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**Management, Marketing and General Business**  
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## **Academic Background**

Ph.D. Indiana University, Bloomington IN, Marketing, 1990

M.B.A. Indiana University, Bloomington IN, Marketing, 1982

B.A. Anderson University, Anderson IN, Marketing, Economics, Religious Studies, 1981

## **Work Experience**

### **Academic Experience**

Professor of Marketing & Hickman Professor of Marketing, West Texas A&M University (January, 2009 - Present), Canyon, Texas.

Professor of Marketing & The Edwards Professor of Banking, West Texas A&M University (August, 2007 - January, 2009), Canyon, Texas.

Associate Professor of Marketing, West Texas A&M University (August, 1995 - August, 2007), Canyon, Texas.

Assistant Professor of Marketing, West Texas A&M University (August, 1989 - August, 1995), Canyon, Texas.

Visiting Lecturer of Marketing, Indiana University (August, 1986 - August, 1989), Bloomington, Indiana.

Associate Instructor, Indiana University (August, 1983 - August, 1986), Bloomington, Indiana.

## **Intellectual Contributions:**

### **Refereed Articles**

Vartabedian, S., Drumheller, K. D., & Gerlich, R. N. (2017). Moral mapping: Transcendence in religious iconography. *Journal of Communication and Religion*, 39 (4), 19-35.

Babb, J., De'Armond, D., Kinsky, E., Drumheller, K., & Gerlich, R. N. (2015). Multi-screen environments and Social Media Triggers: Uses and Gratification. *Journal of Retail Analytics*, XII (3), 13-19.

- Kinsky, E. S., Drumheller, K. D., Gerlich, R. N., Baskin, M. B., & Sollosy, M. D. (2015). The effect of socially mediated PR crises on planned behavior: How TPB can help both corporations and nonprofits. *Journal of Public Relations Research*, 27 (2), 136-157, doi: 10.1080/1062726x.2014.976826.
- Gerlich, R. N., Drumheller, K., Babb, J., & De'Armond, D. (2015). App Consumption: An Exploratory Analysis of the Uses & Gratifications of Mobile Apps. *Academy of Marketing Studies Journal*, 19 (1), 69-79.
- Kinsky, E., Drumheller, K., & Gerlich, R. N. (2014). Weathering the Storm: Best Practices for Nonprofits in Crisis. *International Journal of Nonprofit and Voluntary Sector Marketing*, 19 (4), 277-285.
- Drumheller, K., Osei-Hwere, E., Gerlich, R. N., Howerton, A., & Kinsky, E. (2014). The Heart and the Fist: Student attitudes on global identity and social welfare. *Academy of Educational Leadership Journal*, 18 (3), 35-47.
- Osei-Hwere, E. M., Armfield, G., Kinsky, E. S., Gerlich, R. N., & Drumheller, K. D. (2014). Ethical Implications of Lance Armstrong's Performance-Enhancing Drug Case. *Journal of Legal, Ethical and Regulatory Issues*, 17 (1).
- De'Armond, D., Boskin, M. B., Kinsky, E., Drumheller, K., & Gerlich, R. N. (2014). The impacts of social media interactions on stakeholder outcomes: An examination of Lowe's Home Improvement store. *Journal of Retail Analytics*, 10 (1), 28-34.
- Kinsky, E. S., Gerlich, R. N., Brock, M. E., & Drumheller, K. D. (2014). Pulling Ads, Making Apologies: Lowe's Use of Facebook to Communicate with Stakeholders. *Public Relations Review*.
- Gerlich, R. N., Drumheller, K., & Mallard, J. (2012). Making Their Own Decisions: Student Consumer Ethnocentric Tendencies. *Southwestern Economic Review*, 39 (1), 41-53.
- Gerlich, R. N., Drumheller, K., & Sollosy, M. (2012). The Reading Motivations Scale: Uses and Gratifications of Readers, With Implications For Marketers. *Academy of Business Disciplines Journal*, 3 (2), 95-106.
- Gerlich, R. N., Drumheller, K. D., & Sollosy, M. (2012). The Reading Motives Scale: A Uses and Gratifications Study of What Drives People to Read. *Academy of Marketing Studies Journal*, 16, 97-106.
- Gerlich, R. N., Drumheller, K., Rasco, K., & Spencer, A. (2012). Marketing To Laggards: Organizational Change and Diffusion of Innovation in the Adoption of Facebook Timeline. *Journal of Academy of Business and Economics*, 12 (3), 91-101.
- Babb, J., De'Armond, D., Drumheller, K., & Gerlich, R. N. (2012). GenMobile: An examination of the I2S-M relationship and how college students utilize mobile apps. *Journal of Retail Analytics*, 11 (3), 10-14.
- Gerlich, R. N., Drumheller, K., & Sollosy, M. (2012). The Reading Motives Scale: A Confirmatory Factor Analysis with Marketing Applications. *Journal of Management and Marketing Research*, 10 (1), 1-11.
- Drumheller, K., Gerlich, R. N., & Mallard, J. (in press, 2012). An Examination of Change in Student Ethnocentrism: The First-Year Experience. *Journal of Business and Behavioral Sciences*.
- Gerlich, R. N., Browning, L., & Westermann, L. (2012). E-readers v. Traditional Print Media On Campus: Gender Differences and Challenges to be Overcome. *Academy of Educational Leadership Journal*.
- Gerlich, R. N., Browning, L., & Westermann, L. (2011). Consumer Utilization of An Advertising Stimulus: The Effect of Peel 'n Taste® Marketing System on Customer Attitudes, Product Feelings and Likelihood of Purchase. *Academy of Marketing Studies Journal*, 15 (2), 103-112.
- Deviney, D., Mills, L. H., & Gerlich, R. N. (2011). Impact of Behavioral Factors on GPA for Gifted and Talented Students. *Academy of Educational Leadership Journal*, 15 (2), 55-67.
- Gerlich, R. N., Browning, L., & Westermann, L. (2011). E-Readers On Campus: Overcoming Product Adoption

