

SAM FULLERTON
Professor of Marketing
sfullerto@emich.edu

EMPLOYMENT HISTORY

1982-present, EASTERN MICHIGAN UNIVERSITY
PROFESSOR OF MARKETING

Primary Duties: Teaching large sections of basic marketing and smaller classes in sports marketing, sponsorship, marketing strategy, international marketing, and marketing research at both the graduate and undergraduate levels; teaching in the EMBA program; significant service commitment at COB and Department levels; and research productivity exceeding AACSB standards.

2014, 2012, 2010 QUEENSLAND UNIVERSITY OF TECHNOLOGY, Brisbane, Australia
VISITING PROFESSOR/FELLOW

Primary duties: Lectured undergraduate and postgraduate marketing classes, delivered research seminars to students and staff, provided research advice to doctoral students on individualized basis, worked to develop collaborative research opportunities.

2007, 2002, 1998, UNIVERSITY OF WAIKATO, Hamilton, New Zealand
VISITING PROFESSOR

Primary Duties: Taught sports marketing, sponsorship, international marketing, marketing research, and marketing strategy in the Department of Marketing in the Waikato Management School.

2003-2005, EASTERN MICHIGAN UNIVERSITY
INTERIM DEPARTMENT HEAD

Primary Duties: Staffing, scheduling, resource allocation for department of 18 faculty in the Department of Marketing; represent department at COB and University meetings and functions; continued research.

2001-2002, UNIVERSITY OF MICHIGAN, Ann Arbor
ADJUNCT PROFESSOR

Primary Duties: Taught Sport Marketing in the School of Kinesiology.

1979-1982, MICHIGAN STATE UNIVERSITY
GRADUATE ASSISTANT

Primary Duties: Teaching second semester business statistics in large lecture format.

1981, GOVERNORS' STATE UNIVERSITY
INSTRUCTOR, COLLEGE OF CONTINUING EDUCATION

Primary Duties: Teaching marketing research for the Department of the Army.

1977-1979, NORTHERN ILLINOIS UNIVERSITY
INSTRUCTOR OF MARKETING

Primary Duties: Teaching marketing research and quantitative marketing methods; faculty advisor for the Student Marketing Association.

1976-77 PITTSBURG (KS) STATE UNIVERSITY
INSTRUCTOR OF MARKETING

Primary Duties: Teaching a wide variety of marketing courses at the undergraduate level.

1976, FRITO-LAY (Memphis, TN)
PRODUCTION MANAGER

Primary Duties: Managed third shift with responsibility for hiring and firing, staffing, and product quality for Ruffles brand potato chips.

1974-76, MEMPHIS STATE UNIVERSITY
GRADUATE ASSISTANT,

Primary Duties: Research assistant; advised faculty on use of the SPSS and BMD statistical packages.

1969-1971, U.S. ARMY, (Bamberg, (West) Germany)

TACTICAL CONTROL ASSISTANT

Primary Duties: Fire control operator for HAWK anti-aircraft missile battery; honorably discharged with rank of Specialist Fourth Class (E4).

EDUCATION

MICHIGAN STATE UNIVERSITY

Degree: Doctor of Philosophy; August 1987.

Major: Marketing

Minors: International Business; Statistics and Probability; Economics

Dissertation: "An Investigation of the Indirect Relationship between Psychographics and Buyer Behavior"

Overall GPA: 3.76

MEMPHIS STATE UNIVERSITY

Degree: Master of Science; May 1976.

Major: Marketing

Minor: Statistics and Computer Programming

Overall GPA: 3.81

MEMPHIS STATE UNIVERSITY

Degree: BBA; August 1974.

Major: Marketing

Overall GPA: 3.34 (*cum laude*)

PROFESSIONAL AFFILIATIONS

Academy of Business Administration

Academy of Marketing Science

American Marketing Association

Association of Marketing Theory and Practice

Atlantic Marketing Association

Marketing Management Association

Macromarketing Society

Society for Marketing Advances

Sport Management Association of Australia and New Zealand (SMAANZ)

Sport Marketing Association

PROFESSIONAL EXPERIENCE

SPORTS RESEARCH INSTITUTE, Ltd. (1992-Present)

President

SRI is a professional consulting corporation (MI), which provides a broad array of services to a variety of industries. My role involves consulting in the areas of marketing strategy and in the design of research methodologies.

ACADEMY OF BUSINESS ADMINISTRATION (1995-2016)

Executive Director

The ABA organized three conferences per year involving some 200 people. Additionally, it published a readings book.

MICHIGAN GOLFER MAGAZINE (1995-2010)

Staff Writer

Primary duty involved the staging of seminars for the golf industry and writing articles germane to the international golf industry.

PUBLICATIONS

Books

Sam Fullerton, *Sports Marketing*, Chicago Business Press: Chicago, IL 3rd edition, 2016 (©2017).

Joseph L. Braden, Sam Fullerton and Tammy McCullough, *40 Selling Cases*, 19th edition, Huron Valley Publishing: Ann Arbor, MI, 2012

Joseph L. Braden, Sam Fullerton and Tammy McCullough, *40 Selling Cases*, 18th edition, Huron Valley Publishing: Ann Arbor, MI, 2011.

Sam Fullerton, *Sports Marketing*, McGraw-Hill/Irwin Publishing: New York, 2nd edition, 2009 (©2010).

Sam Fullerton, *Sports Marketing*, McGraw-Hill/Irwin Publishing: New York, 1st edition, 2006, (©2007).

Joseph L. Braden, Sam Fullerton and Tammy McCullough, *40 Selling Cases*, 17th edition, Huron Valley Publishing: Ann Arbor, MI, 2007.

H. Robert Dodge and Sam D. Fullerton, *Professional Selling*, 8th edition, Dame Publications: Houston, 2003.

David L. Kurtz, H. Robert Dodge, Sam D. Fullerton, and Joseph L. Braden, *Professional Selling*, 7th edition, Dame - Thompson Learning: Cincinnati, 2000.

Joseph L. Braden, Sam Fullerton and H. Robert Dodge, *40 Selling Cases*, 16th Edition, Huron Valley Publishing: Ann Arbor, MI, 1999.

H. Robert Dodge, Sam D. Fullerton, and David R. Rink, *Marketing Research*, Charles Merrill Publishing: Columbus, OH, 1982.

Refereed Journal Articles

Jungki Lee and Sam Fullerton, (2018) "Jungki Lee and Sam Fullerton, "An Examination of the (Un)Acceptance Associated with Consumers' Ethically Questionable Behaviors in South Korea and the United States," accepted for publication in the *Journal of Global Marketing*.

Jungki Lee and Sam Fullerton (2018), "An Examination of Korean Consumers' Sentiments toward Technology-based Business Practices," the *Journal of International Consumer Marketing*, <https://www.tandfonline.com/doi/full/10.1080/08961530.2018.1439792>, pp. 1-16.

Sam Fullerton, Roger Brooksbank and Larry Neale (2017), "Consumer Perspectives on the Ethics of an Array of Technology-based Marketing Strategies: An Exploratory Study," *Asia Pacific Journal of Marketing and Logistics*, Vol. 29, No. 5, pp. 1079-1096.

Christo Bisschoff and Sam Fullerton (2017), "A Parallel of Patient Proactivity Behaviours and Attitudes between the Republic of South Africa and the United States of America," *International Review of Management and Marketing*, Vol. 7, No. 3, pp. 93-104.

Jungki Lee and Sam Fullerton (2016), "Organizational Loss and its Impact on the Acceptance of Consumers' Ethically Questionable Behaviors in South Korea," *Journal of Korea Service Management Society*, 17(3), pp. 233-249.

Christo Bisschoff, Sam Fullerton and Christoff Botha, "An Attitudinal Analysis of Different Groups of Managers towards Business Ethics in South Africa," *Journal of Social Sciences*, Vol. 40, No. 3, 2014, pp. 385-395.

Jungki Lee and Sam Fullerton, "Incorporation of Victim Size in an Examination of Consumer Ethics in South Korea," *Australasian Marketing Journal*, Vol. 22, No. 2, 2014, pp. 125-134.

Sam Fullerton and Tammy McCullough, "Patient Proactivity: Behaviors, Attitudes, and Its Relationship with Satisfaction with the American Health Care Delivery System," *Health Marketing Quarterly*, Vol. 31, No. 1, 2014, pp. 78-96.

