico and Latin America.
- Departmental programs to apply state-of-the-art technology in departmental classes interactive video in Personal Sales class, use of multimedia in lecture classes and increased use of computerized-based databases.
- Established international focus in department to include:
  - Faculty exchange and cooperative program with University of Thai Chamber of Commerce and cooperative efforts with several Asian and European Universities.
  - Facilitated Four USIA grants for faculty exchange and business education in Poland and Czechoslovakia directed by department faculty totaling almost \$1,000,000.
  - Frequent appearances of Departmental faculty at international conferences
  - Increased faculty involvement in multi-cultural activities
- Developed Marketing Business Advisory Board

DePaul Continued:

University Activities:

- University Professional Education Steering Committee, 1994-present
- University Academic Planning Committee, 1986-91
- University Athletic Board, 1989-91
- University International Committee, 1992-94

College of Commerce Activities

- Executive Education Taskforce, 1996
- Cooperative Asian MBA Taskforce, 1996
- College Positioning Strategy Committee, 1996
- Distance Learning Taskforce, 1995-96
- Suburban Campus Planning Taskforce, 1995-96
- College of Commerce Administrative Committee, 1985-present
- MIS Strategy Taskforce, 1995
- College of Commerce Strategic Planning Committee, 1989-92, 1994-present
- College of Commerce Facilities Committee, 1990-93
- Chair, College of Commerce MIS Curriculum Review Committee, 1986-87.
- Joint Commerce and LA&S Business Ethics Course Review Committee, 1991-92
- College of Commerce Professional Education Committee, 1993-present
- Strategic Planning Task Force - Research Strategy Committee Co-Chair, 1994-95

**University of the Thai Chamber of Commerce, Bangkok, Thailand  
September-October 1993**

Visiting Professor of Marketing  
Course taught: Marketing Management (graduate)

**University of Mississippi 1981 to 1985**

Director, Bureau of Business and Economic Research, School of Business Administration,  
University of Mississippi 1982 to 1985.

Associate Professor of Marketing, University of Mississippi, 1981 to 1985. Courses taught include Graduate Seminar in Advanced Research Methodology, Consumer Behavior (graduate and undergraduate), Principles of Marketing, Marketing Policy and Social Marketing.

Dissertations chaired:

- Jane Easter Young (1984) "Examination of the Management Information System Relational Triad."
- Michael LaTour (1986) "Physiological Response to Marketing Communications."

Selected Activities

- Chair - Business School Research Committee-1982-85
- Faculty Senate - 1983-1985 (Academic Affairs Committee)
- Co-developer of Statistical Quality Assurance Training Program for Holly Carburetor, Water Valley, Mississippi, Division of Continuing Education (1983).
- Co-coordinator -- Mid-South MBA Case Competition, 1983/1984.
- Co-coordinator -- American Marketing Association and American Psychological Association, Division 23, sponsored "Personal Values and Consumer Behavior Workshop," 1983.
- Chair of Committee, Dean's Advisory Council Development, 1981.
- Director of Small Business Institute, 1981--1982.

**University of Notre Dame, 1977 - 1981**

Assistant Professor of Marketing, University of Notre Dame, 1977 - 1981. Courses taught include Market Research (graduate and undergraduate), Consumer Behavior, Sales Management, Principles of Marketing and Social Marketing.

Selected Activities

- Member of College of Business Administration College Council, fall 1978--1981.
- Moderator of Marketing Club, 1978--1979.
- Member of Sophomore Year Committee, 1980.
- Member of College Curriculum Committee to develop Business Administration Seminar Course, 1978--1979.

## **University of South Carolina, 1976 - 1977.**

Teaching Associate, University of South Carolina, 1976 - 1977. Courses taught include Consumer Behavior, Basic Marketing, and Marketing Research.

## **Jacksonville State University, Jacksonville, Alabama, 1972 - 1974**

Instructor of Marketing, Jacksonville State University, Jacksonville, Alabama, 1972 - 1974. Courses taught include Marketing Management, Marketing Research, Quantitative Marketing Decisions, Systems Analysis, and Sales Management.

### Selected Activities

- Member of University Faculty Senate, 1972--1974.
- School of Business Curriculum committee, 1972--1974.

## **BUSINESS EXPERIENCE**

### **General Electric Credit Corporation, 1970 - 1972.**

Accounting Section Leader: Reports Unit General Electric Credit Corporation, 1970 - 1972. Assisted in the development of procedures and installation of computerized reconciliation and purchase voucher honoring system.

