

December 18, 2017

## RESUMÉ

**Dr. Alma Mintu-Wimsatt**  
**Professor of Marketing**  
**William L. Mayo Professor**

### OFFICE ADDRESS:

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Texas A & M University - Commerce  
Commerce, TX 75429  
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### EDUCATION:

June, 1991 Pacific Rim Executive Management Program: Series on Doing Business in Japan  
University of Southern California Los Angeles, California.

August, 1989 American Marketing Association Doctoral Consortium Fellow,  
Harvard Business School

1987-1990 Doctor of Philosophy  
Date Awarded: October 8, 1990  
University of Kentucky  
Lexington, Kentucky  
Major Field: Marketing  
Minor Field: International Economics with Coursework in Cross-Cultural  
Anthropology and Political Science

*Dissertation Title: International Marketing Negotiations in an Industrial Setting:  
A Cultural Orientation*  
Director: Dr. Roger J. Calantone

1986-1987 Master of Business Administration  
University of Kentucky  
Lexington, Kentucky  
Major Field: Marketing

1981-1985 Bachelor of Science in Business Economics  
University of the Philippines  
Quezon City, Philippines

## RECOGNITIONS:

- Recipient, William L. Mayo Professor Award.
- Faculty International Research Award (2016), TAMUC.
- Runner up in the 2016 Axxess Capon Distinguished Teaching Competition, Society of Marketing Advances (Atlanta, GA).
- Global Fellow (2016), TX A & M University – Commerce.
- Recipient, The Texas A & M University System, Spring, 2012 Student Recognition Award for Teaching Excellence.
- Recipient, The Texas A & M University System, Fall 2011 Student Recognition Award for Teaching Excellence.
- Recipient, The Texas A & M University System, Spring 2011 Student Recognition Award for Teaching Excellence.
- Recipient, The Texas A & M University System, Fall 2010 Student Recognition Award for Teaching Excellence.
- Recipient, Texas A & M University System, Fall 2009 Teaching Excellence Award.
- Best 3 Professors published in Texas Monthly's (2004) *Guide to Texas Colleges and Universities*.
- 2004 H. M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity, Texas A & M – Commerce.
- 2002 Paul W. Barrus Distinguished Faculty Award for Teaching, Texas A&M-Commerce.
- 1994-1995 TX Association of College Teachers Distinguished Faculty Teaching Award, Texas A&M-Commerce.
- Recipient, Citation from the Joseph H. Lauder Institute of Management and International Studies, The Wharton School and The School of Arts and Sciences, University of Pennsylvania.

## WORK EXPERIENCE:

Summer 2, 1992-Present      Professor of Marketing,  
Department of Marketing & Business Analytics,  
Texas A & M University-Commerce  
Commerce, TX 75429.

Face-to-face courses as well as training & experience in teaching distance leaning courses, specifically: Internet-based and interactive television classes (ITV).

Teaching responsibilities: Face-to-face courses  
Internet Marketing (Graduate); Global Distribution Management (Graduate); Marketing Management (Graduate); Basic Marketing (Undergraduate); Consumer Behavior (Undergraduate); Channels of Distribution (Undergraduate); Marketing Research (Undergraduate); Promotions Management (Undergraduate).

Teaching responsibilities: Internet-based or Interactive television courses

Internet Marketing (Graduate); CRM (Graduate); Global Consumer Behavior (Graduate); International Marketing (Graduate); Marketing Management (Graduate).

Fall, 1990-Spring, 1992

Assistant Professor,  
Department of Marketing & Environment,  
Florida International University, Miami, FL 33199.

Teaching responsibilities include:

Advanced Marketing Management (Graduate); Marketing Management (Undergraduate); Cases in Marketing Management (Undergraduate).

Fall, 1987-Summer, 1990

Graduate Teaching Assistantship,  
Department of Marketing,  
University of Kentucky,  
Lexington, KY 40506.

## **NEW COURSES – Proposed for University Approval; Developed Curriculum; and Taught**

Summer, 2013 – Business Ethics (Graduate level)

Fall, 2008 - Global Consumer Behavior (Graduate level)

Fall, 2007 - Customer Relationship Management (Graduate level)

Fall, 2001 – Internet Marketing (Graduate level)

## **PUBLICATIONS<sup>1</sup>:**

### **A. Academic Journals**

**Mintu-Wimsatt, Alma** and Hector Lozada, eds. (forthcoming), Special Issue Business Analytics in the Marketing Curriculum: A Call for Integration, Marketing Education Review.

Tuten, Tracy and **Alma Mintu-Wimsatt** (2018), “Advancing Our Understanding of the Theory and Practice of Social Media Marketing: Introduction to the Special Issue,” Journal of Marketing Theory & Practice, 26 (1-2), 1-3.

Rankin, Robert and **Alma Mintu-Wimsatt** (2017), “Challenges in Introducing New Products, A Case Study on the New Product development Process,” e-Journal of Business & Scholarship of Teaching, 11 (2), 69-75.