- Issues With A Tech-Savvy Demographic. *Journal of Higher Education Theory and Practice*, 11 (4), 41-52.
- Gerlich, R. N. & Sollosy, M. (2011). A Comparison of Student Outcomes Between A Traditional F2F Course and a Blended ITV Course. *Journal of Case Studies in Education*, 1 (1), 1-9.
- Browning, L., Gerlich, R. N., & Westermann, L. (2011). The new HD Classroom: a Hyper Diverse approach to engaging with students. *Journal of Instructional Pedagogies*.
- Gerlich, R. N., Lewer, J., & Lucas, D. (2010). Illegal Media File Sharing: The Impact of Cultural and Demographic Factors. *Journal of Internet Commerce*, 9 (2), 104-126.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). I've Got The Music In Me: A Study of Peak Musical Memory Age and the Implications for Future Advertising. *Journal of College Teaching and Learning*, 7 (2), 61-69.
- Browning, L., Westermann, L., & Gerlich, R. N. (2010). Modeling the Effects of Peel-and-Taste Advertising on Product Feelings and Likelihood of Purchase of Three Beverage Products. *International Journal of Accounting Information Science & Leadership*, 3 (6), 130-139.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). Climbing The Charts: Listener and Artist Factors That Influence Song Popularity, and Implications For Advertising. *International Journal of Business, Marketing and Decision Sciences*, 3 (2), 15-24.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). The Social Media Affinity Scale: Implications For Education. *Contemporary Issues in Education Research*, 3 (11), 35-41.
- Deviney, D. R., Mills, L., & Gerlich, R. N. (2010). Environmental Impacts on GPA for Gifted and Talented Schools: An Attitude, Interest, Values and Behavioral Approach. *Journal of Instructional Pedagogies*, 3 (1), 1-15.
- Gerlich, R. N. & Sollosy, M. (2010). Predicting Assessment Outcomes: The Effect of Full-Time and Part-Time Faculty. *Journal of Case Studies in Accreditation and Assessment*, 1 (1), 1-9.
- Gerlich, R. N., Mills, L., & Sollosy, M. (2009). Multimedia Ancillaries In The Online Classroom: The Relationship Between Usage And Student Outcomes. *International Journal of Education Research*, 4 (2), 144-155.
- Gerlich, R. N., Mills, L., & Sollosy, M. (2009). An Evaluation of Predictors of Achievement on Selected Outcomes in a Self-paced Online Course. *Research in Higher Education Journal*, 4.
- Lewer, J. J. (2009). Maximizing and Satisficing Consumer Behavior: An Empirical Study. *Southwestern Economic Review*, 36 (1), 127 140.
- Deviney, D., Mills, L. H., & Gerlich, R. N. (2009). Predictors of Success for Gifted and Talented Schools: An Attitude, Interest, Values and Behavioral Approach. *Journal of Business and Accounting*, 2 (1), 107-116.
- Gerlich, R. N. & Sollosy, M. (2009). Assessing the Assessment Outcomes in the Principles of Marketing Course. *Academy of Educational Leadership Journal*, 13 (1), 127-135.
- Gerlich, R. N., Browning, L., & Westermann, L. (2008). Is Tasting Believing? The Effect of Peel-and-taste Advertising On Product Feelings and Likelihood Of Purchase. *Journal of Business & Economics Research*, 6 (12), 17-24.
- Lewer, J. J., Gerlich, R. N., & Turner, N. M. (2008). The Ethics and Economics of File Sharing. *Southwestern Economic Review*, 35 (1), 67-78.
- Lewer, J. J., Gerlich, R. N., & Lucas, D. J. (2008). The Impact of Christian Education and Curriculum on Illegal Media File Sharing Attitudes and Behavior. *Christian Business Academy Review*, 3 (1), 70-79.

