

OFFICE ADDRESS

College of Business
 University of Texas at El Paso
 El Paso, TX 79968
 (915) 747-6051
glfrankwick@utep.edu

EDUCATION

- Ph.D. 1991 Arizona State University, Tempe, AZ.
 Major: Marketing
 Supporting Fields: Management (Strategy) and Network Analysis
 Dissertation: "Marketing Strategy Decision-Making: A Structural-Cognitive Framework"
 (Michael D. Hutt - Chair)
- M.B.A. 1983 University of Wisconsin-Oshkosh.
 Emphasis Areas: Marketing and Operations Management
- B.B.A. 1975 University of Wisconsin-Madison.
 Majors: Finance and Real Estate-Urban Land Economics

ACADEMIC APPOINTMENTS

- 2016- present Director of International Engagement,
 Professor, and Marcus Hunt Chair of International Business
 Department of Marketing
 College of Business
 University of Texas at El Paso
- 2011- 2016 Associate Dean,
 Professor, and Marcus Hunt Chair of International Business
 College of Business
 University of Texas at El Paso
- 1995-2011 Associate Professor
 Department of Marketing
 College of Business Administration
 Oklahoma State University
 1999-2007 Coordinator, Marketing Ph.D. program
 1997-1998 Visiting Associate Professor of Marketing
 University of Wollongong
 Wollongong, NSW, 2522 Australia (Sabbatical)
 1996-1997 Interim Coordinator, Marketing Ph.D. program
 1995-1996 Interim Director, MBA program

- 1990-1995 Assistant Professor of Marketing
 Department of Marketing
 College of Business Administration
 Oklahoma State University
- 1985-1989 Teaching Assistant and Research Assistant
 Department of Marketing
 College of Business Administration
 Arizona State University
- 1984-1985 Marketing Instructor
 College of Business
 University of Evansville
- 1984 Marketing Instructor and Internship Director
 College of Business
 University of Wisconsin-Oshkosh

RESEARCH AND PUBLICATIONS

Published Articles:

- Al-Kwafi, Osama S., Gary L. Frankwick, and Zafar U. Ahmed (2019), "Achieving Rapid Internationalization of Sub-Saharan African Firms: Ethiopian Airlines' Operations under Challenging Conditions," *Journal of Business Research*, xxxxxxxx forthcoming.
- Yang, Shuang, Fernando Jimenez, John Hadjimarcou, and Gary L. Frankwick (2019), "Functional and Social Value of Chinese Brands," *Journal of Global Marketing*, vol (ed), pages (forthcoming).
- Hallam, Cory, Olivier Wenker, Gary L. Frankwick, David Novick, Dorie J. Gilbert, Gianluca Zanella (2017) "Academic Entrepreneurship and Entrepreneurial Ecosystem: The UT Transform Project," *The Academy of Entrepreneurship Journal*, 23 (1), 77- 90.
- Lagat, Charles and Gary L. Frankwick (2017) "Marketing Capability, Marketing Strategy Implementation and Performance in Small Firms," *Journal of Global Business Advancement*, 10 (3), 327 – 333.
- Olivas, Denisse, and Gary L. Frankwick (2016) "Understanding Hispanic Entrepreneurial Success: an Exploratory Study," *Journal of Business Diversity*.16, 1, 10-22.
- Xu, Zhening (Jimmy), Gary L. Frankwick, and Edward Ramirez (2016), "Effects of Big Data Analytics and Traditional Marketing Analytics on New Product Development Success," *Journal of Business Research*, 69 (5), 1562-66.
- Yoo, Jaewon (Jay), Todd J. Arnold, and Gary L. Frankwick, (2014), "Promoting

Boundary Spanning Behaviors among Service Personnel,” *European Journal of Marketing*, 48, 9/10, 1626-47.

Yoo, Jay Jaewon, Karen Flaherty, and Gary L. Frankwick, (2014) “The Effect of Communication Practice on Deviance among Korean Salespeople: The Mediating Role of Intrinsic Motivation,” *Journal of Business Research*, 67, 9, 1991-99.

Frankwick, Gary L. (2013), “Putting Service Quality into Perspective: Contributions of Christian Gronroos,” In: *Legends in Marketing*, Jagdish Sheth and Lawrence Crosby, Eds., SAGE. 189-193. (invited article).

Jimenez-Arevalo, Fernando, Kevin Voss, and Gary L. Frankwick, (2013) “A Classification of Co-production of Goods: An Open-Systems Perspective,” *European Journal of Marketing*, 47 (11/12), 1841-58.

Srivastava, Prashant, Jaewon (Jay) Yoo, Gary L. Frankwick, and Kevin E. Voss, (2013) “Evaluating the Relationship of Firm Strategic Orientations and New Product Development Program Performance,” *Journal of Marketing Theory and Practice*, 21 (4), 429-440.

Yoo, Jaewon (Jay) and Gary L. Frankwick, (2013) “Exploring the Impact of Social Undermining on Salesperson Deviance,” *Journal of Personal Selling and Sales Management*, 33, (1), 79-90.

Yoo, Jaewon (Jay) and Gary L. Frankwick, (2012) “New Product Development Capabilities and New Product Performance: Moderating Role Organizational Climate,” *Journal of Global Academy of Marketing Science*, 22, (1), 83-100.