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<sup>1</sup> Note that the listing of co-authors is typically in alphabetical order. This follows the conventional practice of most researchers. However, in cases where one author’s contributions clearly outweighed the others, the listing of names would reflect such order and the listing would not be in alphabetical order.

Larkin, Charlotte, Susan Szabo and **Alma Mintu-Wimsatt** (2017), "Academic Integrity of Graduate Online Students in a Curriculum and Instruction Program," International Research in Higher Education, Vol. 2 (4).

Zhang, Long , Ali Kara, John Spillan and **Alma Mintu-Wimsatt** (2017), "Exploring Market Orientation among Chinese Small and Medium-Sized Enterprises," Chinese Management Studies, 11 (4), 617-636.

Larkin, Charlotte and **Alma Mintu-Wimsatt** (2015), Comparing Cheating Behaviors among Graduate and Undergraduate Online Business Students," Journal of Higher Education Theory and Practice, 15 (7), 54-62.

Larkin, Charlotte and **Alma Mintu-Wimsatt** (2015), "Undergraduate Online Business Students' Views on Plagiarism," Journal of Modern Education Review, 5(5), 437-444.

**Alma Mintu-Wimsatt**, Hector Lozada and Steven Llorens (2014), "Start-Ups and the Internet: The Case of Strutz' Sole Angel®," Journal of Business Cases and Applications, Vol. 11.

Lozada, Hector, Gary Kritz and **Alma Mintu-Wimsatt** (2013), "The Challenge of Online Privacy to Global Marketers," Journal of Marketing Development and Competitiveness, Vol. 7 (1), 54-62.

Myers, Chris and **Alma Mintu-Wimsatt** (April, 2012), "Exploring Antecedents Influencing Shopping Satisfaction: The Case of the Apparel Industry," International Journal of Business & Social Science, Vol. 3 (8), 1-9. (See <http://www.ijbssnet.com/update/archive/1143.html>)

**Mintu-Wimsatt, Alma** (2011), "One Instructor Teaching Multiple Online Graduate-Level Courses: Are There Differences," International Journal of Education, 3 (2), E5.

**Mintu-Wimsatt, Alma** and Anna Madjourova-Davri (2011), "Reciprocal Cooperation and the Moderating Effect of Individualism: A Five-Country Negotiation Study," Journal of Global Marketing, Vol. 24 (5), 385-396.

**Mintu-Wimsatt, Alma**, Courtney Kernek and Hector Lozada (2010), "Netiquette: Make it Part of Your Syllabus," MERLOT Journal of Online Learning and Teaching, Vol. 6 (1), 264-267. (See [http://jolt.merlot.org/vol6no1/mintu-wimsatt\\_0310.htm](http://jolt.merlot.org/vol6no1/mintu-wimsatt_0310.htm))

**Mintu-Wimsatt, Alma** and Chris Myers (2009), "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," International Journal of Accounting Information Science & Leadership – IJAISL, Vol. 2 (2), 28-31.

**Mintu-Wimsatt, Alma** (2009), "Comedydriving.com – Online Defensive Driving: A Teaching Case," Journal of Business Case Studies, Vol. 5 (6), 41-46.

Republished - **Mintu-Wimsatt, Alma**, Kendra Ingram and Theresa Sadler (2008), "Creativity in Online Courses: Perceptions of MBA Students," FormaMente, Vol. 3 (1-2), 55-68. (see <http://formamente.unimarconi.it/>)

**Mintu-Wimsatt, Alma**, Anna Madjourova-Davri and Hector Lozada (2008), "Personality Correlates of Equity Sensitivity for Samples of Canadian, Bulgarian and Mexican Businesspeople," Psychological Reports, Vol. 102, 58-63.

**Mintu-Wimsatt, Alma**, Kendra Ingram and Theresa Sadler (2007), "Creativity in Online Courses: Perceptions of MBA Students," MERLOT Journal of Online Learning and Teaching, Vol. 3 (4), 324-330. (See <http://jolt.merlot.org/vol3no4/mintu-wimsatt.htm> )

**Mintu-Wimsatt, Alma**, Courtney Russ and Kendra Ingram (2006), "On Different Teaching Pedagogies: What Happens to Your Course Evaluations," Marketing Education Review, Vol.16 (3 Fall), 49-57.

**Mintu-Wimsatt, Alma** and Mary Anne Milward (2005), "Dallas Ice Corporation and Its Premium Beverage Ice Product," Journal of College Teaching and Learning, Vol. 2 (1), 65-69

Carraher, Shawn, Sarah Carraher and **Alma Mintu-Wimsatt** (2005), "The Customer Service Management in Western and Central Europe: A Concurrent Validate Strategy in Entrepreneurial Financial Information Services Organizations," Journal of Business Strategies, Vol. 22 (1), 41-54.

**Mintu-Wimsatt, Alma**, Rosanna Garcia and Roger Calantone (2005), "Risk, Trust and the Problem Solving Approach: A Cross Cultural Negotiation Study," Journal of Marketing Theory and Practice, 13 (1), 52-61.