- Lewer, J. & Gerlich, R. N. (2007). Determinants of Illegal File Sharing: Model and Test. *Journal of Academy of Business and Economics*, 7 (3), 137-149.
- Gerlich, R. N., Turner, N. M., & Gopalan, S. (2007). Ethics and Music: A Comparison of Students at Predominantly White and Black Colleges, and Their Attitudes Toward File Sharing. *Academy of Educational Leadership Journal*, 11 (2), 1-12.
- Gerlich, R. N. & Wilson, P. H. (2005). Distance Learning and the Faculty: an Analysis of Perceptions, Concerns, and Opportunities. *Academy of Educational Leadership Journal*, 9 (1), 1-14.
- Gerlich, R. N., Pearson, T., & Lewer, J. J. (2005). Predicting Student Demand For Online Courses in the College of Business. *Journal of Internet Commerce*, 4 (4).
- Gerlich, R. N., Turner, N. M., & Wilson, P. H. (2005). Electronic Music Downloads: What Is An Industry to Do? *Journal of Strategic E-Commerce*, 3 (1&2).
- Tapp, S. R., Hightower, B. E., Mills, L. H., & Gerlich, R. N. (2004). The Internet and Classroom Plagiarism: Dealing With the Problem. *Journal of Internet Banking and Commerce*, 9 (2).
- Tapp, S. R., Hightower, B. E., Mills, L., & Gerlich, R. N. (2004). The Internet and Classroom Plagiarism: Detecting the Problem. *Journal of Internet Banking and Commerce*.
- Troy, L. J., White, J. C., & Gerlich, R. N. (2000). The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New Product Acceptance Decisions. *Journal of the Academy of Marketing Science*, 28 (2).
- Morris, T. J. & Gerlich, R. N. (1995). Effect of Wal-Mart Supercenters on Local Market Food Retailing: Survival Strategies for the Small Grocer. *Journal of Business & Entrepreneurship*, 7 (1).
- Gerlich, R. N., Walters, R. G., & Heil, O. P. (1994). Factors Affecting Retailer Acceptance of New Packaged Goods: Some Comparisons Across New Product Types. *Journal of Food Products Marketing*, 2 (2).

## **Invited Articles/Reviews**

- Gerlich, R. N. (2001). The Digital Revolution: A New Paradigm for Business. *Thunderbird International Business Review*, 43 (2).

## **Book**

- Gerlich, R. N. & Westermann, L. A. (2015). *Masculinity in Breaking Bad: Critical Perspectives* McFarland.
- Kinsky, E. S., Drumheller, K. D., & Gerlich, R. N. (2015). *Race for crisis control: Attitudes and giving responses after Susan G. Komen for the Cure pulled Planned Parenthood funding* Routledge [B].
- Drumheller, K. D., Kinsky, E. S., & Gerlich, R. N. (2014). *Case studies in nonprofit and volunteer contexts* Peter Lang [C].

## **Book Chapters**

### **Non-Refereed**

- Gerlich, R. N. & Westermann, L. (2014). *BusinessMan. Masculinity in Breaking Bad: Critical Perspectives*.

### **Refereed**

- Kinsky, E., Gerlich, R. N., Drumheller, K., & Sollosy, M. (2014). *Race for Crisis Control: Attitudes and Giving Responses after Susan G. Komen for the Cure Pulled Planned Parenthood Funding*. *Public Relations Theory and Practice in the Nonprofit Sector* (pp. 84-102).

Drumheller, K., Kinsky, E., & Gerlich, R. N. (2014). (Not)fulfilling the promise: Susan G. Komen for the Cure in crisis. In Press, Case studies in nonprofit and volunteer contexts.

## Refereed Proceedings

### Full Paper

Kinsky, E., Drumheller, K., Gerlich, R. N., Brock, M., & Sollosy, M. (2013). The effect of social mediated PR crises on planned behavior: How TPB can help both corporations and nonprofits. International Public Relations Research Conference.