Sam Fullerton and Carol L. Bruneau, "The Novelty and Nostalgia Effects of a New Major League Baseball Stadium as Measured by Its Impact on Attendance, the Corresponding Costs of Attending, and Ticket Revenue," *Journal of Applied Marketing Theory*, Vol. 4, No. 1, 2013, pp. 1-15.

Tammy McCullough and Sam Fullerton, "Psychographic Segmentation in a Unique Service Industry: A Typology Based on Consumers' Levels of Consumption of Live and Media-Based Spectator Sports," *Journal of Applied Marketing Theory*, Vol. 3, No. 1, 2012, pp. 38-54.

Christo Bisschoff and Sam Fullerton, "A Comparative Overview of Managerial Business Ethics in the Republic of South Africa: 1987 versus 2009," *African Journal of Business Ethics*, Vol. 5, No. 1, 2011, pp. 14-25.

Sam Fullerton, "The Nexus of Payroll, Performance, Ticket Prices and Attendance in MLB," *Journal of Applied Marketing Theory*, Vol. 2, No. 1, pp. 10-25, 2011.

Sam Fullerton and Larry Neale, "An Assessment of the Acceptability of an Array of Perceived Consumer Transgressions in the American Marketplace," *Journal of Leadership, Accountability and Ethics*, Vol. 8, No. 2, 2011, pp. 17-27.

Larry G. Neale and Sam Fullerton, "The International Search for Ethics Norms: Which Consumer Behaviors Do Consumers Consider (Un)acceptable?" *Journal of Services Marketing*, Vol. 24, No. 6, 2010, pp. 476-486, (Highly Commended Award Winner: the Literati Network Awards for Excellence, 2011).

Sam Fullerton, David Taylor, and John Watson "Web-Based Instruction and Online Delivery of Classes: Where Are We Now?" *American Journal of Business Education*, Vol. 2, No. 1, January/February 2009, pp. 91-100.

Sam Fullerton and G. Russell Merz, "The Four Domains of Sports Marketing: A Conceptual Taxonomy," *Sport Marketing Quarterly*, Vol. 17, No. 2, June 2008, pp. 90-108. (Named one of top 20 articles in first 20 years of *Sport Marketing Quarterly*)

Sam Fullerton, Christo Bischoff, and David L. Moore, "Examining the Ethical Predisposition of Our Next Generation of Business Leaders in China and the Republic of South Africa" *South African Journal of Economic and Management Sciences*, Vol. 11, No. 2, June 2008, pp. 157-171.

Jim Fisher, Gordon Woodbine, and Sam Fullerton, "A Cross Cultural Assessment of Attitudes Regarding Perceived Breaches of Ethical Conduct by Both Parties in the Business-Consumer Dyad," *Journal of Consumer Behaviour: An International Research Review*, (UK), Vol. 2, No. 4, June 2003, pp. 333-353.

Jim Fisher, Sam Fullerton, and Gordon Woodbine, "Perspectivas Eticas De Hoy Lideres Financieros Del Manana," *Manual de Contabilidad y Auditoria*, (Chile), March 2002, pp. 13-22.

Jim Fisher, Sam Fullerton and David B. Taylor, "Good Ethics Is Good Business: Do Our Future Business Executives Agree?" *Chartered Accountants Journal of New Zealand*, Vol. 79, No. 1, Feb. 2000, pp. 66-69.

Jim Fisher, Sam Fullerton, and Gordon Woodbine, "Today's Ethical Perspectives of Tomorrow's Business Leaders," *Irish Marketing Review*, Vol. 12, No. 2, 1999, pp. 48-54.

Jim Fisher, David Taylor and Sam Fullerton, "Attitudes Towards Consumer and Business Ethics among Canadian and New Zealand Business Students," the *Journal of Teaching Business Ethics*, Vol. 3, 1999, pp. 155-177.

J. Fisher and S. Fullerton, "L'éthique à la loupe," *CMA Management*, April 1999, pp. 36-37.

B. C. Ghosh, Sam Fullerton, and David Taylor, "Ethics and Business Communications: A Cross-Cultural Study of CEO Potential," *Corporate Communications: An International Journal*, Vol. 2, No. 4, 1997, pp. 130-137, (Outstanding Paper Award Winner at the Literati Network Awards for Excellence, 1998).

Pamela E. Hill and Sam Fullerton, "Employer-Employee Relationships in the Year 2000," *Cereal Food World*, November-December, Vol. 42, No. 11, 1997, pp. 857-860.

Sam Fullerton, David Taylor, and B. C. Ghosh, "A Cross Cultural Examination of Attitudes Toward Aberrant Behaviour in the Marketplace: Some Preliminary Results from the United States, New Zealand, and Singapore," *Marketing Intelligence and Planning*, Vol. 15, No. 5 1997, pp. 208-212.

H. Robert Dodge and Sam Fullerton, "From Exchange to Relationships: a Reconceptualization of the Marketing Paradigm," *The Journal of Marketing Theory and Practice*, Vol. 5, No. 3, 1997, pp. 1-8.

H. Robert Dodge, Elizabeth A. Edwards, and Sam Fullerton, "Consumer Transgressions in the Marketplace: Consumers' Perspectives," *Psychology and Marketing*, 1997, Vol. 13, pp. 821-835.

Sam Fullerton and Barbara A. Lafferty, "Marketing Education: Identifying Perceived Differences among Market Segments to Determine Curriculum Content," *Journal of the Academy of Business Administration*, Vol. 2, No. 2, 1996, pp. 37-50.

Sam Fullerton, Kathleen B. Kerch, and H. Robert Dodge, "Consumer Ethics: an Assessment of Individual Behavior in the Marketplace," *Journal of Business Ethics*, 1996, Vol. 15, No. 7, pp. 805-814.

Hugh B. McSurely and Sam Fullerton, "Health Care Marketing Information: An Assessment of Past and Future Utilization Patterns," *Health Marketing Quarterly*, 1995, Vol. 13, No. 1, pp. 63-73.

Sam Fullerton and H. Robert Dodge, "An Application of Market Segmentation in a Sports Marketing Arena: We All Can't Be Greg Norman," *Sport Marketing Quarterly*, 1995, Vol. 4, No. 3, pp. 43-47.

H. Robert Dodge, Sam Fullerton, and John Robbins, "Stage of the Organizational Life Cycle and Competition as Mediators of Problem Perception for Small Businesses," *Strategic Management Journal*, February 1994, Vol. 15, No. 2, pp. 121-134.

Sam Fullerton and H. Robert Dodge, "Reassessment of Life Style and Benefits-Based Segmentation Strategies," *Journal of Marketing Management*, Fall/Winter 1993, Vol. 2, pp. 42-46.

James R. Lang and Sam D. Fullerton, "The Components of Satisfaction with Outpatient Pharmacy Services," *Health Marketing Quarterly*, Fall/Winter 1992, Vol. 10, Nos. 1/2, pp. 143-154.

H. Robert Dodge and Sam Fullerton, "Copy Length across the Product Life Cycle," *Current Issues and Research in Advertising*, 1984, pp. 149-158.

William Krumske, H. Robert Dodge, and Sam Fullerton, "Balanced Tabulation Gauges Image Bias," *Marketing Scope*, Winter 1979, pp. 8-11.

Chapters in Books

Sam Fullerton and G. Russell Merz, "The Four Domains of Sports Marketing: A Conceptual Taxonomy," in *Handbook of Sport Marketing Research*, Nancy Lough and William Sutton, editors (2011), Fitness Information Technology: Morgantown, WV. (reprint of article appearing in *Sport Marketing Quarterly*, Vol. 17, No. 2, June 2008, pp. 90-108), pp. 3-28.

Sam Fullerton and G. Russell Merz, "The Four Domains of Sports Marketing: A Conceptual Taxonomy," in *The New Sport Management Reader*, John Nauright and Steven Pope, editors (2009), Fitness Information Technology: Morgantown, WV. (reprint of article appearing in *Sport Marketing Quarterly*, Vol. 17, No. 2, June 2008, pp. 90-108), pp. 103-129.

Refereed Proceedings Papers and Presentations

Sam Fullerton and Roger Brooksbank, "A Taxonomy of B2B Buyers' Post-Decision 'Cognitive States': Sharpening the Customer Focus for Professional Salespeople," accepted for presentation and publication in the *Proceedings of the Society for Marketing Advances Conference*, November 2018.