**Mintu-Wimsatt, Alma** (2005), "Equity Sensitivity and Negotiation Behaviors: A Look at Mexican Exporters." Academy of Marketing Science Review [Online] 2005 (1) Available: <http://www.amsreview.org/articles/wimsatt01-2005.pdf>

**Mintu-Wimsatt, Alma** and Jule Gassenheimer (2004), "The Problem Solving Approach of International Salespeople: The Experience Effect," Journal of Personal Selling and Sales Management, 14 (1), 19-25.

**Mintu-Wimsatt, Alma** and John Graham (2004), "Testing a Negotiation Model on Canadian Anglophone and Mexican Exporters," Journal of the Academy of Marketing Science, 32 (3), 345-356.

**Mintu-Wimsatt, Alma** (2003), "Consumer Behavior," in Business English (1<sup>st</sup> edition), John Parnell and Yalin Lei, editors, Beijing, China, pp. 118-132.

**Mintu-Wimsatt, Alma** (2003), "A Cross-Cultural Validation of King and Miles' Equity Sensitivity Instrument," Psychological Reports, 92, 23-26.

**Mintu-Wimsatt, Alma** (2002), "Personality and Negotiation Style: The Moderating Effects of Cultural Context," Thunderbird International Business Review, 44 (6), 729-748.

**Mintu-Wimsatt, Alma** and Jule Gassenheimer (2002), "Impact of Demographic Variables on Negotiators' Problem-Solving Approach: A Two-Country Study," Journal of Marketing Theory and Practice, 10 (1), 23-25.

Parnell, John, **Alma Mintu-Wimsatt** and Shawn Carraher (2002), "Trust in Internet Shopping and Its Correlates: A Cross-Cultural Investigation," The E-Business Review, Vol. 2, 195-201.

**Mintu-Wimsatt, Alma** (2001), "Traditional vs. Technology-Mediated Learning: A Comparison of Students' Course Evaluations," Marketing Education Review, Vol. 11 (2), 65-75.

**Mintu-Wimsatt, Alma** (2000), "Exploring Personality Traits of Filipino Export Negotiators and Their Implications on the Negotiation Activity," Journal of Asia Pacific Business, Vol. 2 (4), 3-20.

**Mintu-Wimsatt, Alma** and Jule Gassenheimer (2000), "The Moderating Effects of Cultural Context in Buyer-Seller Negotiations," Journal of Personal Selling and Sales Management, Vol. 20 (Winter), 1-10.

**Mintu-Wimsatt, Alma** and Roger Calantone (2000), "Crossing the Border: Testing a Negotiation Model Among Canadian Exporters," Journal of Business and Industrial Marketing, Vol. 15 (4 & 5), 340-353.

**Mintu-Wimsatt, Alma** and Hector Lozada (1999), "Personality and Negotiation Revisited," Psychological Reports, Vol. 84, 1159-1170.

Lankford, William and **Alma Mintu-Wimsatt** (1999), "Another Look at Corporate America's Culture," Career Development International, Vol. 4 (2), 88-93.

**Mintu-Wimsatt, Alma** (1999), "Learning From Students' Perceptions of International Business," Journal of Teaching in International Business, Vol. 10 (3 & 4), 99-112.

**Mintu-Wimsatt, Alma** (1999) "Learning From Students' Perceptions of International Business," also published in Teaching and Program Variations in International Business, Kaynak, Erdener and John Schermerhorn Jr., eds., Binghamton, NY: Haworth Press, 99-112.

**Mintu-Wimsatt, Alma** and John L. Graham (1998), "Antecedents and Outcomes of Problem-Solving: Look at Canadian Exporters," Research in International Business & International Relations, Terri Scandura and Manuel Serapio, eds., Greenwich, CT: JAI Press, Vol. 7, 117-137.

Calantone, Roger, John L. Graham and **Alma Mintu-Wimsatt** (1998), "Problem-Solving Approach in an International Context: Antecedents and Outcomes," International Journal of Research in Marketing, 15, 19-35.

Graham, John L., **Alma T. Mintu** and Waymond Rodgers (1997), "Explorations of Negotiation Behaviors in Ten Foreign Cultures Using a Model Developed in the United States," in National Culture and International Management in East Asia reprinted from *Management Science*, Herbert Davis and William Schulte, Jr., eds. Boston, MA: International Thomson Business Press, 257-295.

Graham John L. and **Alma Mintu-Wimsatt** (1997), "Culture's Influence on Business Negotiations in Four Countries," Special Issue: Comparative Negotiation Analysis, Group Decision and Negotiation, Vol. 6 (2), 483-502.

**Alma Mintu-Wimsatt** and Roger Calantone (1996), "Exploring Factors Affecting Negotiators' Problem-Solving Orientation," Special Issue: Organizational Buying Behavior - 25 Years of Knowledge and Research, Journal of Business and Industrial Marketing, Vol. 11 (4), 60-72.