## **CONSULTING, RESEARCH AND LONG-TERM TRAINING ACTIVITIES**

- International Food Industry Supply Association, 1996-97 – Industry Analysis and Business Strategy
- Million Dollar Round Table, 1995-97--Marketing Strategy
- Hickson and Associates, 1994--Marketing Strategy
- Florida Chamber of Commerce, 1992-93--Marketing Strategy
- Aplan and Associates, 1992-94-- Marketing Strategy
- Bayer Best Vanderwarker, 1991-92-- Advertising Research/Strategy
- Best Foam Fabricators, 1991-- Marketing Strategy
- IBM, 1989-- Market Research
- Dairy and Food Industries Supply Association, 1988-1996--Marketing Research and Strategic Analysis
- Bank Administration Institute, 1989-- Marketing Strategy
- Donaldson, Lufkin and Jenrette-Pershing, 1988-- Marketing Strategy Training
- Wal-Mart Inc., Bentonville, Arkansas, 1985-87-- Store Management and Marketing Training
- Illinois State Chamber of Commerce, 1987-- Marketing Strategy
- AIMS, Inc. Chicago, 1986-- Marketing Management

- City of Natchez, Mississippi, 1985-- Feasibility Analysis for Promotional Event
- Cofer Molding Company, Panama City, Florida, 1979-1983-- Marketing Strategy
- National Standard Company, Niles, Michigan, 1980-- Sales force organization
- General Motors Corporation, Parts Division, Flint, Michigan, 1979-- Management communication
- Congoleum Corporation, Kinder Division, Elkhart, Indiana, 1978-1982-- Sales force compensation and motivation; marketing strategy

#### **EXPERT WITNESS ENGAGEMENTS**

- Boden Products v. Chicago Transparent -- for Sweney and Ryman 1988-89
- All the Chips v. OKI U.S. -- for Winston and Strawn/Huff and Gaines 1990
- Wolf Machine and Tool Co. v. Creditcard Keys Co.-- for Arnold and Kadjan 1990

## **RESEARCH AND SCHOLARLY ACTIVITIES**

### **ARTICLES IN ACADEMIC JOURNALS:**

Alwitt, L. F., and R. E. Pitts, "Predicting Purchase Intentions for an Environmentally-Sensitive Product," Journal of Consumer Psychology, Vol. 5 No. 1 (1996), pgs. 49-64.

Pan, Y., W. R. Vanhonacker and R. E. Pitts, "International Joint Ventures in China: Operations and Potential Close-Down," Journal of Global Marketing, Vol. 8 Nos. 3/4 (1995), pgs. 125-150.

Pan, Y., S. O'Curry and R. E. Pitts, "The Attraction Effect and Political Choice in Two Elections," Journal of Consumer Psychology, Vol. 4 No. 1 (1995), pgs. 85-101.

Alwitt, L. F., S.B. Benet, and R. E. Pitts, "Effects of Temporal Aspects of Television Commercial Content on Viewers," Journal of Advertising Research, Vol. 33 No.3 (May/June 1993), pgs. 9-21.

Benet, S.B., R. E. Pitts and M.S. LaTour, "The Appropriateness of Fear Appeal Use for Health Care Marketing to the Elderly: Is it OK to Scare Granny?" Journal of Business Ethics, No 12, (1993), pgs. 45-55.

Whalen, J., R. E. Pitts and R. O'Keefe, "Appealing to Consumers' Greed, Lust, Vanity and Envy or the Things Nice Managers Don't Talk About," Journal of Promotion Management, Vol.1 No.1 (fall 1991), pgs. 3-20.

Pitts, R. E., M.S. LaTour, and D. C. Luther, "Eroticism In Advertising: A Psychophysiological Explanation," Werbeforschung & Praxis, (February 1991), pgs. 56-64.

LaTour, M. S., R. E. Pitts, and D. C. Luther, "Female Nudity Arousal and Ad Response: An Experimental Investigation," Journal of Advertising, Vol. 19 (winter 1991), pgs. 51-62.

Pitts, R. E., and R.A. Cooke, "A Realistic View of Marketing Ethics," Journal of Business Ethics, Vol. 10 No. 4 (April 1991), pgs. 243-245.

Pitts, R. E., J. K. Wong, and J. Whalen, "Exploring the Structure of Ethical Evaluation in Personal and Vicarious Situations as a Component of the Consumer Behavior Model," Journal of Business Ethics, Vol. 10 No. 4 (April 1991), pgs. 285-295.

Pitts, R. E., A.G. Woodside, "Special Issue: Examining the Structure of Personal Values and Consumer Decision Making," Journal of Business Research, Vol. 22 No. 2 (March 1991), pgs. 91-93.

Pitts, R. E., J.K. Wong, and J. Whalen, "Consumers' Evaluative Structure in Two Ethical Situations: A Means-End Approach," Journal of Business Research, Vol. 22 No. 2 (March 1991), pgs. 119-130.

Pitts, R. E., J. Whalen, R. O'Keefe, and V. Murray, "Black and White Responses to Culturally Targeted Television Commercials: A Values Based Approach," Psychology and Marketing, Vol. 6 (winter 1989), pgs. 311-328.

LaTour, M. S. and R. E. Pitts, "Using Fear Appeals for AIDS Prevention in College Aged Population: An Analysis of Arousal and Ad Response," Journal of Healthcare Marketing, Vol. 9 (September 1989), pgs. 5-14.

Murry, J. H., R. E. Reidenbach, R. E. Pitts, and K. W. Hollman, "The Marketing Concept and Profitability in the Insurance Industry," Journal of Insurance Issues and Practices, (January 1989).