Roger Brooksbank, Sam Fullerton, and Steven Miller, "Technology-Based Marketing Strategies through the Consumer Lens: How Interrelated Are Perceptions of Ethicality and Reality?" *Institute for Global Business Research Conference Proceedings*, Vol. 2, Num. 1, <https://www.igbr.org/wp-content/uploads/2018/03/2018-April-Conference-Proceedings.pdf>, April, 2018, p. 97 (BEST PAPER AT CONFERENCE AWARD).

Sam Fullerton and Roger Brooksbank, "Spies," *Proceedings of the 2018 Association of Marketing Theory & Practice*, <https://www.amtp.org/ocs/index.php/amtp/AMTP2018/paper/viewFile/753/503>, March 2018, pp. 1-22.

Sam Fullerton, Tammy McCullough and Robert Twells, "Sports Marketing Field Trips: Student Expectations, Perceived Benefits, and Proactivity" *Proceedings of the 2018 Association of Marketing Theory & Practice*, <https://www.amtp.org/ocs/index.php/amtp/AMTP2018/paper/viewFile/750/502>, March 2018, pp. 1-17.

Carol Bruneau and Sam Fullerton, "A Model of the Relationships among the Four Beneficiaries in Sports Sponsorship," *Proceedings of the 2018 Association of Marketing Theory & Practice*, <https://www.amtp.org/ocs/index.php/amtp/AMTP2018/paper/viewFile/7838/558>, March 2018, pp. 1-15.

Sam Fullerton, Christo Bisschoff, and Ziska Fields, "A Look at the Ethical Predisposition of Future South African Business Leaders Regarding Potential Misbehaviour on Both Sides of the Buyer-Seller Dyad," *2017 Proceedings of the Society for Marketing Advances*, Jie G. Fowler and Geri Weiser, eds., http://c.ymcdn.com/sites/www.marketingadvances.org/resource/resmgr/2017_SMA/Proceedings/2017_SMA_proceedings_v2.pdf, pp. 114-127 (BEST PAPER IN TRACK AWARD).

Sam Fullerton, Tammy McCullough and Lewis Hershey, "An Exploratory Investigation of Green Behaviors and Attitudes towards Green Marketing Initiatives," *Proceedings of the Association of Marketing Theory and Practice conference*, <https://www.amtp.org/ocs/index.php/amtp/AMTP2017/paper/viewFile/689/447>, March 2017, pp. 1-16.

Sam Fullerton, Christo Bisschoff, and Larry G. Neale, "Technomarketing: An Assessment of the Underlying Structure Concerning the Perceived Effectiveness of an Array of Technology-Based Marketing Strategies," in the *Proceedings of the Society for Marketing Advances Conference*, Jie G. Fowler, ed., November, 2016, pp. 541-551.

Sam Fullerton, "An Examination of the Marketing of a Floundering Sport: The Case of Powerboat Racing," *Proceedings of the Association of Marketing Theory & Practice Conference*, <http://www.amtp.org/ocs/index.php/amtp/AMTP2016/paper/view/615>, March 2016, pp. 1-17. (BEST PAPER IN TRACK AWARD).

Jungki Lee and Sam Fullerton, "Effects of Perceived Control on Satisfaction among Medical Service Customers," *International Academy of Business and Economics Conference*, Las Vegas, NV, October 2015, Vol. 15, Num. 3, p. 5.

Jungki Lee and Sam Fullerton, "Consumer Ethics: A Comparison of South Korean and American Attitudes Regarding Ethically Questionable Consumer Actions in the Marketplace," presented at the *International Conference of the Academy of Business Administration*, Durban, South Africa, August 2015.

Sam Fullerton and Jungki Lee, "Does the Size of the Victimized Organisation's Loss Impact the Level of Acceptance Associated with a Consumer's Ethically Questionable Behaviour (EQB) in South Korea?" presented at the *Global Advances in Business Communications conference*, with abstract published in Conference Program, Ypsilanti, MI, May 2015.

Sam Fullerton and Larry Neale, "Consumer Attitudes Germane to an Emerging Array of Strategic Initiatives," *Proceedings of the Association of Marketing Theory & Practice Conference*, <http://www.amtp.org/ocs/index.php/amtp/AMTP2015/paper/viewFile/540/352>, March 2015, pp. 1-14.

Sam Fullerton, Larry Neale, and Tammy McCullough, "An Assessment of Consumers' Perceptions of the Effectiveness of Emerging Technology-Based Marketing Strategies," *Proceedings of the Association of Marketing Theory & Practice Conference*, <http://www.amtp.org/ocs/index.php/amtp/AMTP2015/paper/viewFile/541/351>, March 2015, pp. 1-19 (BEST PAPER IN TRACK AWARD).

Sam Fullerton, Larry Neale, and Paula Dootson, "Consumer Misbehavior: A Concurrent Look at the Impact that the Size of the Victim and the Size of the Loss Have on Opinions Regarding the Acceptance or Unacceptance of 12 Questionable Consumer Actions," the *Proceedings of the Society for Marketing Advances Conference, Advances in Marketing: Transformational Marketing*, Rebecca VanMeter, ed., November, 2014, pp. 19-26.

Carol Bruneau and Sam Fullerton, "Metaphoric Linkages between Sports Properties and Sponsors," Presented at the Sport Marketing Association Conference, Philadelphia, PA, October 22, 2014.

Larry Neale, Paula Dootson and Sam Fullerton, "When Size Matters: Exploring Perceptions and Justifications of Deviant Consumer Behavior," in *NA - Advances in Consumer Research* eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, <http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=1017950>, vol. 42, 2014, pp. 298-301

Sam Fullerton, Tammy McCullough, and Larry G. Neale, "Sports Events Attended by Americans: What and Why?" *Proceedings of the Association of Marketing Theory and Practice conference*, Hilton Head, SC, March 2014, <http://www.amtp.org/ocs/index.php/amtp/AMTP2014/paper/viewFile/485/309>, pp. 1-9.

Sam Fullerton, Tammy McCullough, Robert Twells, and Carol L. Bruneau, "Student Perceptions of Internships: What are the Perceived Benefits for the Interested Parties," *Proceedings of the Association of Marketing Theory and Practice conference*, Hilton Head, SC, March 2014, <http://www.amtp.org/ocs/index.php/amtp/AMTP2014/paper/viewFile/494/310>, pp. 1-11.

Jungki Lee and Sam Fullerton, "Consumer Ethics in South Korea: An Assessment of Attitudes Regarding 12 Questionable Consumer Actions," accepted for presentation and Publication in *Global Business Trends: Contemporary Readings (The Proceedings of the Academy of Business Administration's Global Trends conference)*, December 2013, St. Thomas, USVI, pp. 60-70.

Thamer Baazeem, Larry Neale, Gary Mortimer, and Sam D. Fullerton, "The Impact of Consumer Religiosity on Consumer Psychological and Risk Perception," in *Marketing Identity, Proceedings of the Society for Marketing Advances*, Kevin J. Shanahan, ed., Hilton Head, SC, Oct 30-Nov. 3, 2013, pp. 110-111.

Sam Fullerton and C. A. Bisschoff, "Ethical Predisposition of Business Students: Using the Results from 12 Countries to Compare Attitudes in Six Continents," *Proceedings of the 7th Annual International Business Conference*, Seychelles Islands, September 2-5. 2013, pp. 4-18 (BEST PAPER AT CONFERENCE AWARD).

Sam Fullerton, Tammy McCullough, and Carol L. Bruneau, "An Examination of the Segmentation Typologies Articulated in the Spectator and Participation Sports Marketing Literature," *Proceedings of the 2013 Association of Marketing Theory and Practice Conference*, Charleston, SC. March 2013, <http://www.amtp.org/ocs/index.php/amtp/AMTP2013/paper/viewFile/369/219>, pp. 1-16. (BEST PAPER IN TRACK AWARD)

Sam Fullerton, "American Marketing Students' Attitudes towards Online Classes," *Proceedings of the 2013 Association of Marketing Theory and Practice Conference*, Charleston, SC. March 2013, <http://www.amtp.org/ocs/index.php/amtp/AMTP2013/paper/viewFile/358/233>, pp. 1-20.

Sam Fullerton, Roger Brooksbank, and Christo Bisschoff, "New Zealand Students' Opinions towards the Online Delivery of Classes," *Global Business Trends (the Global Trends Conference of the Academy of Business Administration)*, Aruba, December 2012, pp. 61-68.

Sam Fullerton, Carol L. Bruneau, and Larry G. Neale, "New MLB Stadiums: Impact on Attendance and the Cost of Attending," *2012 SMA Book of Abstracts*, Nancy Lough, ed., Orlando, FL, October 2012, pp. S18-S19.