**Mintu-Wimsatt, Alma** and Jule Gassenheimer (1996). "Negotiation Differences Between Two Diverse Cultures: A Seller's Perspective," European Journal of Marketing, Vol. 30 (4), 26-39.

Lozada, Hector and **Alma Mintu-Wimsatt** (1996), "Sustainable Development and International Business: A Holistic Perspective," Journal of Euromarketing, Vol. 5, No. 3, 65-74.

**Mintu-Wimsatt, Alma** and Roger Calantone (1995), "Intra- and Inter-Cultural Negotiations: A Chinese Buyer's Perspective," Journal of Marketing Theory and Practice, Vol. 3 (3), 88-98.

Graham, John L., **Alma T. Mintu** and Waymond Rodgers (1994), "Explorations of Negotiation Behaviors in Ten Foreign Cultures Using a Model Developed in the United States," Management Science (Special Issue: Is Management Science International? In Search of Universal Rules), Vol. 40, No. 1 (Fall), 72-95. **This paper also won the Citation from the Joseph H. Lauder Institute of Management and International Studies, The Wharton School and The School of Arts and Sciences.**

**Mintu, Alma T.**, Roger Calantone and Jule Gassenheimer (1994), "Towards Improving Cross-Cultural Research: Extending Churchill's Research Paradigm," Journal of International Consumer Marketing, Vol. 7, No. 2, 5-23.

Boatler, Robert and **Alma T. Mintu** (1994), "Worldmindedness of Foreign and Native-Born Business Students: Does Contact Reduce the Gap?" Journal of Business and Economic Perspectives, Vol. 20 (1), 49-57.

**Mintu, Alma T.** and Roger Calantone (1993), "Role Uncertainty Among Canadian Sales Executives: How Different Are They From Their American Counterparts?" Special Issue on Global Salesforce Management, Journal of Global Marketing, Vol.5 (4), 47-62.

**Mintu, Alma T.** and Hector Lozada (1993), "Green Marketing Education: A Call for Action," Marketing Education Review, Fall, Vol. 3 (3), 17-25.

**Mintu, Alma T.**, Michael Polonsky and Hector Lozada (1993), "Environmental Consciousness and the Business Curricula: Some Thoughts From the Guest Editors," Special Issue Introduction, Journal of Teaching in International Business, Vol. 5, (1 & 2).

**Mintu, Alma T.** and Don Michael Bradford (1992), "Teach Future Marketers to Respect Green as Much as Greenbucks," Vol.11 (3), Marketing Educator, 1.

**Mintu, Alma T.**, Roger Calantone and Jule Gassenheimer (1992), "On International Mail Surveys: A Case Study on Philippine and American Industrial Exporters," Journal of International Consumer Marketing, Vol. 5 (1), 69-83.

**Mintu, Alma T.** and Roger Calantone (1992), "A Comparative Approach to International Marketing Negotiations," Journal of Applied Business Research, Vol. 7 (4), 90-97.

## **B. Books/Chapters of Books**

**Mintu-Wimsatt, Alma** (2010), "Consumer Behavior," in Business English (2<sup>nd</sup> edition), John Parnell and Yalin Lei, editors, Higher Education Press, Beijing, China, pp. 173-183.

Polonsky, Michael and **Alma Mintu-Wimsatt** (2004), editors, Environmental Marketing: Strategies, Practice, Theory & Research, Indian Edition, Jaico Publishing House.

Polonsky, Michael and **Alma Mintu-Wimsatt** (2000), editors, Advances in Environmental Marketing: Strategies, Chinese Edition, China Machine Press.

**Mintu-Wimsatt, Alma** (1997), "Germany's Packaging Order: Some Channel Management Implications," in Marketing Channels: A Relationship Marketing Approach, James Lumpkin, David Strutton and Lou Pelton, eds. Chicago, IL: Richard D. Irwin, 230-233.

**Mintu-Wimsatt, Alma** and Hector Lozada (1996), "Sustainable Development and International Business: A Holistic Perspective," Green Marketing in a Unified Europe, **Alma Mintu-Wimsatt** and Hector Lozada, eds., Binghamton, NY: International Business Press, pp. 65-74.

**Mintu-Wimsatt, Alma** and Michael Bradford (1995), "In Search for Market Segments for Green Products," in Advances in Environmental Marketing: New Developments in Practice. Theory and Research, New York: Haworth Press, pp. 293-303.

Lozada, Hector and **Alma Mintu-Wimsatt** (1995), "Green-Based Innovation: Sustainable Development in Product Management," in Advances in Environmental Marketing: New Developments in Practice. Theory and Research, New York: Haworth Press, pp.179-194.

## **C. Proceedings**

Lozada, Hector, Gary Kritz and **Alma Mintu-Wimsatt** (2017), "Let's (Not) Talk About Climate Change: American Consumers and Global Warming" Proceedings – Marketing Management Association, Chicago, IL.