Yoo, Jaewon (Jay), Todd J. Arnold, and Gary L. Frankwick, (2012) “Effects of Positive Customer-to-Customer Interaction,” *Journal of Business Research*, 65, (9), 1313-1320.

Wei, Yinghong (Susan), Gary L. Frankwick, and Binh H. Nguyen, (2012) “Should Firms Consider Employee Input on Reward System Design? The Effects of Participation on Market Orientation and New Product Performance” *Journal of Product Innovation Management*, 29, (4), 546-558.

Wei, Yinghong, Gary L. Frankwick, Tao (Tony) Gao, and Nan Zhou, (2011) “Consumer Adoption Intentions Toward the Internet in China: The Effects of Impersonal and Interpersonal Communication Channels,” for the *Journal of Advertising Research*, 51 (4) December, 594-607.

Carlson, Brad D., Gary L. Frankwick, and Kevin J. Cumiskey, (2011) “A Framework for Understanding New Product Alliance Success,” *Journal of Marketing Theory and Practice*, 19, (1), 7-25.

Srivastava, Prashant and Gary L. Frankwick, (2011) “Environment, Management

Attitude, and Organizational Learning in Alliances,” *Management Decisions*, 49, (1), 156-166.

Christia, Jerome, Kevin E. Voss, and Gary L. Frankwick (2010), “Hi-Tech Company Image: the Construct and its Measurement,” *American Journal of Business Research*, 3 (2) November, 53-68.

Flaherty, Karen E. and Gary L. Frankwick (2010) “Winners of the Mary Kay Doctoral Dissertation Competition Receive Awards in Portland,” *Academy of Marketing Science Quarterly*, July, v 11, N 1, p x.

Claycomb, Vicentia and Gary L. Frankwick (2010), “Buyers’ Perspectives of Buyer-Seller Relationship Development,” *Industrial Marketing Management*, 39 (2), 252-263.

Iyer, Karthik N.S., Richard Germain, and Gary L. Frankwick (2007), “Supply Chain Analytic Capability: Environment and Performance,” *International Journal of Integrated Supply Management*, 3 (3), 302-320.

Claycomb, Vicentia and Gary L. Frankwick, (2005), "The Dynamics of Buyers’ Perceived Cost Changes During the Relationship Development Process: An Empirical Assessment,” *Journal of Business Research*, 58 (12), 1662-1671.

Iyer, Karthik N. S., Richard Germain, and Gary L. Frankwick, (2004) “Supply Chain B2B E-Commerce and Time-Based Delivery Performance,” *International Journal of Physical Distribution and Logistics Management*.34 (8), 645-661.

Claycomb, Vicentia and Gary L. Frankwick,(2004) “A Contingency Perspective of Communication, Conflict Resolution, and Buyer Search Effort in Buyer-Supplier Relationships,” *Journal of Supply Chain Management*. 40 (1), 18-34.

Porter, Stephen S., Joshua L. Wiener, and Gary L. Frankwick, (2003) "The Moderating effect of Selling Situation on the Adaptive Selling Strategy-Performance Effectiveness Relationship." *Journal of Business Research*, 56 (4), 275-281.

Voss, Kevin E., Gary L. Frankwick, and Goutam Chakraborty, (2002) “The Marketing-Human Resource Interface: Superior Performance for the Small Business,” *Journal of Business & Entrepreneurship*.

Frankwick, Gary L., Stephen S. Porter, and Lawrence Crosby, (2001) "Dynamics of Relationship Selling: A Longitudinal Examination of Changes in Salesperson-Customer Relationship Status." *Journal of Personal Selling & Sales Management*, 21 (2), 135-146.

Lee, Kelvin, Richard Tansey, and Gary L. Frankwick, (2000), “Evaluating Internet Advertising Effectiveness: A Framework and Propositions,” *Developments in Australasian Marketing: Advances in International Marketing*, Ed.: Rod B

McNaughton, JAI press, Stamford, CT, 255-265.

Sharda, Ramesh, Gary L. Frankwick, and Ozgur Turetken (1999) "Group Knowledge Networks: A Framework and an Implementation," *Information Systems Frontiers*.

Sharda, Ramesh, Gary L. Frankwick, Atul Deosthali, and Ron Delahoussaye (1999), "Information Support for New Product Development Teams, *MSI working paper series*.

Claycomb, Vincentia A. and Gary L. Frankwick (1997), "Dynamics of Buyers' Perceived Costs During the Relationship Development Process." *Journal of Business to Business Marketing*, 4 (1), pp 1-38.

Licata, Jane and Gary L. Frankwick (1996), "University Marketing: A Professional Service Organization Perspective." *Journal of Marketing for Higher Education*, 7, 2 (February).

Lin, Xiaoha and Gary L. Frankwick (1995), "Foreign Market Entry Decisions: An Organizational Learning Perspective," in: *Business Research Yearbook: Global Business Perspectives*, Vol. 2, Abbass F. Alkhafaji, ed., University Press of America, Lanham, Maryland.

Hutt, Michael D., Beth A. Walker, and Gary L. Frankwick (1995), "Hurdle the Cross-Functional Barriers to Strategic Change," *Sloan Management Review* (Spring), 22-30.