Murry, J. H., R. E. Pitts, D. A. Smith, and Kenneth W. Hollman, "The Relationship Between Selected Socioeconomic Variables and Measures of Arson: A Cross-Sectional Study," Fire Technology Vol. 23 (February 1987), pgs. 60-73.

Reidenbach, R.R., D. L. Moat, and R. E. Pitts, "The Impact of Marketing Operations on Bank Performance: A Structural Investigation," Journal of Bank Research, (spring 1986), pgs. 18-27.

Pitts, R. E., "The Spanish Subculture: Subcultural Complexity and Marketing Opportunity," Psychology and Marketing, Vol. 3, No. 4, (winter 1986), pgs. 243-246.

Murry, J.H., R. E. Pitts, and R. Hollman, "Effect of Valued Policy Laws on Selected Measures of Arson," Journal of Insurance Issues and Practices, Vol. 9, Series 2, (June 1986), pgs. 57-73.

Pitts, R. E. and A. J. Woodside, "Personal Values and Travel Decisions," Journal of Travel Research, (summer 1986), pgs. 20-25.

Reidenbach, R. R. and R. E. Pitts, "Not All CEOs Are Created Equal as Advertising Spokespersons: Evaluating the Effective CEO Spokesperson," Journal of Advertising, Vol. 25, No. 1 (winter 1986), pgs. 30-36.

Pitts, R. E., A. L. Canty, and J. Tsalikis, "Exploring the Impact of Personal Values on Socially Oriented Communications," Psychology and Marketing, Vol. 2 (winter 1985), pgs. 1-11.

Murry, J. H., R. E. Pitts, D. H. Smith, and V. W. Hollman, "An Exploratory Study of Readership Differences Among Insurance Agents," Mid South Journal of Economics, Vol. 9, No.1 (June 1985), pgs. 65-71.

Murry, J. H., R. E. Pitts, D. A. Smith, and R. Hollman. "A Regional Survey of Demographic and Attitudinal Differences Between a Sample of Independent and Exclusive Insurance Agents," Mid South Journal of Economics Vol. 9 (December 1985), pgs. 255-266.

Davis, R. Dean, Donald R. Latham, and R. E. Pitts. "A Program for Teaching Statistical Process Control To Workers With Limited Mathematical Skills: An Intervention Strategy," Performance and Instruction Journal (March 1985).

Pitts, R. E. and G. V. Skelly, "Economic Self Interest and Other Motivational Factors Underlying Charitable Giving," Journal of Behavioral Economics (winter 1985).

Bello, D.C., R. E. Pitts, and M.J. Etzel, "The Communications Effects of Controversial Sexual Content in Television Programs and Commercials," Journal of Advertising (June 1983), pgs. 32-42.

Pitts, R. E. and A. G. Woodside, "Personal Value Influences on Consumer Product Class and Brand Preferences," Journal of Social Psychology, (February 1983), pgs. 37-53.

Pitts, R. E. and J. L. Wittenbach, "Acquisition Decisions for Energy Conservation: Do Tax Credits Influence Company Investment," The Tax Executive, Vol. 35, No. 2, (January 1983), pgs. 127-140.

Terpening, W. D., J. F. Guertner, and R. E. Pitts, "A Casual Model of Students Attitudes and Choice of Majors in Business Administration," Journal of Marketing Education, Vol. 4, (fall 1983), pgs. 21-30.

Pitts, R. E., J. F. Willenborg, and D. L. Sherrell, "Consumer Responses to Increasing Gasoline Prices," Journal of Consumer Research, Vol. 8, (December 1981), pgs. 322-330.

Pitts, R. E. and J. L. Wittenbach, "Tax Credits as a Means of Influencing Consumer Behavior," Journal of Consumer Research, Vol. 8, (December 1981), pgs. 335-338.

Pitts, R. E., "Value Group Analysis of Cultural Values in Heterogeneous Population," Journal of Social Psychology, (October 1981), pgs. 109-124.

Keating, B. P., R. E. Pitts, and D. A. Appel, "United Way Contributions: Coercion, Charity or Economic Self-Interest?" Southern Economic Review, (January 1981), pgs. 816-823.

Willenborg, J. F. and R. E. Pitts, "Gasoline Prices: Their Effect on Consumer Behavior and Attitudes," Journal of Marketing (January 1977), pgs. 24-31.

Willenborg, J. F. and R. E. Pitts, "Perceived Situational Effects on Price Sensitivity," Journal of Business Research, Vol. 5, (March 1977), pgs. 27-39.

Woodside, A. G. and R. E. Pitts, "Effects of Consumer Life Styles, Demographics, and Travel Activities on Foreign and Domestic Travel Behavior," Journal of Travel Research, Vol. 14, (winter 1976), pgs. 13-15.

## ARTICLES IN PROFESSIONAL PUBLICATIONS:

Pitts, R. E., "Commercials and Context," Marketing and Media Decisions, Vol. 21 (October 1986), pg. 176.