**Mintu-Wimsatt, Alma** (2016), "What? You Didn't Take a Course on How to Teach," Proceedings – Society for Marketing Advances, Atlanta, GA.

Han, Bo and **Alma Mintu-Wimsatt** (2016), "User's Trust in a Social Network Site: An Experiential Perspective," Proceedings - 2016 Summer Marketing Educators' Conference (Summer AMA), Atlanta, GA.



Lozada, Hector and **Alma Mintu-Wimsatt** (2016), “Recycling: Marketing Success or Costly Mistake?” Proceedings – Marketing Management Association, Chicago, IL.

Han, Bo and **Alma Mintu-Wimsatt** (2016), “Experience as an Antecedent to Trust in Social Network Sites,” Proceedings - Southwest Decision Sciences Institute, Oklahoma City, OK.

Larkin, Charlotte and **Alma Mintu-Wimsatt** (2015), “Comparing Cheating Behaviors among Graduate and Undergraduate Online Business Students,” Proceedings – Mustang Seventh International Academic Conference, Dallas, TX.

Larkin, Charlotte and **Alma Mintu-Wimsatt** (2015), “Cheating among Undergraduate Business Students: Say it Ain't So,” in Proceedings – America Association of Business & Behavioral Sciences (ASBBS) 22<sup>nd</sup> Annual Conference, Las Vegas, NV.

**Mintu-Wimsatt, Alma**, Chris Myers and Ruiliang Yan (2014), “Mail-in Rebates Redemption: A Conceptual Model,” in Proceedings – Association of Collegiate Marketing Educators (ACME) Conference, Dallas, TX.

Kerneck, Courtney and **Alma Mintu-Wimsatt** (2012), “Effective Learning for Online Business Students,” in Proceedings - Academy of Business Research, Atlantic City, NJ.

Lozada, Héctor R., Gary H. Kritz and **Alma Mintu-Wimsatt** (2012), “The Challenge of Online Privacy to Global Marketers,” Proceedings – Marketing Management Association (MBAA International), Chicago.

**Mintu-Wimsatt, Alma**, Kendra Ingram, Courtney Kernek and Theresa Sadler (2011), “One Instructor, Same Course but with Multiple Sections: Some Interesting Findings,” Proceedings - Association of Collegiate Marketing Educators (ACME), Houston, TX.

**Mintu-Wimsatt, Alma**, Courtney Kernek and Hector Lozada (2010), “Netiquette: Make it Part of Your Syllabus,” Proceedings -Association of Collegiate Marketing Educators (ACME), Dallas, TX.

Lozada, Héctor R., Gary H. Kritz and **Alma Mintu-Wimsatt** (2009), "The Challenge of Environmentalism for Global Marketers," Twenty-first International Conference of the Association for Global Business, Orlando, FL.

**Mintu-Wimsatt, Alma** and Chris Myers (2009), “Consumers’ Intent to Purchase Niche Apparel Online: A Conceptual Model,” Intellectbase Academic Conference in Dallas, TX, USA.

**Mintu-Wimsatt, Alma**, Hector Lozada and Chris Myers (2009), “Setting Boundaries for Online Student Etiquette,” Proceedings – International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, TX.

Lozada, Hector and **Alma Mintu-Wimsatt** (2009), “How Environmentalism Impacts Marketing Strategy: Renewing the Discussion,” Proceedings – Marketing Management Association (MBAA International), Chicago.

**Mintu-Wimsatt, Alma** and Joseph Stauffer (2008), “Equity Sensitivity and Cooperative Problem Solving in Negotiations: Proposed Moderating Effect of Cultural Context,” Proceedings – Association of Global Business Conference (AGB), Newport Beach, CA.

Lozada, Hector, Gary Kritz and **Alma Mintu-Wimsatt** (2008), “Nation Branding: Context, Content, and Customization Issues for Investment Promotion Web Sites,” Proceedings – Association of Global Business Conference (AGB), Newport Beach, CA.

**Mintu-Wimsatt, Alma**, Anna Davri and Chris Myers (2008), “Reciprocity and Problem Solving Among Bulgarian and Canadian Anglophones,” Proceedings – International Academy of Business & Public Administration (IABPAD), Dallas, TX.

**Mintu-Wimsatt, Alma**, Anna Davri and Chris Myers (2008), “Personality Correlates to Problem-Solving: Bulgarian and Greek Bankers,” Proceedings – Cultural Perspective in Marketing Conference (Marketing Services Across Cultures Track), New Orleans, LA.

Lozada, Hector, Gary Kritz and **Alma Mintu-Wimsatt** (2007), “Marketing Challenges in the Age of Globalization,” Proceedings – Association for Global Business Conference, Washington, D.C.

**Mintu-Wimsatt, Alma**, Kendra Ingram, Mary Anne Milward, Courtney Russ and Theresa Sadler (2005), “Course Evaluations and Technology Mediated Learning Environments,” Proceedings – Association of Collegiate Marketing Educators Conference, Dallas, TX.