Sam Fullerton and Tammy McCullough, "An Assessment of Patient Proactivity Today and a Look at How It's Relationship with Satisfaction Has Changed over the Past 20 Years," *2012 AMHCR Conference Proceedings*, James L. Oakley, ed., Park City, UT, 2012, pp. 11-17.

Sam Fullerton and Larry Neale, "Consumer Misbehavior: Does the Size of the Victimized Organization Impact the Level of Disapproval Associated with a Questionable Consumer Action?" in *Advances in Marketing: Sensory Marketing – The Next Frontier*, William J. Kehoe and Linda K. Whitten, eds., (Montgomery, AL: Society for Marketing Advances), November 2011, pp. 83-88. (BEST PAPER IN TRACK AWARD)

Larry Neale and Sam Fullerton, "Future Intentions or Past Behavior: Which Best Describes Sports Attendance?" *Proceedings of the Sport Marketing Association Conference*, Houston, TX, October, 2011, <http://dl.dropbox.com/u/51330943/Abstracts2/Neale-Larry-Abstract.pdf>, pp. 1-5.

Daniel Sutic, Wayne Fallon, Thomas J. Cieslak and Sam Fullerton, "Sport Identity and Motives of Rugby League Supporters in Australia," presented at the Sport Marketing Association Conference, Houston, TX, October, 2011.

Sam Fullerton and Tammy McCullough, "Group Work: What Do Marketing Students Really Think?" *Proceedings of the Association of Marketing Theory and Practice*, C. David Shepherd, ed., <http://www.amtp.org/ocs/index.php/amtp/amtp2011/paper/viewFile/189/58>, Panama City, FL, March 2011. (BEST PAPER IN TRACK AWARD)

Sam Fullerton and Larry Neale, "Perception of Questionable Behaviors Undertaken by Consumers in the Marketplace: Does the Size of the Loss Impact the Level of Acceptance Associated with an Action?" *Proceedings of the Association of Marketing Theory and Practice*, C. David Shepherd, ed., <http://www.amtp.org/ocs/index.php/amtp/amtp2011/paper/viewFile/167/55>, Panama City, FL, March 2011.

Larry Neale, Sam Fullerton, and Melissa Johnson Morgan, "The Pitfalls of Publicizing Ethics Research," *Advances in Going Green – Best Practices for a Global World*, (*Proceedings of the Society for Marketing Advances* conference), W. Kehoe and L. Whitten, eds., Atlanta, GA, October, 2010, pp. 118-119.

Sam Fullerton, Melissa Johnson Morgan, and Larry Neale, "Australian Consumers' Attitudes about Sports Sponsorship during an Economic Downturn," *Proceedings of the Sport Marketing Association Conference*, <http://www.sportmarketingassociation.com/2010conference/2010conferencepresentations/P-08.pdf>, New Orleans, LA, October 26-29, 2010.

Christo Bisschoff, Sam Fullerton and Christoff Botha, "An Attitudinal Analysis of Different Groups of Managers towards Business Ethics in South Africa," published in conference proceedings and presented at the African International Business and Management Conference (AIBUMA 2010), Nairobi, Kenya, August 25-27, 2010.

Sam Fullerton and Larry Neale, "Attitudes towards Consumer Transgressions in the Marketplace," *Proceedings of the Association of Marketing Theory and Practice*, C. David Shepherd, ed., Hilton Head, SC, March 2010, vol. 19, pp. 114-121.

Sam Fullerton, "The Nexus of Payroll, Performance, Ticket Prices, and Attendance in MLB," *Proceedings of the Association of Marketing Theory and Practice*, C. David Shepherd, ed. Hilton Head, SC, March 2010, Vol. 19, pp. 106-113.

Sam Fullerton, "A Psychographic Profile of High School Athletes," *Global Business Trends* (the Global Trends Conference of the Academy of Business Administration), Cancun, Mexico, December 2009, pp. 87-93.

Harash J. Sachdev and Sam D. Fullerton, "Outsourcing Issues: To what Extent do Manufacturers' Market-Driven Capabilities affect Satisfaction and Supplier Performance" presented and published in the *Proceedings of the Third Great Lakes NASMEI Marketing Conference*, Chennai, India, December, 2009.

Sam Fullerton and Melissa Johnson Morgan, "Sports Marketing in an Economic Quagmire," *Proceedings of the Sport Marketing Association Conference*, <http://www.sportmarketingassociation.com/2009conference/papers/2009papers.htm>, (Session #2), Cleveland, OH, October, 2009.

Sam Fullerton and Melissa Johnson Morgan, "Sports Sponsorship in a Floundering Economy: An Assessment of Sponsorship Spending and Intentions in 2009," *Global Business Trends* (the International Conference of the Academy of Business Administration), Paris, France, August 2009, pp. 151-157.

Sam Fullerton and Tammy McCullough, "Sports Consumption: An Overview of a Taxonomy Based on the Levels of Live and Media-Based Consumption of the Spectator Sports Product," *Proceedings of the Association of Marketing Theory and Practice*, David Shepherd, ed., Jekyll Island, GA, March 2009, pp. 140-148.

Sam Fullerton and John Watson, "A Longitudinal Look at the Ethical Predisposition of Business Students in the United States: Changes in Attitudes Regarding Business and Consumer Actions over a Ten Year Period," *Proceedings of the Association of Marketing Theory and Practice*, David Shepherd, ed., Jekyll Island, GA, March 2009, pp. 110-116. (BEST PAPER IN TRACK AWARD)

Sam Fullerton and Larry Neale, "Comparing the Ethical Predisposition of University Students in Five English-Speaking Countries: An Examination of 14 Questionable Consumer Actions," *Proceedings of the Society for Marketing Advances*, William J. Kehoe and Linda K. Whitten, eds., St. Petersburg, FL, November 2008, pp. 193-194.

Christo Bisschoff, Sam Fullerton, and Christoff Botha, "Examining the Ethical Predisposition of the Next Generation of University Graduates in the Republic of South Africa," presented at the 2nd International Conference, Port Elizabeth, Republic of South Africa, August 28-29, 2008.

Sam Fullerton, Melissa Johnson Morgan, and Ron Garland, "A Contemporary Snapshot of Consumer Attitudes to Sport Sponsorship in Australia," *Proceedings of the 6th Annual Sport Marketing Association Conference*, Surfers Paradise, Australia, July 2008, pp. 39-47.

Sam Fullerton, Carol Bruneau, and John Watson, "Sports Sponsorship as Viewed by University Students in Australia and New Zealand," *Proceedings of the 6th Annual Sport Marketing Association Conference*, Surfers Paradise, Australia, July 2008, pp. 48-55.

Larry Neale and Sam Fullerton, "Social Identity Theory and Ethical Predisposition," *Proceedings of the 33rd Annual Meeting of the Macromarketing Society*, William E. Kilbourne and John D. Mittelstaedt, eds., Clemson, SC, June 2008, pp. 128-131.

Sam Fullerton and Larry Neale, "Comparing the Ethical Predisposition of University Students in Five English-Speaking Countries: An Examination of 14 Questionable Business Practices," *Proceedings of the Association of Marketing Theory and Practice*, W. Glen Rieken and C. David Shepherd, eds., Savannah, GA, March 26 – 29, 2008, pp. 144-152. (BEST PAPER IN TRACK AWARD)

Tammy McCullough and Sam Fullerton, "Target Marketing in Spectator Sports: An Examination of Factors that Influence Attendance at Sporting Events among Young Amateur Athletes Who Participate in Organized Sports," *Proceedings of the Association of Marketing Theory and Practice*, W. Glen Rieken and C. David Shepherd, eds., Savannah, GA, March 26 – 29, 2008, pp. 69-76. (BEST PAPER IN TRACK AWARD)

Sam Fullerton and Larry Neale, "The Ethical Predisposition of Business Students in Western Australia: 1997 versus 2007," *Proceedings of the ANZMAC Conference*, Maree Thyne, Kenneth R. Deans, and Juergen Gnoth, eds., Dunedin, New Zealand, December 3-5, 2007, pp. 2421-2428.

Ron Garland, Roger Brooksbank, David Taylor, and Sam Fullerton, "Marketing Planning in Australasian Golf Clubs," *SMAANZ 2007 Book of Abstracts*, Nov. 30 – Dec. 2, 2007, p. 377.