Pitts, R. E., "Need Analysis in the Health Care Facility: A Marketing Approach to Health Care," Health Services Manager, Vol. 13, No. 2, (February 1980), pgs. 8-10.

Pitts, R. E., "Taking Stock of Your Institution: Conducting a Successful Survey," Health Services Manager, Vol. 13, No. 3, (March 1980), pgs. 6-7.

Thompson, K. R. and R. E. Pitts, "Involving Your Staff in the Decision Making Process," Supervisory Management, Vol. 24, No. 4, (April 1979), pgs. 31-38.

Thompson, K. R. and R. E. Pitts, "Being Group Leader," Supervisory Management, Vol. 24, No. 3, (March 1979), pgs. 24-31.

Pitts, R. E. and K. R. Thompson, "Making Quantified Incentive Systems Work for You," Supervisory Management, Vol. 24, No. 2, (February 1979), pgs. 24-32.

Pitts, R. E. and K. R. Thompson, "Using Job Behavior to Measure Employee Performance," Supervisory Management, Vol. 24, No. 1, (January 1979), pg. 23-30.

Pitts, R. E. and K. R. Thompson, "Alternatives to Monetary Rewards," Supervisory Management, Vol. 23, No. 12, (December 1978), pgs. 12-17.

Pitts, R. E. and K. R. Thompson, "The Supervisory's Survival Guide: A Positive Approach to Motivation," Supervisory Management, Vol. 23, No. 11, (November 1978), pgs. 2-10.

Pitts, R. E. and K. R. Thompson, "Using Chitchat for Good Employee Moral," Nations Business, American Chamber of Commerce (1978), pg. 66.

## **BOOKS, MONOGRAPHS AND CHAPTERS IN BOOKS:**

Woodside, A. G. and R. E. Pitts (eds.), Creating and Managing International Joint Ventures, Quorum Books, 1996, 235 pages.

Woodside, A. G. and R. E. Pitts, "Toward a Behavioral Theory of International Joint Ventures," Creating and Managing International Joint Ventures, Woodside, A. G. and R. E. Pitts (eds.), Quorum Books, 1996.

Aquila, A. J., A. D. Koltin and R. E. Pitts, CPAs that Sell: The Complete Guide to Promoting Your Professional Services, jointly published by Irwin Professional Publishers, American Institute of Certified Public Accountants and the Practice Development Institute, 1995, 142 pages.

Reidenbach, R.R., M. R. Grubbs, and R. E. Pitts, Effective Bank Marketing Issues: Technologies and Applications, Bank Marketing Association, 1987, 141 pages.

Reidenbach, R. R. and R. E. Pitts, Bank Marketing: A Guide to Strategic Planning, Reston-Prentice Hall, Inc., 1986, 239 pages.

Pitts, R. E., "Application of Consumer Psychology to Energy Policy Initiatives," Application of Consumer Psychology to National Energy Initiatives, R.L. Ender and J.C. Kim (eds.), Greenwood Press.

Pitts, R. E. and A. G. Woodside (eds.), Personal Values and Consumer Psychology, Lexington Books, Lexington, Massachusetts, 1984.

Pitts, R. E. and A. G. Woodside, "Personal Values and Market Segmentation: Applying the Value Constraint," Personal Values and Consumer Psychology, Lexington Books, Lexington, Massachusetts, 1984.

Easter, J. and R. E. Pitts, "Cultural Assimilation and Money Utility in Decision Structure," Comparative Consumer Psychology, Arch G. Woodside and Charles E. Keown (eds.), 1982.

Pitts, R. E., John F. Willenborg, and Daniel L. Sherrell, "Increasing Gasoline Prices," Consumers and Energy Conservation, J. D. Claxton, C.D. Anderson, J. R. Ritchie, and Gordon H. G. McDougall (eds.), 1981, Prager Publications, pgs. 205-211.

Pitts, R. E. and James L. Wittenbach, "U.S. Residential Energy Tax Credit," Consumers and Energy Conservation, J. D. Claxton, C.D. Anderson, J. D. Ritchie and Gordon H. G. McDougall, (eds.), 1981, Prager Publications, pgs. 280-285.

Thompson, K. R. and R. E. Pitts, Supervisors Survival Guide, American Management Association, New York, 1979.

Woodside, A. G., J. L. Taylor and R. E. Pitts, "Profit Analysis of Consumer Purchase Behavior in Retail Settings," in Foundations of Marketing Channels, A.G. Woodside, J. Taylor Sims, Ian R. Wilkinson, D. M. Lewison (eds.), Lone Star Publishing Co., 1978, pgs. 343-359.

Willenborg, J. F. and R. E. Pitts, "Sweetbriar Pharmaceutical, Inc.," Consumer Behavior Dynamics: A Case Book, by M. Wayne DeLozier, Charles E. Merrill Publishing Co., Columbus, Ohio, 1977, pgs. 188-914.

## **PUBLISHED PROCEEDINGS PAPERS:**

B. Boyle and R. E. Pitts, "Professionalizing the Marketing Major: Keys to Bridging the Preparation Gap," Southern Marketing Association, New Orleans, (November 1994).