**Mintu-Wimsatt, Alma**, Kendra Ingram, Mary Anne Milward and Courtney Russ (2005), “On Different Teaching Pedagogies: What Happens to Your Course Evaluations?” Proceedings – Winter AMA Educators’ Conference, San Antonio, TX.

**Mintu-Wimsatt, Alma** and Mary Ann Milward (2004), “Dallas Ice Corporation and its Premium Beverage Ice Product,” Proceedings - Southwest Case Research Association, Orlando, FL.

Jun Liu, Lei Yalin and **Alma Mintu-Wimsatt** (2003), “Studying Marketing in the United States: Chinese Instructors’ Point of View,” Proceedings – 2003 Academy of International Business - Southwest, Houston, TX.

Carraher, Shawn, Sarah Carraher and **Alma Mintu-Wimsatt** (2003), “Customer Service Orientation in the UK: A Concurrent Validation of Biodata Questionnaire Within an Entrepreneurial Financial Information Services Organization,” Proceedings – 2003 Southwest Academy of Management, Houston, TX.

Parnell, John, **Alma Mintu-Wimsatt** and Shawn Carraher (2002), “Trust in Internet Shopping and Its Correlates: A Cross-Cultural Investigation,” Proceedings - 2002 Annual Meeting of the International Academy of E-Business, Orlando, FL.

**Mintu-Wimsatt, Alma** (2002), “Lesson Learned: Teaching Via the Internet,” Proceedings – AMA Winter Educators’ Conference, Austin, TX.

**Mintu-Wimsatt, Alma** (2001), "What Companies Actually Think and Do With IB Degree: A Case Study," Proceedings – Academy of International Business – Southwest, New Orleans, LA.

Myers, Chris and **Alma Mintu-Wimsatt** (2001), "Personality, Negotiations and the Moderating Effect of Culture: A Conceptual Study," Proceedings – Academy of International Business – Southwest, New Orleans, LA.

**Mintu-Wimsatt, Alma** and Hector Lozada (2001), "Distance Learning in the MBA Program: A Look at Students' Course Evaluations," Proceedings – AMA Winter Educators' Conference, Scottsdale, AZ.

Garcia, Rosanna, Roger Calantone and **Alma Mintu-Wimsatt** (2000), "The Effects of Propensity Toward Trust on the Negotiation Strategy," Proceedings – Academy of International Business Conference, Phoenix, AZ.

**Mintu-Wimsatt, Alma** (2000), "Traditional vs. Technology-Mediated Learning: A Comparison of Students' Course Evaluations," Proceedings – AMA Winter Educators' Conference, San Antonio, TX.

**Mintu-Wimsatt, Alma** and Martha Fransson (1999), "Distance Learning: Evaluating the Evidence, Where Do We Go From Here?" Proceedings – AMA Winter Educators' Conference, St. Petersburg, FL.

Lozada, Hector and **Alma Mintu-Wimsatt** (1998), "Linking Environmentalism and Marketing Strategy: A Conceptual Discussion," Proceedings - Decision Sciences Institute, Las Vegas, NV.

Lozada, Hector and **Alma Mintu-Wimsatt** (1998), "Ecofeminism, Consumption, and Enviropreneurial Marketing Strategies" Proceedings - Decision Sciences Institute, Las Vegas, NV.

Lozada, Hector and **Alma Mintu-Wimsatt** (1996), "Precursors to Innovation: Relationships and Implications," Proceedings - American Marketing Association Summer Educators' Conference, San Diego, CA.

Lozada, Hector and **Alma Mintu-Wimsatt** (1996), "Perceived Environmental Conditions, Frequency Scanning and Innovation: A Conceptual Model," Advances in Marketing - Southwest Marketing Association Meeting, San Antonio, TX.

Lozada, Hector and **Alma Mintu-Wimsatt** (1995), "Ecofeminism and Green Marketing: Reconciling Nature and Hu(Man)kind," Proceedings - American Marketing Association, Washington, D.C.

**Mintu-Wimsatt, Alma** and Marta Ortiz-Buonafina (1994), "Extending the Cavusgil Model and Nevin Model (1981) to Include External Determinants to Export Behavior," Proceedings- 1994 Macro Marketing Conference, Boulder, CO.

**Mintu, Alma T.** and Hector R. Lozada (1994), "Linking Environmentalism with Marketing Strategy: the Key to Sustaining Success," Proceedings - 1994 Academy of Marketing Science Conference, Nashville, TN.

**Mintu, Alma**, Kazumi Iino and Hector Lozada (1994), "A Unique Distribution System: The Case of Toys'R'Us in Japan," Advances in Marketing - Southwest Marketing Association, Dallas, TX.

**Mintu, Alma T.**, Jule Gassenheimer and Roger Calantone (1994), "Testing the Robustness of the Problem Solving Approach and its Correlates," Proceedings - Winter AMA Educators' Conference, St. Petersburg, FL.