Sam Fullerton and G. Russell Merz, "An Assessment of the Attitudes, Opinions, and Behaviors of Participants in Organized Amateur Sports," *Proceedings of the Sport Marketing Association*, Pittsburgh, PA, Nov. 1-3, 2007, p. 38.

G. Russell Merz and Sam Fullerton, "Building and Testing a Personal Investment Model of Sport Consumption Behaviors," presented at the Sport Marketing Association Conference, Pittsburgh, PA, Nov. 1-3, 2007.

Carol Bruneau, James Zarick, and Sam Fullerton, "Diffusion of a Sport: The Transculturalism of NASCAR," *Proceedings of the Sport Marketing Association*, Pittsburgh, PA, Nov. 1-3, 2007, p. 26.

Christo Bischoff and Sam Fullerton, "Examining the Ethical Predisposition of the Next Generation of Graduates in the Republic of South Africa," the 5th International Conference on Entrepreneurship and Innovation, Namibia, Oct. 24-25, 2007.

Ron Garland, Roger Brooksbank, David Taylor, and Sam Fullerton, "Strategic Marketing in Australasian Golf Clubs: What's Par for the Course?" *Proceedings of the European Association for Sport Management*, Torino, Italy, Sept. 12-15, 2007, pp. 323-324.

Sam Fullerton, Christo Bischoff, and David L. Moore, "The Ethical Predisposition of the Next Generation of Business Leaders: China and the Republic of South Africa in the Spotlight," presented at the International Business Conference (IBC 2007), Mauritius, August 29-31, 2007, pp. 116-134.

Carol L. Bruneau, James Zarick, and Sam D. Fullerton, "The Pygmalion Conversion of NASCAR: From Beer and Chips to Wine and Cheese," *Proceedings of the Sport Marketing Association*, Denver, CO, November 2006, p. 37.

Steven Jordan, Tammy McCullough, and Sam Fullerton, "Beyond Terrestrial: Exploring Satellite Radio Awareness and Purchase Intent among College Students," *International Business Trends: Contemporary Readings*, Sam Fullerton and David L. Moore, eds., 2006, pp. 179-184.

Sam Fullerton and G. Russell Merz, "The Four Domains of Sports Marketing," presented at the Academy of Business Administration National Conference, Denver, CO, April 2006.

Sam Fullerton and G. Russell Merz, "A New Typology for the Sports Marketing Environment," *Proceedings of the Association of Marketing Theory and Practice*, Joseph Chapman, ed., Hilton Head, SC, March 2006, pp. 65-68.

G. Russell Merz, Sam Fullerton, and David B. Taylor, "An Exploratory Study of Societal Attitudes in the United States and New Zealand toward Sports Sponsorship: Differences, Structure and Effects," *Proceedings of the Association of Marketing Theory and Practice*, Joseph Chapman, ed., Hilton Head, SC, March 2006, pp. 69-70.

G. Russell Merz and Sam Fullerton, "Predicting Sport Spectatorship Behaviors: The Role of Personal Investment," *Proceedings of the Sports Marketing Association 3rd Annual Conference*, Tempe, AZ, Nov. 2005, p. 96.

Sam Fullerton and G. Russell Merz, "The American Perspective on Sports Sponsorship," *Proceedings of the Sports Marketing Association 3rd Annual Conference*, Tempe, AZ, Nov. 2005, p. 78.

Tammy McCullough and Sam Fullerton, "Pre and Post September 11 Assessment of Attitudes Held by College Students in Regard to Sport Utility Vehicles," *Proceedings of the Association of Marketing Theory and Practice*, Joseph Chapman, ed., Jekyll Island, GA, March 2005, pp. 241-247.

Sam Fullerton, G. Russell Merz, and Tammy McCullough, "An Examination of Attitudes and Behaviors of Sports Fans in America," *Proceedings of the Association of Marketing Theory and Practice*, Joseph Chapman, ed., Jekyll Island, GA, March 2005, pp. 386-393.

G. Russell Merz and Sam Fullerton, "Developing a Personal Investment Measurement Scale for Sport Spectator Behavior," *Proceedings of the Association of Marketing Theory and Practice*, Joseph Chapman, ed., Jekyll Island, GA, March 2005, pp. 384-401.

Sam Fullerton and David B. Taylor, "Sport Sponsorship: A Comparison of Attitudes Held by Australian and American University Students," *Proceedings of the Sport Management Association of Australia and New Zealand*, Melbourne, Australia, 2004, pp. 35-37.

Mei Zhu and Sam Fullerton, "Sports Marketing in China: An Exploratory Assessment of the State of the Art as Viewed by Chinese Practitioners," *Proceedings of the Association of Marketing Theory and Practice*, Brenda Ponsford, ed., Sandestin, FL, March 2004.

Roger Peterson, Tammy McCullough and Sam Fullerton, "An Assessment of Foreign Language and Business Students - Abilities to Recognize Cultural Norms in the Global Business Environment," *Proceedings of the Association of Marketing Theory and Practice*, Brenda Ponsford, ed., Jekyll Island, GA, March 2001, pp. 29-37.

H. Robert Dodge, Sam Fullerton, David L. Moore, and David B. Taylor, "A Study of American Consumers' Attitudes Toward Sponsorship," *Sport Management: Best Research and Innovative Practice*, Sport Management Alliance of Australia and New Zealand (SMAANZ) conference, Hamilton, New Zealand, November 2000, p. 27.

Sam Fullerton and Albert Belskus, "Higher Prices in Urban Stores: A Question of Ethics for Kmart in Detroit," *Contemporary Business Readings*, Vancouver, BC, Canada, April 2000, pp. 102-108.

Gordon Woodbine, Jim Fisher and Sam Fullerton, "A Comparison of Attitudes towards Consumer and Business Ethics in Australia and Canada," *Global Business Trends: Contemporary Readings*, 2000, pp. 155-169.

Sam Fullerton and David B. Taylor, "A Comparison of New Zealand and American University Students' Views of Various Aspects of Sports Sponsorship," *The Challenge: Sport Management Beyond 2000*, January 2000, pp. 20-21.

Sam Fullerton, B.C. Ghosh, Barbara A. Lafferty and David Taylor, "Marketing Education: A Comparison of Singaporean and American Perceptions of Critical Skills," *International Business Practices: Contemporary Readings*, 2000, pp. 50-63.

Sam Fullerton, David B. Taylor, and David L. Moore, "Look at University Students' Views of Various Aspects of Sports Sponsorship," *Marketing for the Millennium: Proceedings of the Atlantic Marketing Association*, Jerry W. Wilson, ed., September 1999, pp. 262-268.

Sam Fullerton and Barbara A. Lafferty, "Marketing Education: Different Strokes for Different Folks?" *Contemporary Business Readings*, Sam Fullerton and David L. Moore, eds., 1999, pp. 350-351.

Jim Fisher, Sam Fullerton, David Taylor, Gordon Woodbine and David Sullivan, "An Assessment of the Ethical Behaviour of Western Australia's Next Generation of Business Leaders," *Proceedings of ANZAM*, Adelaide, Australia, December 1998.

Sam Fullerton, David Taylor and Albert Belskus, "A Comparison of the Ethical Inclinations of Malaysian and New Zealand Business Students," *Proceedings of the 43rd ICSB World Conference*, Singapore, 1998 L001, pp. 1-10.

Sam Fullerton and H. Robert Dodge, "Business Ethics: An Assessment of Attitudes Held by U.S. and German Business Students," *Enriching Marketing Practice and Education*, Elnora W. Stuart and Ellen M. Moore, eds., November 1997, pp. 136-140.

Sam Fullerton, David Taylor, and H. Robert Dodge, "A Cross-Cultural Assessment of Attitudes Regarding Aberrant Consumer Behavior," *Contemporary Developments in Marketing*, Montpellier, France, October 1997, pp. 505-513.

B. C. Ghosh, Sam Fullerton, and David Taylor, "Ethical Inclinations of Our Future Business Leaders: A Cross National Study between the United States, Singapore, and New Zealand," *Proceedings of the 1997 Entrepreneurial Development Centre (ENDEC) Conference*, Los Angeles, September 1997, pp. 220-230.

J. Fisher, D. Taylor, and S. Fullerton, "Attitudes towards Business Ethics: A Cross-Cultural Study of Canadian and New Zealand Students," presented at the Asia-Pacific Symposium of the Asian Network of Schools of Accounting, Perth, Australia, April 4, 1997.