Brock, M., Gerlich, R. N., Drumheller, K., Sollosy, M., & Kinsky, E. (2013). Mechanical Turk: Is it Just Another Convenience Sample? Southern Management Association.

Drumheller, K., Osei-Hwere, E., Gerlich, R. N., Howerton, A., & Kinsky, E. (2013). The Heart and the Fist: Student attitudes on global identity and social welfare. Allied Academies.

Gerlich, R. N., Drumheller, K., Kinsky, E., Brock, M., & Sollosy, M. (2012). #loweshatesmuslims: Consumer Ethical Decision Making Related to Corporate Advertising Choice. 2012 AMA Summer Marketing Educators' Conference.

Drumheller, K., Gerlich, R. N., & Mallard, J. (2012). First-Year Experience and the Common Reader: An Examination of Change in Student Ethnocentrism Resulting From Reading a Book. ASBBS.

Gerlich, R. N., Browning, L., & Westermann, L. (2011). E-Readers On Campus: Overcoming Product Adoption Issues With A Tech-Savvy Demographic. American Society of Business and Behavioral Sciences.

Gerlich, R. N. & Drumheller, K. D. (2011). The Reading Motivations Scale: Uses and Gratifications of Readers, With Implications For Marketers. Academy of Business Disciplines.

Gerlich, R. N., Browning, L., & Westermann, L. (2010). Climbing The Charts: Listener and Artist Factors That Influence Song Popularity, and Implications For Advertising. IABPAD.

Gerlich, R. N., Browning, L., & Westermann, L. (2010). E-readers v. Traditional Print Media On Campus: Gender Differences and Challenges to be Overcome. Allied Academies.

Gerlich, R. N., Browning, L., & Westermann, L. (2010). The Social Media Affinity Scale: Implications For Education. Clute Institute.

Gerlich, R. N. & Sollosy, M. (2009). A Comparison of Student Outcomes Between A Traditional F2F Course and a Blended ITV Course. Academy of Business Disciplines.

Deviney, D., Mills, L., & Gerlich, R. N. (2009). Predictors of Success for Gifted and Talented Schools: An Attitude, Interest, Values and Behavioral Approach. ASBBS.

Browning, L., Westermann, L., & Gerlich, R. N. (2009). Using a New Advertising Medium for Products of Varying Consumer Popularity: The Effect of Peel-and-Taste Advertising on Product Feelings and Likelihood of Purchase. ASBBS.

Gerlich, R. N., Browning, B. L., & Westermann, L. (2009). I've Got The Music In Me: A Study of Peak Musical Memory Age and the Implications for Future Advertising. Clute Institute.

Peterson, J. & Gerlich, R. n. (2009). Social Networking Sites: Usage Among Undergraduates and the Effect on GPA. Clute Institute.

DeVader, C. & Gerlich, R. N. (2009). On The Scent Of A Marketing Strategy: When Exposure To Workplace Fragrances Is Part Of The Job. Academy of Business Disciplines.