Frankwick, Gary L., Beth A. Walker, and James C. Ward (1994), "Belief Structures in Conflict: Mapping a Strategic Marketing Decision," *Journal of Business Research*, 31 (October-November), 183-195.*

**Special Issue on Strategy Evaluation Research.

**Winner of Malcolm S. Woldenberg Award for Best Empirical Contribution.

Frankwick, Gary L., James C. Ward, Michael D. Hutt, and Peter H. Reingen (1994), "Evolving Patterns of Organizational Beliefs in the Formation of Strategy," *Journal of Marketing*, 58 (April), 96-110.*

Bristow, Dennis N. and Gary L. Frankwick (1994), "Product Managers' Influence Tactics in Marketing Strategy Development and Implementation," *Journal of Strategic Marketing*, 2 (September), 211-227.*

Wigand, Rolf T. and Gary L. Frankwick (1989), "Inter-organizational Communication and Technology Transfer: Industry-Government-University Linkages," *International Journal of Technology Management*, 4 (1), 63-76.*

Conference Papers & Presentations:

- Xu, Zhenning (Jimmy), Eduard Ramirez, and Gary L. Frankwick (2018), "Heuristics and Complexity in the Age of Big Data: Modeling and Analysis of Knowledge and Innovation Configurations Using Fuzzy Set QCA and Correspondence Analysis," AMA Summer Marketing Educators Conference, Boston, MA.
- Chen, Jing, Jaewon (Jay) Yoo, and Gary L. Frankwick (2018), "Organizational Context Effects on Frontline Employee Behavior," American Marketing Association Winter Educators Conference, February, New Orleans, LA.
- Flores, Felix A. and Gary L. Frankwick (2018), "Examining the Effects of Cultural Diversity on New Product Development Team Creativity and Innovation," Innovation and Product Development Management Conference, (EIASM), June 10-13, Portugal.
- Olivas, Denisse, Gary L. Frankwick, Damaris Medina, and Art Diaz (2018), "Impact of Strategy on New Product Development and Performance: Small Business Success," ACME Conference, March, Albuquerque, NM.
- Rossetto, Dennys Eduardo; Bernardes, Roberto Carlos; Borini, Felipe Mendes; and Frankwick, Gary L. (2017) A new scale for measuring Frugal Innovation: The first stage of development of a measurement tool. Paper presented at the International Symposium on Project Management, Innovation, and Sustainability at University Nove de Julho. November 13-14, São Paulo, SP, Brazil.
2017 Best paper of the Innovation Division
2017 Best overall conference paper
- Chepkoech Mae, Charles Lagat, and Gary L. Frankwick (2017), "Determinants Of Leapfrogging, Consumer Knowledge And The Intention To Leapfrog In The Cellphone Industry In Kenya," Academy for Global Business Advancement (AGBA), Eldoret, Kenya.
- Flores, Felix, Binh Nguyen, Jing Chen, and Gary L. Frankwick (2017), "the Effects of Team Diversity, Rewards, and Process On Creativity," Product Development and Management Association, Chicago, IL.
- Chen, Jing, Jaewon (Jay) Yoo, Binh Nguyen, and Gary L. Frankwick (2017), "An Employee View of Customer Participation in Service Development and Delivery," Society for Marketing Advances, Louisville, KY.
- El Jafari, Abdullah, Fernando Jimenez, and Gary L Frankwick (2016), "The Impact of Supplier Orientation on Firm Innovativeness," Academy of Marketing Science World Congress, Paris, France.
- Muia, Bernard Mulandi, Charles Lagat, and Gary L. Frankwick (2016), "Consumer Attitude and Purchase Intention of Counterfeit Products," Academy for Global Business Advancement (AGBA), Solo, Indonesia.

- Lagat, Charles and Gary L. Frankwick (2015), "Marketing Capability, Marketing Strategy Implementation and Performance in Small Firms," Academy for Global Business Advancement (AGBA), Pahang, Malaysia.
- Flores, Felix A. and Gary L. Frankwick (2015), "Examining the Effects of Team Composition Gender Diversity on Creativity in Differing Task Types and Cultural Settings: A Faultline Theory Perspective. Product Development and Management Association conference (PDMA), Anaheim, CA.
- Xu, Zhenning (Jimmy), Gary L. Frankwick, and Edward Ramirez (2015), "Big Data Analytics and Traditional Marketing Analytics Effects on new Product Success," GIKA conference, Valencia, Spain.
- Olivas, Denise and Gary L. Frankwick (2015), "Understanding Hispanic Entrepreneurial Success: An Exploratory Study," Association of Collegiate Marketing Educators (ACME), Huston, TX.
- Srivastava, Prashant, Srinivasan Swaminathan, and Gary L. Frankwick (2014), "Radical Innovation, Technological Orientation, and New Product Development Performance: A Structured Abstract," Academy of Marketing Science, Summer Conference, Indianapolis, IN.
- Xu, Zhening and Gary L. Frankwick (2014), "The heterogeneous Market Dynamics and New Product Success in the Web 2.0 Era: An Electronic Marketing Orientation Perspective," Academy of Marketing Science, Summer Conference, Indianapolis, IN.
- Flores, Felix A. and Gary L. Frankwick (2013), "Intuitive thinking Tools for Enhanced New Product Generation," Product Development and Management Association conference (PDMA), Scottsdale, AZ.
- Zhenning (Jimmy) Xu, Binh H. Hguyen, and Gary L. Frankwick (2013), "Moderation Effects of Partner Dependence on Ambidextrous Adaptation and New Product Success," Association of Collegiate Marketing Educators (ACME), Albuquerque, NM.
- Prashant Srivastava and Gary L. Frankwick (2013), "Top Management Risk-Taking, Strategic Orientations and New Product Performance," Association of Collegiate Marketing Educators (ACME), Albuquerque, NM.
- Nguyen, Binh Hou and Gary L. Frankwick (2013), "Improving Inter-firm Knowledge Sharing Effectiveness through Adaptation Ambidexterity," American Marketing Association (AMA), Winter, Las Vegas, NV.
- Nguyen, Binh Hou, Gary L. Frankwick, and Karen E. Flaherty (2013), "Inter-firm Knowledge Sharing Effectiveness: An Empirical Examination of Adaptation