Wong, J. K. and R. E. Pitts, "Acculturation and Ethical Decision Making by Expatriate Managers," Third Symposium On Cross-Cultural Consumer and Business Studies, (December 1990).

Pitts, R. E. and J. K. Wong, "Quantitative Analysis Methodologies for the Evaluation of Means-End Value Structures," Proceedings, European Marketing Academy Meetings, Innsbruck, Austria, (May 1990).

Whalen, D. J., R. E. Pitts, and R. O'Keefe, "Product Management and the Things Nice People Don't Talk About," Proceedings, Southern Marketing Association, New Orleans, (November 1989).

Whalen, D. J., R. E. Pitts, and P. Prabhaker, "Simulation of the Effects of Commercial Spot Announcement Price Negotiation on Optimal Electronic Media Mix," Decision Sciences Institute 1989 Conference, (November 1989).

Wong, J. K., R. E. Pitts, and D. Snook-Luther, "Exploring the Niche for Community Hospitals: A Framework for Market Audit and Market Structure Analysis," Advances in Healthcare Research, (April 1989).

Pitts, R. E., J.K. Wong, and D. J. Whalen, "Exploring the Structure of Ethical Evaluation in Personal and Vicarious Situations as a Component of the Consumer Behavior Model," Proceedings, American Marketing Association, Chicago, (1989).

LaTour, M. S. and R. E. Pitts, "Communicating the Dangers of AIDS in English Speaking Countries," Advances in Healthcare Research, (April 1989).

Murry, J. H., R. R. Reidenbach, R. E. Pitts, and K. W. Hollman, "The Marketing Concept and Profitability in the Insurance Industry," Proceedings of the Annual Conference of the Southern Risk and Insurance Association, Savannah, (1987).

Murry, J. H., R. E. Reidenbach, R. E. Pitts, and K. W. Hollman, "An Empirical Investigation of the Application of the Marketing Concept and Resulting Profitability in the Property/Casualty Insurance Industry," Proceedings of the Annual Conference of the American Risk and Insurance Association, Montreal, (1987).

F. E. Amenkhienan, C. H. Brennen, and R. E. Pitts, "Toward Formulating and Accounting Framework for Developing Countries," Proceedings, American Accounting Association, New York, (August 1986).

Murry, Joe H., R. E. Pitts, and Kenneth W. Hollman "Valued Policy Laws and the Incidence of Arson," Proceedings of the Annual Conference of the American Risk and Insurance Association, Vancouver, (1985).

Flesher, D. L., G. U. Skelly, R. E. Pitts, and T. K. Flesher, "Contributions of Management Accountants to the New Product Decision: A Study of Seventeen Companies," Proceedings of the American Accounting Association Annual Meetings, Reno, (1985).

Pitts, R. E. and D.C. Bello, "The Impact of Public Policy on the Marketing Channel: The Bottle Bill Example," Proceedings, Southern Marketing Association, Orlando, Florida (1985).

Davis, R. Dean, Donald R. Latham, and R. E. Pitts, "A Program For Teaching Statistical Process Control to Workers with Limited Mathematical Skills: An Intervention Perspective," Proceedings, Southeast American Institute For Decision Sciences, 1985, New Orleans, (selected as one of four "Best Papers" at the conference).

Easter J., R. E. Pitts, D. L. Latham and D. Davis, "Inter-organization and Interdepartment Considerations in Developing MIS Efficiency," Proceedings, American Management Association National Meetings (1984).

Festervand, T. A. and R. E. Pitts, "Student Attitudes Toward Selling: A New Perspective," Proceedings, Academy of Marketing Science, (1984), Niagara Falls, New York.

Murry J.H., R. E. Pitts, D. A. Smith, and K. W. Hollman, "A Study of Information Usage by a Sample of Independent and Exclusive Insurance Agents," Proceedings, Western Risk and Insurance Association, (1984).

Murry, J.H., R. E. Pitts, K. W. Hollman, and D. A. Smith, "The Relationship Between Selected Socio-Economic Variables and Measures of Arson: A Cross-Sectional Study," Proceedings, Southwestern Society of Economists, (1984), Little Rock, Arkansas.

Carey, J.M. and R. E. Pitts, "Understanding Computer Phobia - The First Step Toward Combatance," Proceedings, Southwest-American Institute for Decision Science, (1984), San Antonio, Texas.

Carey, J. M. and R. E. Pitts, "The Acceptance of Change - A Manuscript Information System Model," Proceedings, Southwest-American Institute for Decision Sciences, (1983), Houston, Texas. (Selected as one of four outstanding papers at the conference and abstracted in Decision Line, the AIDS National Publication.)

Festervand, T. A. and R. E. Pitts, "Retail vs. Industrial Selling: A Comparative Analysis of Students' Attitudes and Perceptions," Conceptualizations and Research in Sales and Sales Management: Pi Sigma Epsilon Educators Conference, (1983), New Orleans.