**Mintu, Alma** and Hector Lozada (1993), "The Clashing of National and Organizational Cultures: Some Marketing Implications," Advances in Marketing - Southwest Marketing Association, New Orleans, LA.

**Mintu, Alma** and Robert Boatler (1993), "Worldmindedness in an International Student Population," Proceedings - Association for Global Business Conference, New Orleans, LA.

**Mintu, Alma T.** and Lt. Col. Don-Michael Bradford (1992), "Defining the Necessary Training for an Environmental Manager: An Interdisciplinary Approach," Proceedings - Pacific Basin Conference on Hazardous Waste, Bangkok, Thailand.

**Mintu, Alma T.** and Hector Lozada (1991), "On Following the Unicultural Approach in Comparative Cross-Cultural Research: Some Thoughts on the Significance of Self-Reference," Proceedings - Association for Global Business, Atlanta, GA.

**Mintu, Alma T.** and Hector Lozada (1991), "Interdependence, Dyadic Exchanges and Adaptive Selling: Extending the Contingency Framework," Proceedings - Academy of Marketing Science, Miami, FL.

**Mintu, Alma T.** (1991), "On Using Mail Surveys in Cross-Cultural Studies: Some Guidelines For Increasing Response Rates," Proceedings - Southwest Review of International Business Research, John Thanopoulos, ed., Houston, TX.

**Mintu, Alma T.** and Roger Calantone (1991), "Cultural Influences on the Marketing of Birth Control: A Comparative Analysis on Selected Asian Countries," Proceedings- Third International Conference on Marketing and Development, Ruby Roy Dholakia, ed., New Delhi, India.

**Mintu, Alma T.** and Roger Calantone (1991), "Fortress Europe: If the EC Countries can Bury the Hatchet Will the Pacific Rim be Far Behind?" Proceedings - Association for Global Business, Wilbur Thielbar and John Kaminarides, eds., Orlando, FL.

**Mintu, Alma T.** (1990), "Meeting the Challenge of 1992: An ASEAN Perspective," Proceedings - North America and the Asia/Pacific Region in the 1990s, Kalamazoo, MI: WMU Office of International Affairs.

**Mintu, Alma T.** (1990), "On the Balance of Payment Adjustments: An Analysis of Four Exchange Rate Models," Proceedings - Academy of International Business, Southwest Region Annual Meetings, John Thanopoulos, ed., Dallas, TX.

**Mintu, Alma T.** (1989), "A Proposed Theoretical Model on Dyadic Marketing Negotiations," Proceedings - Academy of Marketing Science - **Winner of the Jane Fenyo Best Student Paper Award**, Jon Hawes and John Thanopoulos, eds., Orlando, FL.

## **D. Presentations**

Han, Bo and **Alma Mintu-Wimsatt** (2016), "User's Trust in a Social Network Site: An Experiential Perspective," 2016 Summer Marketing Educators' Conference, Bernard Jaworski and Neil Morgan, eds., Atlanta, GA.

## **E. Letters to the Editor**

**Mintu-Wimsatt, Alma** (2007), "Feedback," Business Week., 12/3/2007, Issue 4061.

## **BOOK REVIEWS:**

Marketing Educator, Vol. 12, No. 2 (Spring, 1993), Editor-in-Chief: H. Lee Meadows. The review "Why American Education is Failing" is on Martin Anderson's (1992) book entitled Impostors in the Temple published by Simon and Schuster.

Journal of International Business Studies (1992), Vol. 23, No. 2, pp. 362-365 (Book Editor: Doug Nigh). The review is on Geert Hofstede's (1991) book entitled Cultures and Organizations: Software of the Mind published by McGraw-Hill Book Company, University Press, Cambridge.

## **EDITORSHIP OF A BOOK:**

Green Marketing in a Unified Europe (1996), co-guest editor with Hector Lozada. Binghamton, NY: International Business Press.

Advances in Environmental Marketing: New Developments in Practice and Research (1995), co-guest editor with Jay Michael Polonsky - University of Newcastle. Binghamton' NY: Haworth Press.

Environmental Issues in the Curricula of International Business (1993), co-guest editors with Jay Michael Polonsky and Hector Lozada. Binghamton, NY: International Business Press.

## **CO-GUEST EDITOR FOR A REFEREED JOURNAL:**

"Environmentalism in a Unified Europe," (**Alma Mintu-Wimsatt** and Hector Lozada, guest editors), Journal of Euromarketing, (1996)

"Environmental Issues in the Curricula of International Business" (**Alma T. Mintu**, Hector Lozada and Michael Polonsky, guest editors), Journal of Teaching in International Business, (1993).

## **SPECIAL CONFERENCE SESSIONS PROPOSED AND ACCEPTED:**

Tuten, Tracy and **Alma Mintu-Wimsatt** (2016), Guest Editor, Special Issue on Advancing our Understanding on the Theory & Practice of Social Media Marketing, Journal of Marketing Theory & Practice.