Ambidexterity,” Academy of Marketing Science (AMS), Melbourne, Australia.

Yang, Shuang, Fernando-Arevalo Jimenez, John S. Hadjimarcou, and Gary L. Frankwick, (2012), “How do Market Characteristics Influence Brand Country of Origin Effects?”, Academy of Marketing Science, New Orleans, LA.

Gilliam, David and Gary L. Frankwick (2011), “Sales Managers: Should They coach or Play? A Salesperson’s Perspective,” Society for Marketing Advances (SMA): Memphis, TN.

Yoo, Jay, Thomas W. Lanis, Gary L. Frankwick, and Susan Wei (2011), “Investment in Sales-force IT and NPD Success: Effects of Context and Process,” PDMA conference, Phoenix, AZ.

Yoo, Jaewon (Jay), E. Scott Cragin, and Gary L. Frankwick, (2010) “Relational and Situational Characteristics as Moderators of the Product Traits-Product Adoption Link.” PDMA conference, Orlando, FL.

Yoo, Jaewon (Jay) and Gary L. Frankwick, (2010) “Effects of Sales Control Systems from a Regulatory Focus Perspective: Conceptual Model Development,” SMA 2010 conference.

Yoo, Jaewon (Jay) and Gary L. Frankwick, (2010) “Person-Organization Fit and Boundary Spanning Behavior: the Role of Intrinsic Motivation and Emotional Exhaustion,” AMA summer conference, Boston.

Nguyen, Binh H. and Gary L. Frankwick, (2010) “Exploring Organizational Ambidexterity in Market Information Processing and Research and Development in The New Product Development Process,” AMA summer conference, Boston.

Nguyen, Binh H. and Gary L. Frankwick, (2010) “The Influence of Internal Relationship Quality on External Relationship Quality and Company Performance,” ACME conference, Dallas, TX .

Cumiskey, Kevin J. and Gary L. Frankwick, (2010) “The Effects of Personal Involvement on the Relationship Between Market Orientation and Product Innovation,” ACME conference, Dallas, TX.

Frankwick, Gary L., Kevin E. Voss, and Jaewon (Jay) Yoo, (2010), “Moderating Effect of Organizational Climate on the Relationship Between New Product Development Capabilities and New Product Performance,” ACME conference, Dallas, TX .

Al Jafari, Abdullah and Gary L. Frankwick, (2010) “Expanding Market Orientation to Include Suppliers,” ACME conference, Dallas, TX

Cragin, E. Scott, Jaewon (Jay) Yoo, and Gary L. Frankwick, (2009) “Effects of Product Characteristics and OEM NPD Participation on OEM Performance: Examining

Supplier-OEM New Product Development Efforts,” Anaheim, CA., PDMA conference.

Yoo, Jaewan (Jay) and Gary L. Frankwick (2009), “The Moderating Effect of Customer Participation on the New Product Capability-performance Relationship,” Oklahoma City, ACME conference.

Al Jafari, Abdullah, Jaewan Yoo, and Gary L. Frankwick (2009), “new Product Capabilities and Organizational Performance: The Moderating Role of Manufacturing and Distribution Capabilities,” Oklahoma City, ACME conference.

Al Jafari, Abdullah, Fernando Jimenez, and Gary L. Frankwick (2008) “supplier Orientation: Expanding the Conceptual Scope of Market Orientation,” Academy of Marketing Science, Vancouver, BC, Canada

Hunt, C. Shane, Gary L. Frankwick, Karen Flaherty, and Alex Zablah (2008), “The Influence of Organizational Identification on the Relationship Between Formal Sales Management Control and Salesperson Performance,” NCSM, Dallas, TX.

Srivastava, Prashant and Gary L. Frankwick (2007), “the effect of Radical Innovation Mix on new Product Development Program Performance,” PDMA, Orlando, FL.

Nguyen, Binh H., Yinghong Wei, and Gary L. Frankwick (2007), “The Missing Link Between reward Systems and Innovation: the Role of Market Orientation,” PDMA, Orlando, Florida.

Duesing, Bob and Gary L. Frankwick (2006), “Impact of Corporate Social Performance on Product Innovativeness and New Product Performance Linkage,” Academy of Management Conference, Atlanta, GA.

ElSamen, Amjad Abu, Goutam Chakraborty, and Gary L. Frankwick (2006), “The Role of Trust and Commitment in Adopting E-Procurement Techniques,” AMA Summer Educators Conference, .

Lanis, Thomas W. and Gary L. Frankwick (2006), “Measuring Performance in Strategy and Sales Research: Reflective Scales, Formative Scales, or Individual Performance Items?,” Association of Marketing Educators, Oklahoma City, OK.