Sherrell, D. L. and R. E. Pitts, "A Path Analytic Approach to Modeling the Dynamics of Consumer Adaptive Behavior," Proceedings, AMA Causal Modeling Conference, Sarasota, Florida, (1983).

Young, J.C., G.V. Skelly, and R. E. Pitts, "The Acceptance of Change - A Management Information System's Model," Proceedings, Southwestern Marketing Association, Houston, (1983).

Latham, D. L. and R. E. Pitts "An Examination of the Marketing Function Within a Sports Organization," Proceedings, AMA Research Colloquium, Applying Marketing Technology to Spectator Sports, Notre Dame, (1982).

Pitts, R. E. and K. R. Thompson, "Using of Simulation and Experimental Learning in Industrial Settings," Proceedings, The Seventh Annual Conference of the Association for Business Simulation and Experiential Learning (1980), pg. 44.

Gaertner, J. F., W. D. Terpening, and R. E. Pitts, "Factors Influencing Student's Perceived Desirability of Business Majors," Proceedings, National Meetings of the American Institute for Decision Sciences, Las Vegas (1980), pgs. 2-349.

Pitts, R. E. and D. C. Bello, "The Implementation of Public Policy Through Marketing Channel Systems," Proceedings, American Marketing Association, Chicago (1980), pgs. 468-471.

Pitts, R. E. and K. R. Thompson, "Sales Force Motivation through Natural Rewards," Proceedings, Southern Marketing Association, New Orleans, (1979).

Pitts, R. E., J. F. Willenborg, and D. L. Sherrell, "Rising Energy Cost and Adaptive Consumer Behavior: A Segmentation Approach," Proceedings, American Marketing Association, Minneapolis, (1979), pgs. 598-601.

Willenborg, J. F., R. E. Pitts, and D. M. Lewison, "Factors Influencing Student Perceptions of Marketing and Other Major Fields," Proceedings, Southeastern Meetings of the American Institute for Decision Sciences, (1978), pgs. 154-156.

Lewison, D. M., J. F. Willenborg, and R. E. Pitts, "The Dynamics of Retail Drawing Power: A Fast-Food Industry Example," Proceedings, Southern Marketing Association, (1977), pgs. 156-159.

Willenborg, J.F., D. M. Lewison, and R. E. Pitts, "Benefits Analysis: A Pragmatic, Citizen Oriented Approach to Community Planning," Proceedings, Southern Marketing Association, (1977), pgs. 1-4.

Woodside, A. G., R. E. Pitts and A. A. Gerwartz, "Multiple Regression Analysis of Interaction Effects in Multidimensional Category Data," Proceedings, Southern Marketing Association, (1977), pgs. 29-32.

Lewison, D. M., J. R. Willenborg, and R. E. Pitts, "Trade Area Attributes, Consumer Patronage Behavior and Retail Sales: A Recursive Model," Proceedings, American Marketing Association, (1977), pgs. 308-311.

Pitts, R. E., "Teaching Style and Student Evaluation of Course and Instructor," Proceedings, Southern Marketing Association, (1976), pgs. 60-62.

Woodside, A. G. and R. E. Pitts, "Consumer Response to Alternative Selling Strategies: A Field Experiment," Advances in Consumer Research, Vol. III, Proceedings, Association for Consumer Research, (1975), pgs. 398-404.

Clapper, J.M., J.F. Willenborg and R. E. Pitts, "Perceptions of Consumer Issues and Their Relationship to Community Satisfaction," Proceedings, Southern Marketing Association, (1975), pgs. 228-231.

Clapper, J. M., W. M. Parle, R. E. Pitts, J. C. Sacco, and J. F. Willenborg, "Factors Affecting Citizen Evaluation of Community Health Services," Proceedings, American Institute of Decision Science, (1975).

## **UNPUBLISHED PROCEEDINGS PAPERS:**

LaTour, M., M. D. Miller and R. E. Pitts, "Consumer Involvement and with Personal Computer Technology: A Multi-Sample, Latent Variable Analysis," American Marketing Association Summer Educator's Meeting, Boston, (August 1998). Selected as "Best Paper" in consumer behavior track at conference.

Pan, I., W. Vanhonacker and R. E. Pitts, Equity Sharing Arrangements and Joint Venture Operation in the Peoples Republic of China, Academy of International Business, Banff, Canada, (October 1996)

Pan, I., W. Vanhonacker and R. E. Pitts, "International Equity Joint Ventures in China: Operations and Potential Close Down," International Joint Venture Workshop, Bangkok, Thailand, (November 1993).

R. E. Pitts, "Issues in Collaborative Ventures in Organizing International Conferences and Workshops," Asian Pacific Forum on Business Education, Beijing, China (October 1993).

Alwitt, L. and R. E. Pitts, "Predicting Purchase Intentions for an Environmentally Sensitive Product," AMA Summer Educators Conference, Boston (August 1993).

R. E. Pitts, "Building Theory From Case Study Research on International Joint Ventures," Creating and Managing International Joint Ventures Workshop, Chicago (November 1992).

Alwitt, L. and R. E. Pitts, "Segmenting Target Markets in the New Green Marketplace," Association for Consumer Research, Vancouver, (October 1992).