Sam Fullerton and Barbara A. Lafferty, "The Transition in Student Opinions Regarding Curriculum Issues: Marketing Faculty as a Reference Group," *Association of Marketing Theory and Practice Proceedings*, David L. Moore, ed., March 1997, pp. 37-42.

Sam Fullerton and David Taylor, "A Cross Cultural Examination of the Ethical Predisposition of our Future Business Leaders: Some Preliminary Results from New Zealand and the United States," *International Business Trends: Contemporary Readings*, Sammy G. Amin and Sam Fullerton, eds., 1997, pp. 40-47.

Sam Fullerton, David Taylor, and B. C. Ghosh, "A Cross Cultural Examination of Attitudes toward Aberrant Consumer Behavior in the Marketplace: Some Preliminary Results from the United States, New Zealand and Singapore," *Proceedings of the 7th ENDEC Conference on Entrepreneurship* (Singapore), December 1996, pp. 406-413.

Sam Fullerton and David Taylor, "A Cross Cultural Examination of Attitudes toward Aberrant Consumer Behavior in the Marketplace: Some Preliminary Results from New Zealand and the United States," *Proceedings of the Atlantic Marketing Association*, Cathy Owens Swift, ed., October 1996, pp. 209-214.

Sam Fullerton and Eric D. Bruce, "Of Consideration Sets, Discount Prices, Perceived Risk, and Imaginary Brands," *Proceedings of the Association of Marketing Theory & Practice*, David L. Moore, ed., March 1996, pp. 408-414.

Eric D. Bruce and Sam Fullerton, "Discount Pricing as a Mediator of the Consumer's Evoked Set" *Proceedings of the Atlantic Marketing Association*, Donald L. Thompson and Cathy Owens Swift, eds., October 1995, pp. 32-36.

Sam Fullerton, "Relationship Marketing," *Proceedings of the Association of Marketing Theory and Practice*, David L. Moore, ed., March 1995, pp. 471-472.

Barbara A. Lafferty and Sam Fullerton, "Marketing Curriculum Content: Important Components as Specified by Our Market Segments," *Trends in Modern Business*, Sammy G. Amin, ed., February 1995, pp. 794-801.

Elizabeth A. Edwards, Sam Fullerton, and Barbara A. Lafferty, "A Review of the Health Care Marketing Literature: A Prescription for Change," *Global Business Trends: Contemporary Readings*, Sammy G. Amin and Nejdet Delener, eds., December 1994, pp. 663-669.

Kendra Kerr and Sam Fullerton, "Of Salespeople, Sales Managers, and Important Initiatives Leading to Job Satisfaction: A Case Analysis," *World Business Trends*, Sammy G. Amin, Peter B. Barr and David L. Moore, eds., June 1994, pp. 514-521.

Michelle Yi Hui Fong and Sam Fullerton, "The Strategic Implications of Country-of-Origin Based Biases," *1994 AMTP Proceedings*, David L. Moore, ed., March 1994, pp. 203-208.

Sam Fullerton, Hugh B. McSurely, and Grace Peterson, "An Assessment of Information Sources Available to Health Care Marketers," *Business Trends for the 21st Century*, David L. Moore and Sammy G. Amin, eds., February 1994, pp. 1325-1333.

Sam Fullerton, "The Ethical Predisposition of Our Next Generation of Business and Community Leaders," *Proceedings of the Atlantic Marketing Association*, Donald Thompson, ed., October 1993, pp. 188-193.

Ken Granot and Sam Fullerton, "Advertising the Legal Practice: an Empirical Investigation of Consumer Perceptions," *1993 Association of Marketing Theory and Practice Proceedings*, Cathy Owens Swift, ed., March 1993, pp. 266-272.

Sam Fullerton and Joseph L. Braden, "The Behavioral Tendencies of Direct Marketing Customers," *Proceedings of the Association of Marketing Theory and Practice*, Roberta Good, ed., March 1992, pp. 255-262.

Sam Fullerton and H. Robert Dodge, "Computer-Induced Response Bias on Self-Administered Data Collection Instruments," *Proceedings of the Association of Marketing Theory and Practice*, Roberta Good, ed., March 1992, pp. 317-323.

Sam Fullerton and Abby J. Davidson, "Patients Who Assume a Proactive Role in Health Care: Are They More Satisfied with the Health Care Delivery System?" *Marketing toward the Twenty-First Century*, (Proceedings of the Southern Marketing Association) Robert L. King, ed., 1991, pp. 415-420.

A. Edward Spitz and Sam Fullerton, "Raise the Psyche, Lower the Marketing Costs: The American Bed and Breakfast Concept," *Proceedings of the Atlantic Marketing Association*, Rustan Kosenko, ed., October 1990, pp. 151-154.

H. Robert Dodge and Sam Fullerton, "The Impact of Color on Response Rates for Mail Questionnaires," *Developments in Marketing Science*, Vol. IX, Kenneth D. Bahn, ed., 1988, pp. 413-415.

G. Russell Merz and Sam Fullerton, "The Effects of the Sequencing of Principal Components and Multiple Discriminant Analysis," *Developments in Marketing Science*, Vol. VII, Jay Lindquist, ed., May 1984, p. 468.

Sam Fullerton and G. Russell Merz, "An Assessment of Attendance at Major League Baseball Games," *Applying Marketing Technology to Spectator Sports*, Michael J. Etzel and John F. Gaski, eds., 1982, pp. 77-94.

H. Robert Dodge and Sam D. Fullerton, "The Brand-Store Dyad in the Consumer Purchase Decision," *Proceedings of the American Institute of Decision Sciences*, Justin D. Stolen and James J. Conway, eds., 1977, pp. 575-577.

Special Session Presentations

"Where do you draw the line? Discussing issues of consumer deviance, ethicality, service sabotage, piracy, and academic integrity," Special session at Society for Marketing Advances conference, New Orleans, LA, November, 2014.

"Developing a Model of the Sponsorship Environment," panel discussion at Association of Marketing Theory & Practice Conference, Hilton Head, SC, 2003.

"Relationship Marketing;" panel discussion at Association of Marketing Theory & Practice Conference, Savannah, GA, 1995

Readings Books Edited

Sam Fullerton and David L. Moore, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2017.

Sam Fullerton and David L. Moore, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2016.

Sam Fullerton and David L. Moore, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2015.

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David L. Moore and Sam Fullerton, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2008.

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Sam Fullerton and David L. Moore, editors, *International Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2001.

David L. Moore and Sam Fullerton, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2001.

Sam Fullerton and David L. Moore, editors, *Contemporary Business Readings*, The Academy of Business Administration: Ypsilanti, MI, 2000.

Sam Fullerton and David L. Moore, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2000.

David L. Moore and Sam Fullerton, editors, *International Business Practices: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 2000.

David L. Moore and Sam Fullerton, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Ypsilanti, MI, 1999.

David L. Moore and Sam Fullerton, editors, *Contemporary Business Readings*, The Academy of Business Administration: Ypsilanti, MI, 1999.

David L. Moore and Sam Fullerton, editors, *Contemporary Business Readings*, The Academy of Business Administration: Ypsilanti, MI, 1998.

Sammy G. Amin, David L. Kurtz, David L. Moore, and Sam Fullerton, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Cumberland, MD, 1997.

Sammy G. Amin, Sam Fullerton, and Edith F. Neumann, editors, *International Business Practices: Contemporary Readings*, The Academy of Business Administration: Cumberland, MD, 1997.

Sammy G. Amin and Sam Fullerton, editors, *Contemporary Business Readings*, The Academy of Business Administration: Cumberland, MD, 1997.

Sammy G. Amin and Sam Fullerton, editors, *International Business Practices: Contemporary Readings*, The Academy of Business Administration: Cumberland, MD, 1996.

Sammy G. Amin and Sam Fullerton, editors, *Global Business Trends: Contemporary Readings*, The Academy of Business Administration: Cumberland, MD, 1996.

Monographs and Non-Refereed Presentations

Sam Fullerton, "The Evolving Paradigm of Academic Research," keynote address to the 7th International Business Conference, Seychelles Islands, September 2, 2013.

Sam Fullerton, "Relationship & Recovery Marketing in the Business of Sports," presented at the meeting of the American Powerboat Association (APBA) (Troy, MI), May 2012.

Sam Fullerton, "Sponsorship," presented at graduate research seminar at Queensland University of Technology (Brisbane, Australia), March 2012.