"Distance Learning: Evaluating the Evidence, Where Do We Go From Here?" accepted as a special session for the 1999 Winter AMA Educators' Conference, St. Petersburg, FL, February, 1999. Track Chair: John Mowen.

"Mentoring of Ph.D. Students," accepted as a session for the 1996 Doctoral Colloquium of the Southwest Marketing Association Conference in San Antonio, TX on March 1996. Colloquium organizer: Dan Sherrell.

"On the Making of Environmental Managers: Is Marketing as *Green* as It Should?" (with Hector Lozada), accepted as a Special Session for the 1992 AMA Winter Educators' Conference in San Antonio, TX on February, 1992. Track Chair: Roger Jenkins.

"Environmental Marketing: Fact or Fiction?" (with Hector Lozada), accepted by the Southern Marketing Association for the SMA Conference in Atlanta, GA on November, 1991. Track Chair: Mary Joyce.

### **SERVICE/ACHIEVEMENTS: (past 5 years only)**

#### **2017:**

Marketing Program Reviewer – Tarleton State University (Chair: Dr. Joseph Schuessler);  
Committee Chair – COB Learning & Teaching Committee;  
Author – AASCB CIR for Learning & Teaching section;  
Faculty Liaison, Collin County Community College, BBA Management Program.  
Guest Speaker, Marketing & Business Analytics Student Organization;  
Member, College of Business Dean Search Committee (Chair: Dr. Sal Attardo);  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall);  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

#### **2016:**

Ad hoc reviewer, Journal of Business and Industrial Marketing (Editor: Wes Johnston)  
Ad hoc reviewer, Marketing Education Review (Editor: Jeff Tanner);  
Member, College of Business Strategic Committee (Chair: COB Dean);  
Committee Chair – COB Learning & Teaching Committee;  
Curriculum Committee Chair – Department of Marketing & Business Analytics;  
Faculty involved in the development of the Business Analytics Programs.  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall);  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

#### **2015:**

Ad hoc reviewer, Journal of Business & Industrial Marketing (Guest Editor: Dr. Age);  
Member, College of Business Strategic Committee (Chair: COB Dean);

Guest Speaker, Rockwall Chamber of Commerce Business Seminar, October 12<sup>th</sup> (Tammi Thompson);  
Ad hoc reviewer, Current Directions in Psychological Sciences (Editor: Randall Engle);  
Attendee, AACSB Assessment Conference, May 2-3, Tampa, FL;  
Chair, Learning and Teaching Committee, College of Business;  
Member, College of Business Dean Search Committee (Chair: Dr. Sal Attardo);  
Guest Speaker, Rockwall Chamber of Commerce Business Seminar, May 11<sup>th</sup> (Tammi Thompson)  
Attendee, AACSB Conference, April 26-28, Tampa, FL;  
Learning & Teaching Committee (Chair: AJ Loving);  
Center of Faculty Excellence & Innovation – Special Faculty Focus Group (Julie McElhany);  
Curriculum Committee Chair – Department of Marketing & Business Analytics;  
Faculty involved in the development of the Business Analytics Programs.  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall);  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

**2014:**

Reviewer, Marketing Management Association, Consumer Behavior track, Spring Conference (Editor: Hector Lozada).  
Reviewer Panel, JOLT Journal of Online Learning & Teaching (Editor: Mark J.W. Lee);  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall).  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

**2013:**

Ad hoc reviewer, Journal of Applied Management and Entrepreneurship (Guest Editor: Sonia Taneja);  
Reviewer for Perreault, Cannon and McCarthy's Basic Marketing, 19<sup>th</sup> edition, McGraw Hill (Diane Murphy);  
Reviewer Panel, JOLT Journal of Online Learning & Teaching (Editor: Mark J.W. Lee);  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall).  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

**2012:**

Invited Reviewer, Philippine Management Review (Editors: Gabriel Esteban & Emerlinda Roman);  
Reviewer Panel, JOLT Journal of Online Learning & Teaching (Editor: Mark J.W. Lee);  
Special Reviewer, Psychological Reports (Senior Editor: Carol Ammons);  
Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall).  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

**2011:**

Editorial Board, Journal of Marketing Theory & Practice (Editor: Greg Marshall).  
Abstracts Editorial Board, Journal of Personal Selling and Sales Management (Abstract Editor: Dawn Deeter-Schmelz).

Editorial Board, JOLT – Journal of Online Learning & Teaching (Editors: Edward Perry & Michelle Pilati);

**TEACHING INTERESTS:**

International Marketing  
Internet Marketing  
CRM  
Marketing Management  
Consumer Behavior  
Cases in Marketing

**RESEARCH INTERESTS:**

International Marketing Negotiations  
Green/Environmental Marketing  
Cross-Cultural Team Dynamics  
Technology-Mediated Learning Environments

**PROFESSIONAL AFFILIATIONS:**

American Marketing Association (National & DFW Chapter)  
Society of Marketing Advances  
Academy of International Business