Pitts, R. E. and J. K. Wong, "Quantitative Analysis Methodologies for the Evaluation of Means-End Value Structures," European Marketing Academy Meetings, Innsbruck, Austria, (May 1990).

Pitts, R. E. and J. Wong, "Ethical Behavior and the Consumer Behavior Model," presented at the AMA Education Division and Society for Consumer Psychology Workshop, Chicago, and (December 1988).

Pitts, R. E. and T. Powell, "A Consumer Derived Value Scale," American Marketing Association Workshop on Culture and Subculture, Chicago, (December 1986).

Murry, J. H., K. W. Hollman, R. E. Pitts and Dani A. Smith, "An Empirical Investigation of Socio-Economic Factors Related to Arson in the United States," American Risk and Insurance Association, Philadelphia, (1983).

Pitts, R. E. and G. U. Skelly, "Motivational Factors Underlying United Way Contributions," American Marketing Association Workshop on Non-Profit Marketing, University of South Carolina, (1982).

Pitts, R. E., "Personal Value Influences on Product Class and Brand Preferences," Presented at the American Psychological Association National Convention, Division 23, San Francisco, (1981) with A.G. Woodside.

Pitts, R. E. and J.L. Wittenbach, "Tax Credits as a Means of Influencing Consumer Behavior: The Residential Energy Tax Credit," International Conference on Consumer Behavior and Energy Use, Banff, Alberta, Canada, (1980).

Pitts, R. E. and J.W. Willenborg and D. L. Sherrell, "Dimensions of Consumer Response to Increasing Gasoline Prices: The Experience of the Seventies," International Conference on Consumer Behavior and Energy Use, Banff, Alberta, Canada, (1980).

Wittenbach, J. L. and R. E. Pitts, "Tax Credits for Energy Saving and Consumer Behavior," Presented at the Atlantic Economic Conference, Freeport, (1980). Abstract published in Atlantic Economic Journal, Vol. VIII, (September, 1980).

Willenborg, J. and R. E. Pitts, "Price Sensitivity and Perceived Multidimensionality of Price," Symposium on Consumer and Industrial Buyer Behavior, University of South Carolina, Columbia, South Carolina, (March 1976).

## **Academic Workshops and Professional Meeting Sessions Developed**

Coordinator- Association of Jesuit Business Deans Annual Meeting – Creighton University, Fall 2002

Coordinator - American Marketing Association Faculty Consortium, DePaul University, July 29-31, 1997

Panel Developed - Robert Pitts, Gerhard Plaschka and Mark Sullivan - “Making Integration Work: Curriculum Innovation at DePaul’s Kellstadt Graduate School of Business,” 14<sup>TH</sup> Annual Academic Chairperson Conference: Changing Answers to Recurring Questions, Orlando, (February 1997).

Session Chair/Developer- “Issues in Marketing Department Administration,” American Marketing Association Summer Educator's Conference, San Diego, (August 1996)

Session Chair/Developer -“Technology and Marketing Education,” Midwest Marketing Association, Chicago, (March 1995)

Session Chair/Developer- “Refocusing the Undergraduate Concentration to the Meet Business Needs,” AMA Summer Educator's Conference, San Francisco, (August 1994)

Program Chair -“Marketing Education and Technology,” sponsored by Teaching Interest Group, American Marketing Association, Chicago, (May 1994)

Program Chair - "Creating and Managing International Joint Ventures," workshop sponsored by DePaul University, Tulane University and the European Marketing Association, Chicago, (November 1992).

Program Chair - "Applied Consumer Psychology: From Personal Values to Brand Choice," AMA Education Division and Society for Consumer Psychology Workshop, Chicago, (December 1988).

Program Chair - "Culture and Subculture In Consumer Behavior: AMA Education Division Workshop II," Chicago, (December 1987).

Chair/Developer - "Theory and Application in Focus Group Research," Special Session American Marketing Association Educators Conference, Chicago, (August 1986).

Program Chair - Personal Value Sessions, American Marketing Association Workshop on Culture and Subculture, Chicago, (December 1986).

Chairperson - "Innovation in the Service Industry," Special Session Decision Sciences Institute National Meetings, Hawaii, (November 1986).

Panel Member/Co-developer - "Retraining Faculty for Business School Careers," National Meeting of the Decision Science Institute, Las Vegas, (1985).

Chairperson/Developer - Special Session on the Development of Consumer Panels in the Business School Research Environment, Southern Marketing Association, Atlanta, (1983).

Program Chair - "Personal Values Workshop," AMA Education Division and APA Division 23, Oxford, Mississippi, (May 1983).

Chairperson and coordinator - Workshop on Non-financial Motivation of the Salesforce, Southern Marketing Association, New Orleans, Louisiana, (November 1978).