Sam Fullerton, "Consumer Ethics: A New Perspective on Consumer Transgressions in the Marketplace," presented at a faculty research seminar at Queensland University of Technology (Brisbane, Australia), March 2012.

Sam Fullerton, "An Assessment of Attitudes towards Consumer Transgressions in the Marketplace," presented at research seminar at Queensland University of Technology (Brisbane, Australia), March 2010.

Sam Fullerton, "Ambush Marketing," presented at Winterschool sessions of the Potchefstroom Business School at North-West University (Republic of South Africa), July 2009.

Sam Fullerton, "Graduate Marketing Education, an International Perspective" presented at Winterschool sessions of the Potchefstroom Business School at North-West University (Republic of South Africa), July 2009.

Sam Fullerton, "The Sports Marketing Environment," presented at Winterschool sessions of the Potchefstroom Business School at North-West University (Republic of South Africa), July 2009.

Sam Fullerton, "The State of Sports Marketing in the United States," keynote address to Industry Forum at Sport Marketing Association Meeting, Surfers Paradise, Australia, July 18, 2008.

Sam Fullerton, "Comparing the Ethical Predisposition of University Students in Five English-Speaking Countries: An Examination of 14 Questionable Business Practices," presented at graduate research seminar, University of Southern Queensland, Toowoomba, Australia, July 10, 2008.

Sam Fullerton, "Business Ethics: Western Australia – 1997 versus 2007," presented at faculty research seminar at the University of Western Australia (Perth, Australia), July 2007.

Sam Fullerton, "Ambush Marketing," presented at Winter School sessions of the Potchefstroom Business School at North-West University (Republic of South Africa), July 2006.

Sam Fullerton and H. Robert Dodge, "Researching the Golf Market via the Internet," presented to the Golf and E-Commerce Winter Meeting, Ypsilanti, MI, March 10, 2000.

Sam Fullerton, "The State of Sports Marketing," presented to the Rotary Club Membership, Hamilton, New Zealand, May 1998.

Pamela E. Hill and Sam Fullerton, "Employer-Employee Relations in the Year 2000," presented at the annual meeting of the American Association of Cereal Chemists, October 16, 1997, San Diego, CA.

Sam Fullerton and H. Robert Dodge, "Overview of the Economic Impact of Golf on the State of Michigan," presented at the Michigan Golf Summit, Ypsilanti, MI; November 1997.

H. Robert Dodge and Sam Fullerton, "A Study of Women Golfers: Some Preliminary Results," presented at the Michigan Golf Summit, Ypsilanti, MI, November 1995.

Sam Fullerton and H. Robert Dodge, "Research on the Status of Michigan Golf," presented to the Michigan Public Golf Operators conference, East Lansing, MI; October 1992.

Sam Fullerton and H. Robert Dodge, "Preliminary Results of a Survey of Michigan Golfers," presented at the Michigan Golf Summit, Ypsilanti, MI; November 1991.

James R. Lang and Sam D. Fullerton, "The Components of Satisfaction with Outpatient Pharmacy Services" presentation for the Association of Hospital Pharmacists, Dec. 1990, Las Vegas, NV.

Sam Fullerton and H. Robert Dodge, "Brand-Store Dyad in the Consumer Purchase Decision," Monograph No. 2; Pittsburg, KS: Gladys A. Kelce School of Business and Economics, Pittsburg State University, 1977.

Research Grants

State of Michigan, (Travel Michigan), received a grant of \$45,541 to complete a study on the Economic Impact of golf on the State of Michigan. Results can be found at www.webgolfer.com/sportsresearch/ (Summer 1997).

SERVICE

Marketing Department

Research Committee (Chair)
Department Head Search Committee
Technology Committee
Curriculum Committee
Strategic Planning Task Force
New Faculty Search Committee
Steering Committee
Personnel Committee
Coop/Internship Coordinator
Marketing Students Association (Advisor)
Interim Department Head (2003 – 2005)

College of Business

Research Committee (Chair)
Human Subject Review Committee
Curriculum Committee
MBA Review Committee
Strategic Planning Committee
Information Technology Committee
Career Day Committee
COB 179/200 Guest Instructor

University

EMU Golf Summit Committee
NCAA Self-Evaluation Committee

Discipline

Editor

Journal of Marketing Theory & Practice, Special Issue, Fall 1996, Relationship Marketing,
Journal of the Academy of Business Administration, term 1997-2000

Reviewer

International Business and Economics Research Journal
International Journal of Sport Management and Marketing
Journal of Economics
Journal of Applied Marketing Theory
Journal of Advertising
Journal of Social Sciences
Journal of Business Ethics
African Journal of Business Management
Sport, Business, Management: an International Journal
The Journal of Retailing and Consumer Services
Australasian Marketing Journal
Sport Marketing Quarterly
Journal of Management and Administration (Republic of South Africa)
Mid-American Journal of Business

Journal of Marketing Theory & Practice
Journal of Retailing and Consumer Services
Journal of the Academy of Business Administration
Contemporary Marketing, Boone and Kurtz
Marketing Essentials, Lamb, Hair and McDaniel
Association of Marketing Theory & Practice Conferences
Academy of Business Administration Conferences
Marketing Management Association Conferences
Sport Marketing Association Conferences
Academy of Marketing Science Conferences
Atlantic Marketing Association Conferences
International Marketing Conference, Groupe Sup de Co Montpellier (France)
Academy of World Business, Marketing and Management Development Conference (France)
5th International Business Conference, Mauritius
6th International Business Conference, Kenya
7th International Business Conference, Seychelles Islands

Judge

Cengage Innovations in Teaching Competition, Society for Marketing Advances conference 2013
Cengage Innovations in Teaching Competition, Society for Marketing Advances conference 2014

Program Chair

Academy of Business Administration International Conference, London, 1995
Academy of Business Administration Global Trends Conference, Aruba, 1995
Academy of Business Administration Global Trends Conference, Acapulco 1997
Academy of Business Administration International Conference, London 1999
Academy of Business Administration Global Trends Conference, Cancun 2000
Academy of Business Administration National Conference, San Antonio, 2001
Academy of Business Administration International Conference, Lisbon, 2001
Academy of Business Administration National Conference, Las Vegas, 2003
Academy of Business Administration International Conference, Dublin 2003
Academy of Business Administration Global Trends Conference, Puerto Vallarta 2003
Academy of Business Administration National Conference, Las Vegas, 2004
Academy of Business Administration Global Trends Conference, Montego Bay, Jamaica 2004
Academy of Business Administration National Conference, Denver, 2006
Academy of Business Administration Global Trends Conference, Cancun 2008
Academy of Business Administration Global Trends Conference, Cancun 2009
Academy of Business Administration Global Trends Conference, St. Maartin 2010
Academy of Business Administration Global Trends Conference, Tamarindo, Costa Rica 2011
Academy of Business Administration Global Trends Conference, Aruba 2012
Academy of Business Administration Global Trends Conference, St. Thomas 2013
Academy of Business Administration Global Trends Conference, Key West, FL 2014
Academy of Business Administration Global Trends Conference, Providenciales, Turks & Caicos Islands 2015
Academy of Business Administration Global Trends Conference, Tamarindo, Costa Rica, 2016

Program Co-Chair

Academy of Business Administration International Conference, Athens, 1996
Academy of Business Administration National Conference, Cancun, 1997
Academy of Business Administration International Conference, Athens, 1997

Conference Chair

Academy of Business Administration National Conference, Vancouver, 2000
Academy of Business Administration International Conference, London 2000
Academy of Business Administration Global Trends Conference, Aruba, 2001
Academy of Business Administration National Conference, Key West, 2002
Academy of Business Administration International Conference, Warsaw, 2002
Academy of Business Administration Global Trends Conference, San Jose, Costa Rica 2002
Academy of Business Administration International Conference, London 2004

Academy of Business Administration International Conference, Prague 2005
Academy of Business Administration International Conference, Munich, 2006
Academy of Business Administration Global Trends Conference, Punta Cana, 2006
Academy of Business Administration National Conference, Denver, 2007
Academy of Business Administration International Conference, Barcelona 2007
Academy of Business Administration Global Trends Conference, San Juan, 2007
Academy of Business Administration International Conference, Florence, Italy, 2008
Academy of Business Administration International Conference, Paris, France, 2009
Academy of Business Administration International Conference, Riga, Latvia, 2010
Academy of Business Administration International Conference, London, England, 2011
Academy of Business Administration International Conference, Munich, Germany, 2012
Academy of Business Administration International Conference, Lisbon, Portugal, 2013
Academy of Business Administration International Conference, Florence, Italy, 2014
Academy of Business Administration International Conference, Durban, South Africa, 2015
Academy of Business Administration International Conference, Prague 2016