Srivastava, Prashant and Gary L. Frankwick, (2006), “The Moderating Effect of Environmental Turbulence on the Relationship Between Alliance Cooperative Competence and New Product Development Success,” Association of Marketing Educators, Oklahoma City, OK.

Lawlor, Blaine and Gary L. Frankwick, (2006) “Alliance Performance: Determinants, Moderators, and Mediators,” Western Academy of Management, Long Beach, CA.

- Sallee, Amy and Gary L. Frankwick, (2005) "Market Orientation, Innovation, and Firm Performance: A Product Life Cycle Perspective," Society for Marketing Advances, San Antonio, TX.
- Srivastava, Prashant and Gary L. Frankwick, (2005), "Top Management Attitude and Inter-organizational Learning: The Moderating Effect of Environmental Uncertainty," Association of Marketing Educators, Dallas, TX. (Best of Track award).
- Hunt, C. Shane, Gary L. Frankwick, and Cindy Claycomb (2004), "Information Sources Used by Buyers During Relationship Development in Business-to-Business Markets," AMA Summer Educators Conference, Boston, MA.
- Carlson, Brad and Gary L. Frankwick, (2004) "The role of Market Orientation in New Product Alliances," AMA Winter Educators Conference, Scottsdale, AZ.
- Bone, Sterling A. and Gary L. Frankwick, (2004) "Salesperson Perception of Management Responsiveness to Upward Influence on Salesperson Job Creativity," AMA Winter Educators Conference, Scottsdale, AZ.
- Lala, Visal and Gary L. Frankwick, (2002) "Where Does the Web Fit in the Promotional Mix?," *American Marketing Association Winter Educator's Conference (AMA)*, Austin, TX.
- Larson, Brian and Gary L. Frankwick, and Bradley D. Carlson (2002) "The Effect of Retail Sales Training on Performance," *Marketing Theory and Practice Association* conference.
- Nanjunda Iyer, Karthik and Gary L. Frankwick, (2000), "A Market Orientation Model of Supplier Involvement in New Product Development," (February), Presented at the American Marketing Association Winter Educators' Conference (AMA), San Antonio, TX.
- Lee, Kelvin, Richard Tansey, and Gary L. Frankwick, (1999), "A Framework to Evaluate Internet Advertising Effectiveness," (January), pp. 1205-1216, Presented at the Australia-New Zealand Marketing Association Conference (ANZMAC), University of Otago, Dunedin, New Zealand.
- Brian Larson and Gray L. Frankwick (1998), "Evolution of a Virtual Enterprise: A Sociological Perspective," In *Developments in Marketing Science*, Eds. John B. Ford and Earl D. Honeycutt, Vol. 21, pp. 184-189. Presented at the Academy of Marketing Science conference.
- M. Senthil Kumar, Brian Larson, and Gary L. Frankwick (1998), "Emergence of a Virtual Enterprise: An Integrated Theoretical Framework," In *Developments in Marketing Science*, Eds. John B. Ford and Earl D. Honeycutt, Vol. 21, pp. 316-320. Presented at the Academy of Marketing Science conference.

Porter, Stephen S., and Gary L. Frankwick (1996), "A Scale to Measure Selling Situation. In: Williams Michael R. Editor. Proceedings of the National Conference in Sales Management, Normal, IL., 1-3.

Lin, Xiaohua and Gary L. Frankwick (1995), "Foreign Market Entry Decisions: An Organizational Learning Perspective," Presented at the International Academy of Business Disciplines conference.

Frankwick, Gary L., Beth A. Walker, and James C. Ward (1993), "Belief Structures in Conflict: Mapping a Strategic Marketing Decision," presented at the AMA/JBR Strategy Evaluation Research Conference, Montreal, Quebec, Canada (October) .

Wigand, Rolf T. and Gary L. Frankwick (1988), "Inter-organizational Technology Transfer: Industry-Government-University Communication Linkages," presented at the Sunbelt VIII Social Network Conference, San Diego, CA.

Invited Presentations:

Frankwick, Gary L. (2018), "Developing a US Style PhD Program," 14th AGBA Conference, Bangkok, Thailand.

Frankwick, Gary L. (2016) "Developing Research to Publish in Top American Journals," 13th AGBA Conference, Surakarta, Solo, Indonesia.

Frankwick, Gary L. (2015) "Developing Research to Publish in Top American Journals," 12th AGBA Conference, Pahang, Malaysia.

Published Cases:

Frankwick, Gary L. and Michael D. Hutt (1996), "Cross-Functional Strategy Decision-Making: The TECHNO Project," in *Advances in Business Marketing and Purchasing*, Volume 7, Arch G. Woodside (ed.), JAI Press.
**Case and teaching note.

Manuscripts Under Revise and Resubmit:

Rossetto, Dennys Eduardo, Felipe M. Borini, Roberto C. Bernardes, and Gary L. Frankwick (XXX), "Measuring Frugal Innovation: Scale Development and Validation," *Journal of the Academy of Marketing Science*.

Chen, Jing, Jaewan (Jay) Yoo, and Gary L. Frankwick (xxx), "Customer Influence on Frontline Employee Customer Oriented Behavior," *Journal of Marketing Theory & Practice*.