### **PROGRAMS, LECTURES, INTERVIEWS AND ADDRESSES:**

Presentation "Reaffirmation and Cultural Change: Experiences at Creighton University" AACSB Continuous Improvement Symposium, Washington, D. C., September 2002

Panel Member "Business Schools and E-Commerce" at Southern Business Administration Association Annual Meeting (Southern AACSB Business Deans), Nashville, Tennessee Scheduled November 2000

Presentation "Experiences in Electronic Commerce Program Development" at Midwest AACSB Business Deans Annual Meeting, Aspen, Colorado, October 2000

Panel participant for "Trends in Marketing and Business Education" at AMA International Marketing Educator's Conference, Buenos Aires, Argentina, July 2000

Discussant at "Teaching Ethics in Marketing Symposium," Notre Dame University, May 1999

Strategic Planning for Polish Banks, DePaul University October 1997

"Developing the Chamber's Image," Council of State Chambers of Commerce, Nashville, Tennessee, September 1996.

"Refocusing the Marketing Concentration to Meet Business Needs: Integrated Marketing Education at DePaul University," AACSB Continuous Improvement Workshop, Philadelphia, October 1995.

Strategic Planning for P. K. O. - B. P. Executives - Two Day Workshop, Warsaw, Poland, June 1995 and June 1996.

Presented lecture at Rangsit University, Bangkok, Thailand MBA program- "Developing Competitive Advantage in the New Environment of International Business," October 1993.

"Marketing Strategy in a Competitive Environment: The Customer Focused Firm," Lublin School of Business, Lublin, Poland, June 28-July 3, 1993; Sponsored by the United States Information Agency.

Panel Member WGN Radio January 1993, "Focus Group and Other Applications of Marketing Research," "On-air" focus group conducted during program hosted by Harry Shearer.

"Benefits Not Features: A Marketing Approach For Generating Non-Dues Income," presented to the Council of State Chambers of Commerce and Association of Membership Executives, Chicago, September 1992.

"How Targeting Black Consumers Affects Other Consumers," presented at the symposium Marketing to African Americans, sponsored by the African American Marketing and Media Association, Chicago, September, 1991.

Interviewed for Chicago Sun Times article on consumer reaction to sports marketing and Olympic promotions, November 2, 1990.

Interviewed for research on Black/White perceptual differences research in Advertising Age, April 30, 1990.

Interviewed and cited for Black/White advertising research in articles in ten Cox News service newspapers, August - October 1990.

Interviewed by National Public Broadcasting concerning Consumer Shopping Patterns in times of Recession, December 1990.

Interview in Target Marketing "Can We Make DM Higher ED High Brow?" March 1990.

"Personal Values and The Perception of Value Rich Advertising," presented to Burrell Advertising, Chicago, December 1989.

"A Marketing Strategy for Illinois General Aviation," -presented to Illinois Aviation Conference, 1989.

"Effecting Social Change Through Marketing Techniques," - Presented to Family Support Administration (Region 5), December 1988.

"Shaping Programs for Changing Needs - A Workshop for Pastoral Leaders," Institute for Leadership, DePaul University, Chicago, October 1987.

"Effective Retail Management," Presented at the Walton Institute of Retail Management, University of Arkansas, 1985 - 1987.

"Employee Motivation," Presented at University of Mississippi Bank Management Program, February 1984.

"Effective Communication: Report Writing," Presented to Highway and Transportation Institute, February 1983.

"Effective Business and Technical Presentation," Two day seminar for executive staff of Rockwell International Power Tool Division, Tupelo, Mississippi, December 1982.

"Effective Project Planning," one-day seminar presented to Governor's Office of Federal-State Programs, October 1982.

"Consumer Motivation and Retail Strategy," Presented to the Indiana Association of Automobile Tire Dealers, January 1981.

Sales Force Motivation Program. Presented to Kinder Division of Congoleum Corporation, May 1980, 1981, and 1982.

Sales Management Seminar. Presented to Wholesale Florists and Floral Supply Association of America, September 1978.

Developed and coordinated management training seminar (1 week) for sales managers of Rolfs/Amity Leather Corp.

Presented sessions on sales management, forecasting and marketing strategy, June 1978.

Marketing Management Workshop. Presented to Automotive Service Industry Association, (ASIA) Young Executive Forum, Center for Continuing Education, University of Notre Dame, September 19, 1979.

Broadcast interview concerning impact of energy conservation tax credit on citizen behavior. WSBT Television, December 1979.

Broadcast interview concerning impact of office communications on employee morale. WSBT Television, March 1979.

"Marketing Today," and "Marketing Strategy Development". American Screen Printers Association, May 1978.

Marketing Management Seminar. Presented to the American Institute of Kitchen Dealers Management Institute, April 1978, May 1979, and February 1980.

Sales Management Seminar. Presented to the Haggar-NAMBIC Retail Management Institute, June 1978, June 1979, June 1980, and June 1981.

Study of "Image Awareness and Promotional Impact of the South Bend, Indiana United Way Drive of 1979."

Study of the effectiveness of newspaper insert concerning alcohol abuse for the South Carolina Commission on Alcohol and Drug Abuse, 1977.

"Consumer Psychology and Consumerism". Presented to the Consumer Affairs Council of Miles Laboratories, Inc., December 1977.