Conference Co-Chair

Academy of Business Administration Global Trends Conference, Curacao, 1998
Academy of Business Administration National Conference, Reno, 1999
Academy of Business Administration Global Trends Conference, St. Thomas, 1999
Academy of Business Administration Global Trends Conference, Aruba, 2005

Director of Conference Activities

Academy of Business Administration National Conference, Miami, 1996

Area Coordinator

Academy of Business Administration Global Trends Conference, Acapulco 1996

Discussant

Association of Marketing Theory & Practice, Hilton Head, 1992
Atlantic Marketing Association, Boston 1993; New Orleans 1995; Baltimore 1996
Academy of Business Administration, Las Vegas 1994; Cancun 1994, 1997; Reno
1995; London 1995; Miami 1996; Athens 1996; Acapulco 1996, Cancun 1994
Southern Marketing Association (Society for Marketing Advances), Atlanta 1997

Session Chair

Association of Marketing Theory & Practice, Hilton Head 1993; Jekyll Island, GA 2005; Hilton
Head, SC 2006; Hilton Head, SC 2010, Myrtle Beach, SC 2017; Ponte Vedra, FL 2018
Academy of Business Administration, London 1994; Cancun 1994; Reno 1995; London 1995;
Aruba 1995; Miami 1996; Athens 1996; Acapulco 1996; London 1999; San Antonio 2001;
Lisbon 2001; Aruba 2001; Warsaw 2002; Costa Rica 2002; Las Vegas 2003; Dublin 2003;
Puerto Vallarta 2003; London 2004; Montego Bay 2004; Prague 2005; Aruba 2005; Denver
2006; Munich 2006, Punta Cana 2006, Denver 2007, Barcelona 2007, San Juan 2007, Cancun
2008, Paris 2009, Cancun 2009, Costa Rica 2016
Eastern Michigan University, 1994 International Business Conference
American Marketing Association International Collegiate Conference, New Orleans, 1994
International Marketing Conference, Groupe Sup de Co, Montpellier, France 1997
7th International Business Conference, Seychelles Islands, 2013

External Reviewer – Promotion & Tenure

University of South Carolina, Beaufort
Duquesne University

Other Reviewer Activities

South African National Research Foundation

Featured Faculty

EMU Faculty Center for Instructional Effectiveness, 1993

INTERNATIONAL SERVICE**Doctoral Consortium Judge**

Sport Marketing Association, Gold Coast, Australia, July 2008.

External Examiner – MBA Program

North-West University, Potchefstroom Business School (MBA Program), Potchefstroom, South Africa, 1999-present.

Dissertation/Thesis External Examiner

“Identifying Factors that Influence Buying Behaviour of Black Metrosexual Skincare Products,” N. Siqebengu, School of Business and Governance, North-West University (Republic of South Africa), 2018.

“Identifying Factors that Influence Green Consumer Behaviour,” Phillip Liebenberg, School of Business and Governance, North-West University (Republic of South Africa), 2016.

“Investigating an Entry Mode for South African Agribusinesses into Sub-Sahara Africa” JPT Potgieter, School of Business and Governance, North-West University (Republic of South Africa), 2016.

“Brand Loyalty vs. Team Loyalty – Love, Hate, Sacrifice of the Conflicted Sports Fan,” Sam Hill, Queensland University of Technology (Australia), 2015.

“Measuring Brand Loyalty in the Hospitality Industry in South Africa,” L. Scholtz, Potchefstroom Business School, North-West University (Republic of South Africa), 2015

“E-tailing: Factors Considered in the Strategic Marketing of an Online Store,” A. J. du Toit, Potchefstroom Business School, North-West University, (Republic of South Africa) 2013.

“The Role of Customer Gratitude in Strengthening Seller-Buyer Relationships,” Syed Fazal Hasan, Queensland University of Technology (Australia) 2013.

“How is the Model of Antecedents and Consequences of Market Orientation Impacted by Business and Cultural Contexts: The Case of South African Non-profit Organizations?” Potchefstroom Business School, North-West University, (Republic of South Africa), José Laurel Cross, 2012.

“Measuring the Controllable Variables on the Customer Experience in Convenience Stores at Filling Stations,” N. Africa, Potchefstroom Business School, North-West University, (Republic of South Africa) 2010.

“A Conceptual Framework to Measure Brand Loyalty,” A.I. Moolla, Potchefstroom Business School, North-West University, (Republic of South Africa) 2010.

“Measuring Return on Marketing Investment in Non-Professional Sports Event Organisations,” Sheilagh Seaton, University of Southern Queensland (Australia), 2010.

“Consumer Response to Sponsorship Leveraged Packaging: A FMCG Context,” Frances Woodside, University of Southern Queensland (Australia), 2010.

“Ethical Perceptions: Management versus Production at a Large Multi-national Seed Company,” P. Craven, Potchefstroom Business School, North-West University, (Republic of South Africa) 2009.

External Auditor

Department of Marketing, University of Waikato, Hamilton, New Zealand, 2010

Grants Evaluator

City University of Hong Kong

Overseas External Examinations Supervisor
University of Southern Queensland (Australia)

HONORS/AWARDS

MSU Doctoral Scholarship, 1980
EMU Marketing Department Research Award, 1985
Spring/Summer research release time, 1989
EMU Marketing Department Teaching Award, 1990
EMU Marketing Department Service Award, 1990
AMA Faculty Advisor Research Grant, 1990
EMU one semester sabbatical; winter semester, 1991
Golden Key National Honor Society Honorary Member
Beta Gamma Sigma Member
EMU Alumni Association Teaching Excellence Award (COB), 1992
EMU College of Business Award for Teaching Excellence, 1993
EMU Division of University Marketing and Student Affairs Faculty Recognition Award, 1993
EMU College of Business Award for Excellence in Research, 1995
Best Paper Award, ENDEC Conference, Los Angeles, 1997
EMU one semester sabbatical, winter semester, 1998
Best Article Award, *Corporate Communications: An International Journal*, London 1998
Reviewer Excellence Award, *Journal of Marketing Theory and Practice*, 1998
EMU College of Business Award for Excellence in Research 1999
Spring/Summer research release time, 2000
EMU two-semester sabbatical award, 2006-07
Merlanti Ethics Award, 2007
Best paper in track (Ethics), Association of Marketing Theory & Practice, 2008
Best paper in track (Sports Marketing) Association of Marketing Theory & Practice, 2008
Best paper in track (Ethics), Association of Marketing Theory & Practice, 2009
Merlanti Ethics Award, 2009
Faculty Research Fellowship, Eastern Michigan University, winter semester, 2010
Best paper in track (Marketing Education), Association of Marketing Theory & Practice, 2011
Highly Commended Award Winner: the Literati Network Awards for Excellence, 2011
Article selected as One of Top 20 in 20- Best 20 articles in 20 years of *Sport Marketing Quarterly*, 2011
Best paper in track (Political, Legal and Ethics), Society for Marketing Advances, 2011
Faculty Research Fellowship, Eastern Michigan University, winter semester, 2012
Extraordinary Professor, Potchefstroom Business School, Potchefstroom, Republic of South Africa, 2012
Best paper in track award (Sports Marketing) Association of Marketing Theory & Practice, 2013
Best paper at conference award, 7th International Business Conference, 2013
Faculty Research Fellowship, Eastern Michigan University, winter semester, 2014
Best paper in track (Marketing/Strategy/Branding), Association of Marketing Theory & Practice, 2015
EMU College of Business Award for Excellence in Research, 2015
Best paper in track award (Sports Marketing) Association of Marketing Theory & Practice, 2016
Best paper in track (Global Marketing), Society for Marketing Advances, 2017
Faculty Research Fellowship, Eastern Michigan University, winter semester, 2018
Best paper at conference award, Institute for Global Business Research, 2018

Research in Progress/Under Review

Roger Brooksbank and Sam Fullerton, "Technology-Based Strategies through the Consumer Lens: How Interrelated are Perceptions of Ethicality and Effectiveness?" submitted for consideration for publication in *the International Journal of Technology Marketing*.

Sam Fullerton and Roger Brooksbank, "Measuring the effectiveness of technology-based marketing strategies from the consumers' perspective: An exploratory study," submitted for consideration for publication in *European Business Review*.