Manuscripts Under Review

Xu, Zhenning, Edward Ramirez, and Gary L. Frankwick, (xxx) "Moving from Goods-

Dominant Logic to Service-Dominant Logic: The Effects of Inter-firm Relationships,” *Journal of Service Research*.

Manuscripts in Preparation:

Yoo, Jaewon (Jay), Gary L. Frankwick, and Jing Chen, (XXX) “The Influence of Customer Participation from the Employee Perspective,” *Journal of the Academy of Marketing Science*.

Olivas, Denisse, Irene Holguin, Marisol Rodriguez, and Gary L. Frankwick (writing stage), “Entrepreneurial Community Mindedness, Firm Performance, and Owner Satisfaction,” (Data collected and currently at writing stage. Target – *Journal of Small Business Management*).

Olivas, Denisse, Sergio A Olivares, Jonatan Contreras, and Gary L. Frankwick (Writing stage), “Entrepreneurial Mentoring and Firm Owner Satisfaction,” (Data collected and currently at writing stage target – *Journal of Small Business Management*).

Cragin, E. Scott, Gary L. Frankwick, and Jaewon (Jay) Yoo “Antecedents to OEM Participation in Supplier New Product Development,” Target: *Journal of Product Innovation Management*.

Book Review:

Frankwick, Gary L., Review of *Mastering the Dynamics of Innovation*, By: James M. Utterback, for the *Journal of the Academy of Marketing Science*.

GRANTS RECEIVED

Research Grants

Cory Hallam, PhD, MS, SM, ISU (UTSA);, Cory Hallam, PhD, MS, SM, ISU (UTSA);, David Novick, PhD, JD (UTEP);, Gary L. Frankwick, PhD (UTEP);, Dorie J. Gilbert, PhD, MSSW (UT Austin), co-PIs: ,Novel Program in Education for Innovation and Entrepreneurship: The UT TRANSFORM Program. The total grant from the state of Texas was \$750,000 in 2011. The UTEP share of the grant was \$87,000.

Gary L. Frankwick, Tim Bowser, and Jason Young “Paddlefish Management and Caviar Program.” OSU received **\$30,000** to develop a business plan to determine the feasibility of a paddlefish egg recovery and management program from the Oklahoma Department of Wildlife Conservation in 2007.

Gary L. Frankwick “Market analysis for potential new products for small manufacturers in Oklahoma.” This is part of a **\$300,000** grant received by the New Product Development Center from the state of Oklahoma, Department of Commerce in 2004.

Gary L. Frankwick “The effect of new product development on small manufacturer performance”. This is part of a **\$300,000** grant received by the New Product Development Center from the state of Oklahoma, Department of Commerce in 2003.

Ramesh Sharda, Gary L. Frankwick, and Joshua L. Wiener are Co-Primary Investigators on a research project, "Using the Infrastructure to Promote Information Sharing Among Small Business to Enhance Their Ability to Bid on Procurement Contracts." A **\$100,000.00** grant was received from the Department of Defense purchasing and logistics unit to research Computer Assisted Technology Transfer (CATT). 1995. This grant has been extended through 1996 and 1997, and increased to **\$7,000,000**. My research on the grant involves a project budgeted at about **\$100,000** each year.

Gary L. Frankwick and Goutam Chakraborty are Co-Primary Investigators on a project to determine the importance of various antecedents to successful performance by small manufacturers. A **\$500.00** grant was received, for data collection, from the Entrepreneurship Center, Vance Fried, Director, Oklahoma State University. 1995.

John L. Schlacter, Kenneth R. Evans, and Gary L. Frankwick Are Co-Primary Investigators on a project to study sales force acculturation. A **\$2,000.00** Grant was received from the Small Grant Program for data collection. 1989.

John L. Schlacter, Kenneth R. Evans, and Gary L. Frankwick Are Co-Primary Investigators on a project to study sales force acculturation. A **\$1,000.00** grant was received from the Arizona State University, College of Business, Department of Marketing Research Fund for data entry on a sales force acculturation study. 1989.

Teaching Grants

Vance Fried, Gary L. Frankwick, and Goutam Chakraborty are co-recipients in a serially renewable grant from the Small Business Institute (Small Business Administration), through the Oklahoma State University, College of Business extension unit, to provide students a real world business learning experience and local small business assistance by conducting supervised student research and interpreting results to advise these businesses.

\$7,000.00	1995
\$7,000.00	1994
\$7,000.00	1993

Other Grants

Coleman Foundation **\$16,000** to put on a conference to promote entrepreneurship in Oklahoma. April 5, 2000.

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

American Marketing Association
Academy of Marketing Science
Product Development and Management Association

HONORS AND AWARDS

Research

AGBA 2015 Best paper Award, "Marketing Capability, Marketing Strategy Implementation and Performance in Small Firms," Pahang, Malaysia.
ACME 2009 Best paper in Business-to-Business / New Product Development track.
Journal of Marketing Theory and Practice (1999, 2002-2005, 2007) Outstanding Reviewer.
Malcolm S. Woldenberg Chair Award, Outstanding Empirical Paper at the AMA Strategy Evaluation Research Conference, Montreal, Quebec, Canada, 1993

Teaching

Recipient, Marketing Department doctoral student teaching award, Arizona State University, 1987-1988

