

Dr. Donald A. Michie
The University of Texas at El Paso
Marketing and Management
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Education

PhD., University of Wisconsin, 1977.
Major: Marketing
Minors: Real Estate, Urban Geography

MBA, Marquette University, 1971.
Major: Business Administration

BBA, University of Wisconsin, 1965.
Major: Marketing

Professional Memberships

Board Member, U.S., Canada, Mexico Strategic Alliance. (2005 - Present).

TEACHING

Teaching Experience

The University of Texas at El Paso

MKT 3300, Principles of Marketing, 11 courses.
MKT 4301, Marketing Research, 15 courses.
MKT 4310, Principles of Retailing, 1 course.
MKT 4325, International Marketing, 1 course.
MKT 4395, Strategic Marketing Management, 5 courses.
MKT 5311, Marketing Management, 3 courses.

Directed Student Learning

Dissertation Committee Co-Chair, "Supply Chain Management: Impact of Customer Relationship Marketing on Performance." (September 2008 - April 22, 2013).
Advised: Maria Barua

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Hadjimarcou, J. S., Brouters, L. E., McNicol, J. P., Michie, D. A. (2013). Maquiladoras in the 21st Century: Six Strategies for Success. *Business Horizons*, 56(2), 207-217.
http://ac.els-cdn.com/S0007681312001619/1-s2.0-S0007681312001619-main.pdf?_tid=78029b4e-9c9d-11e2-aedd-00000aab0f02&acdnat=1365021271_2f87173d68e65f75b09b24cf68ba9802

Jimenez-Arevalo, F. R., Hadjimarcou, J. S., Barua, M. E., Michie, D. A. (2013). A Cross-National and Cross-Generational Study of Consumer Acculturation to Advertising Appeals. *International Marketing Review* 2011 ISI IF: 1.17 . 5YR IF: 2.212.

Conference Proceedings

Barua, M. E., Jimenez-Arevalo, F. R., Hadjimarcou, J. S., Michie, D. A. (2010). A Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World. Chicago, IL: 2010 AMA Summer Marketing Educators' Conference.

Journal Articles

Michie, D. A., Barua, M. E. (2013). The Maquiladora. Mexico's production sharing mosaic. *Mexico Now* (65), 57-61.

Other

Michie, D. A. (2013). Review of Statistics and Parametric Analysis. Instructor's Material.

Invited Presentations

Michie, D. A. (Presenter), International Business, "Globalization and the New Age Student," Texas Woman's University, Denton, TX. (October 17, 2013).

Michie, D. A. (Presenter), NAFTA in a Changing World Economy, "NAFTA; Potential Unfulfilled," Baylor University, Waco, TX. (October 16, 2013).

Contributed Presentations

Barua, M.E. and Michie, D. A., 2012 Winter AMA Conference, "The Revised Model of Supply Chain Management," American Marketing Association, Florida. (February 2012).

Barua, M. E., Hadjimarcou, J. S., Jimenez-Arevalo, F. R., Michie, D. A., 2010 AMA Summer Educator's Conference, "A Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World," American Marketing Association, Boston, Massachusetts. (August 2010).

Media Contributions

Newspaper

El Paso Times. (December 2012). Feature article on the future of Mexico's Maquiladora Industry. Interviewed at length at a resource contributor to David Crowder's article

El Paso Times. (2012/13). Interviews for several Michael Hissam articles related to the Maquiladora Industry, Mexico and regional economic growth.

Research in Progress

"An Alternative Approach to Real Estate Management" (Planning)
An extension of the revised model of supply chain management to the management of real estate business relationships.

"Exploratory Analysis of the Cooperation-Competition Management Continuum" (Writing Results)
An empirical investigation testing a new model for the management of supply chain systems.

"Hispanic Graduate Access to the Job Market" (On-Going)

A secondary research effort has been completed that summarizes access to the job market by Hispanic majority institutions of higher education versus Hispanic minority institutions. The project is planned to be submitted for federal funding with the findings being published in academic journals

"Stalwarts of the Maquiladora" (Writing Results)

A non-university sponsored research project documenting the startup of Mexico's Maquiladora Industry. More than 275 personal interviews completed with twelve chapters written and final editing beginning

"The Role of Opportunism in Supply Chain Management" (Writing Results)

The role of opportunism as a precursor of conflict and asymmetrical negative normal profits returns.

SERVICE

Department Service

Committee Member, Promotion and Tenure Committee. (September 1, 2012 - Present).

Alternate, Faculty Senate. (August 2010 – July 2013).

Committee Member, Undergraduate Curriculum Committee. (August 2009 - July 2013).

College Service

Committee Member, Promotion and Tenure Committee. (September 1, 2013 - Present).

Committee Member, Faculty Development and Review Committee. (August 2006 - Present).

Professional Service

Board member, U.S.-Mexico-Canada Strategic Alliance.