Other

Member, Alpha Mu Alpha
Member, Beta Gamma Sigma

TEACHING

Courses Taught at OSU and UTEP

IBUS 6303	Advanced Regression	(Ph.D)
IBUS 6354	Marketing Strategy	(Ph.D.)
IBUS 6354	Research Process	(Ph.D.)
Marketing 6683	Marketing Strategy	(Ph.D.)
Marketing 5220,	Marketing Strategy	(MBA)
Marketing 5973,	New Product Development	(MBA)
Marketing 5133, 5311	Marketing Management	(MBA)
Marketing 5321	Marketing Research	(MBA)
Marketing 4793,	New Product Development	(undergraduate)
Marketing 4683,	Marketing Strategy	(undergraduate)
Marketing 3213,	Marketing Intro.	(undergraduate)
Marketing 4550	Market Entry to UK & EU	(undergraduate/MBA)

Courses Taught while at Other Universities

Seminar in research process and evaluation	(PhD)
Business-to-Business Marketing	(undergraduate)
Business-to-Business Purchasing	(undergraduate)
Marketing Strategy and Planning	(Undergraduate, and MBA)
New Product Development	(Undergraduate, and MBA)
Marketing Management	(undergraduate)
Introductory Marketing	(undergraduate)

Dissertation Committees

Chair:

Felix A. Flores	Marketing	2017	“Essays on Creativity and Innovation in Distributed New Product Development Teams”
Zhenning Xu	Marketing	2016	“Essays on Big Data Analytics VS Traditional Marketing Analytics and New Product Success”
Binh Nguyen	Marketing	2011	“Organizational Ambidexterity in Market Information Processing and Research and Development”
Jaewan (Jay) Yoo	Marketing	2011	“Dynamic Characteristics of Customer Participation: Based on Job Demand and Resource Model”
C. Shane Hunt	Marketing	2007	“The Influence of Sales Management Control Systems on Salesperson Perceptions of the Organization”
Prashant Srivastava	Marketing	2006	“The Effect of New Product Development Project Portfolio Mix on New Product Development Program Performance”
Tom Lanis	Marketing	2004	“Sales Force Market Information: Antecedents, Processes and Impact on Sales Performance”
Scott Cragin	Marketing	2003	“The Determinants of New Product Acceptance in Industrial Channels”
Karthik Nanjuda Iyer	Marketing	2001	“Supply Chain Management E-Commerce: An Empirical Study of Organizational and Contextual

Antecedents and Performance Outcomes”

Jerome Christia	Marketing	2000	“The Effect of Consumer Innovativeness on the Alliance Image - New Product Adoption Relationship”
-----------------	-----------	------	---

Co-Chair:

Jing Chen	Marketing	current	In process
-----------	-----------	---------	------------

Renata Giacomini Menezes	Management	2016	“Competitive Intelligence and Performance Relationship” (with Cristiana De Muylde, FUMEC, Brazil)
--------------------------	------------	------	---

Charles Lagat	Marketing	2012	“The Synergistic Effect Of Market Orientation And Market Positioning On Product Innovation And Firm Performance (with Dr. Pius Odunga, Moi University, Kenya)
---------------	-----------	------	---

Yusuf Kibet	Marketing	2011	“New Product Characteristics and Salesperson Adoption: The Moderating Effect of Salesperson Compensation Systems” (with Dr. Pius Odunga, Moi University, Kenya)
-------------	-----------	------	---

Ronald Bonuke	Marketing	2011	“Multi-Channel Service as a Moderator in the Relationship Quality and Customer Loyalty Relationship” (with Dr. Timothy Sulo, Moi University, Kenya)
---------------	-----------	------	---

Member:

Zhuofan Zhang	Marketing	2018	Fear of Missing our: Scale Development and Impact on Brand Loyalty
---------------	-----------	------	--

Dalila Salizar	Marketing	2014	Predicting Movie Success
----------------	-----------	------	--------------------------

Schaung Yang	Marketing	2012	Country of Origin Effects
Jason Ridge	Management	2010	“Top Management Behavior”
Aaron Hill	Management	2010	“CEO Characteristics, Compensation, and Strategic Change”
Robert Duesing	Management	2009	“Corporate Social Responsibility”
Blain Lawlor	Management	2007	“Relationship of CEO and TMT Pre-merger Power Characteristics of Acquiring and Target Firm with Post-merger Effectiveness”
Dave Kern	Management	2006	“A Matter of Strategic Mis-Fit: Management Myopia and Value Destruction”
Don Klumper	Management	2006	“Personnel Selection”
Bashar Gammoh	Marketing	2006	“Propensity to Participate in Brand Alliances: A Managerial Perspective”
Jerry Grizzel	Marketing	2004	“The Moderating Effect of Market Orientation of the Business Unit on the Relationship Between Customer Orientation and Performance”
Milissent Nelson	Management	2003	“The Effect of Social Support on the Adoption of Human Resource Management Innovations: A Problem Solving Approach”
Bill Christensen	Marketing	2000	“Supply Chain Management Knowledge and Organization Structure”
Jill Hough	Management	1999	“The confluence of Rational and Learning lens Views of Strategic Decision Making”
Brian V. Larson	Marketing	1999	“Doing Well by Doing Good: Linking Cause Related Marketing to

Employees' Corporate Evaluations"

Mary Ann Hocut	Marketing	1999	"A Model of Relationship Dissolution: Antecedents and Consequences of a Dissolved Buyer-Seller Relationship"
Nancy Spears	Marketing	1998	"Gains and Losses in Intertemporal Choice: Theoretical Framework and Implications for Promotional Strategy"
Brad Kleindl	Marketing	1996	"The Impact of Technical Core and Marketing Core Mental Models on The New Product Development Process"
Doug Amyx	Marketing	1995	"The Effects of Physician Choice, Physician Desirability, and Treatment Outcome on Patient Satisfaction"
Atul Deosthali	Engineering	1995	"Development of an Information Interchange Support System for Concurrent Engineering Design"
Dennis Bristow	Marketing	1995	"The Consumer Resource Management Model of Motivation: Theoretical and Scale Development and testing"
Kent Walstrom	Management	1994	"Systems Requirements Analysis: A Theory of Executive Information Systems (EIS) Design"
Steve Porter	Marketing	1994	"An Empirical Examination of Adaptive Selling"
Greg Marshall	Marketing	1993	"Assessing the Impact of an Outcome Bias and an Order Effects Bias on Performance Evaluations of Field Sales Personnel by Sales Managers"

MBA Research Project Advisor

Amit Sethi 2000 “Use of Sales Force Relationship Management Software”

Clarence Blakley 2000 “Organizational Learning on the Selection of Firms by Virtual Corporations”

MBA Research Project Co-Advisor (with Goutam Chakraborty)

T. C. Bosserman 1995 "An Empirical Investigation of Small Manufacturer Priorities"

Undergraduate Honors Theses Advisor

Kayla Kusik 2005 “Management Leadership Styles”

Aaron Cissen 2000 “Sales Forecasting Methods for New Products”

SERVICE

Reviewing Activities

Journals:

Journal of Marketing, ad hoc reviewer, 1999- 2000

Journal of Business Strategies, review board member, 1992-present

Journal of Marketing Theory and Practice, review board member, 1995-present

Journal of the Academy of Marketing Science, ad hoc reviewer, 1994-present

Journal of Strategic Marketing, ad hoc reviewer, 1994-1997

Journal of Personal Selling & Sales Management, ad hoc reviewer 2002-present

Journal of Asia Pacific Marketing and Logistics, ad hoc reviewer 2005 – present

Journal of Supply Chain Management, ad hoc reviewer 2008

European Journal of Marketing, ad hoc reviewer 2010 - present

Conferences:

AMA Winter conference

AMA Summer conference

International Academy of Business Disciplines

Society for Marketing Advances

Academy of Marketing Science

Academy of Business Administration

Product Development and Management conference

Text Books:

Marketing Best Practices, Southwestern Publishing, 2003.
Strategic Marketing, by David W. Cravens, 1991, 1993, R.D. Irwin
Sales Management, by David W. Cravens and Kenneth R. Evans, 1994,
R.D. Irwin
Sales Force, Sales management software and book, 1994, R.D. Irwin

Other:

National Science Foundation (NSF), 2000-present; SBIR Review Panel
National Science Foundation (NSF), 1994 Reviewed grant proposal
Netherlands Organization for Scientific Research (NOW), 2012 Reviewed
Grant Proposal.

Board Member

New Product Development Center (in the OSU School of Engineering)
2003-2005

Committees**University:**

Provost's taskforce on global reach 2011-2012
Provost's taskforce on tenure and promotion best practices 2011
University research committee (ORSP) 2011-2016
Technology Commercialization Advisory Board 2016-present
Global Reach Community Planning Committee 2016-present

College:

Dean's executive committee 2011-2016
Tenure and promotion committee 2011-present
Database committee 2012-2016
PhD committee 1996-97, 1999- 2007; (chair 2006-2007); 2011- 2015
IRB committee 2010-2011
Graduate committee 1998-99
Top 10 Business Student Selection Committee, 1996-97
Research Committee, 1995-96
Executive Committee, 1995-96, 2012-2016
MBA Graduate Studies Committee, Chair, 1995-96
MBA Graduate Studies Committee, Member, 1991-94, 2007-present
Extension Committee, Chair, 1994-95
Extension Committee, Member, 1991-94
Greiner Teaching Awards Committee, Member, 1991-92, 1997, 2000-02
Education Committee, Member, 1990-91

Department:

PhD committee, Chair 1999-2007
Research seminar coordinator 1998-2000, 2007-08
Faculty Recruitment Committee, 1996-97, 2004

Marketing Strategy Chair, Definition Committee, 1992

Extension

Presentation: "Marketing Strategy for Small Business Development Incubators,"
1991

Other

Faculty Advisor for SIFE 2009 - 2011
Faculty co-advisor for SIFE 2008
Faculty Advisor for ZBT fraternity, 2000-2011
CBA Coordinator for the Stillwater United Way campaign, 1999
Marketing Department United Way coordinator 2000 - 2008
Member, Philbrook Museum of Art, market research task force, 1993

RELATED WORK EXPERIENCE

- 1981-1982 Order Processing Supervisor for Figi's Inc., Marshfield, Wisconsin, a gift mail order firm.
- 1977-1981 Peace Corps Volunteer with the Central Bank of the Philippines as a small business advisor; Project Director-Technical Specialist training Peace Corps volunteers to work with government agencies of The Philippines, after completing my tour as a volunteer.
- 1975-1977 Manager for Edwin Memorial Lanes, Rozelleville, Wisconsin.