- Gerlich, R. N. & Sollosy, M. (2008). Predicting Assessment Outcomes: The Effect of Full-Time and Part-Time Faculty. Academy of Business Disciplines.
- Gerlich, R. N., Browning, L., & Westermann, L. (2008). Is Tasting Believing? The Effect of Peel-and-taste Advertising On Product Feelings and Likelihood Of Purchase. Clute Institute.
- Lewer, J. J., Gerlich, R. N., & Gretz, R. (2008). Maximizing and Satisficing Behavior: Examining Consumption Patterns of Online Students. Southwestern Society of Economists/Federation of Business Disciplines.
- Gerlich, R. N., Mills, L., & Sollosy, M. (2008). Multimedia Ancillaries in the Online Classroom: The Relationship Between Usage and Student Outcomes. International Academy of Business and Public Administration Disciplines.
- Gerlich, R. Nicholas & Sollosy, M. (2008). Assessing the Assessment Outcomes in the Principles of Marketing Course. Academy of Educational Leadership, 10 (1), Allied Academies Organization, 49-56.
- Lewer, J. J., Gerlich, R. N., & Turner, N. M. (2007). The Ethics and Economics of File Sharing. Southwestern Society of Economists.
- Buchanan, F. & Gerlich, R. N. (2007). Goals and Intentions of MBA Students: What Do They Want From Their Degrees? Western Academy of Management.
- Gerlich, R. N. (2007). The Schism Between Legal Requirements and Practical Experience Regarding Co-Worker Accommodation in the Workplace. IABPAD.
- Gerlich, R. N. (2007). An Examination of Student Attitudes Toward Illegal File Sharing. ASBBS.
- Gerlich, R. N., Turner, N. M., & Gopalan, S. (2006). Ethics and Music: A Comparison of Students at Predominantly White and Black Colleges, and Their Attitudes Toward File Sharing. Allied Academies.
- Gerlich, R. N. & Stickney, T. (2006). Blogging in the Online Classroom: Exploring Student Attitudes Toward An Emerging Teaching Method. Allied Academies.
- Gerlich, R. N. & Turner, N. M. (2006). Ethics and Music: A Comparison of Traditional and Non-Traditional Student Attitudes Toward File Sharing. ASBBS.
- Gerlich, R. N. (2005). Looting While The Store Is Open: Student Attitudes About Stealing Music. Allied Academies.
- Gerlich, R. N., Pearson, T., & Lewer, J. J. (2005). Market Segmentation For Online Courses in the College of Business. ASBBS.
- Gerlich, R. N., Turner, N. M., & Wilson, P. H. (2005). Electronic Music Downloads: Whats An Industry to Do? . Allied Academies.
- Gerlich, R. N., Turner, N. M., & Wilson, P. H. (2005). Electronic MusicDownloads: A Survey of College Students and Their Downloading Habits. ASBBS.
- Gerlich, R. N., Pearson, T., & Lewer, J. J. (2004). Undergraduate Online Course Strategy Development For The College of Business. IBER.
- Mills, L. H., Gerlich, R. N., & Tapp, S. R. (2004). A Comparison of Course Performance with Myers-Briggs Type Indicator Preferences in a Class Delivered in Two Modalities: Evidence of Selection Effects. Allied Academies.
- Gerlich, R. N. & Wilson, P. H. (2004). Online Faculty: Who They Are And What They Are Saying. IABPAD.
- Gerlich, R. N. & Wilson, P. H. (2004). Distance Learning and the Faculty: An Analysis of Perceptions, Concerns, and Opportunities. Allied Academies.

Mills, L. H. & Gerlich, R. N. (2003). A Comparison of Pre- and Post-test Outcomes in Online and On-Campus Sections of a Graduate Organizational Behavior Course. ASBBS.

Gerlich, R. N. & Mills, L. H. (2003). The Design and Delivery of Effective Web-based Instruction: An Analysis of Faculty Concerns. Association of Collegiate Marketing Educators.

Mills, L. H., Gerlich, R. N., & Tapp, S. R. (2003). Myers Briggs Type Indicator as a Predictor in Online Student Effectiveness. ASBBS.

Gerlich, R. N. & Mills, L. H. (2003). Computer-Assisted Instruction: Enhancing Traditional Classroom Teaching with Online Course Technology. Marketing Educators Association.

Gerlich, R. N. (2002). Web-Assisted Courses: A Case Study of How On-Campus Students Use Online Materials. Allied Academies.

Gerlich, R. N. (2002). A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course. IBER.

Gerlich, R. N. (2002). A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course. IBER.

Gopalan, S. & Gerlich, R. N. (2000). The Effects of Acculturation on Hispanic Consumers: Implications for Marketers. ASBBS.

Gerlich, R. N. & Gopalan, S. (2000). Student Perceptions of Online Courses: A Comparison of US-based and Taiwan-based Students in an Online MBA Program. ASBBS.

Troy, L. J., White, J. C., & Gerlich, R. N. (2000). Role of Uniqueness in Retailers' Product Acceptance Decisions. AMA Winter Educator's Conference .

Gerlich, R. N. (1999). E-Commerce Strategies for Small Businesses. Academy of Business Disciplines.

Gerlich, R. N. (1999). Challenges Faced by Online Course Developers: Recommendations for Putting Courses Online. ASBBS.

Gerlich, R. N. (1999). The Online Class and the On-Campus Class: An Empirical Comparison of Outcomes for the Principles of Marketing Course Delivered Through Both Methods. ASBBS.

Gerlich, R. N. (1999). A Comparison of On-Campus and Online Teaching Methods and Outcomes: The Principles of Marketing Course in Analog and Digital Formats. Academy of Business Disciplines.

White, J. C. & Gerlich, R. N. (1996). Are Retailers' Requests For Slotting Fees Discriminatory or Anti-Competitive? An Empirical Investigation of Retail Buyers' Product Acceptance Decisions. American Marketing Association (AMA) Winter Educator's Conference.

Gerlich, R. N. & Gopalan, S. (1993). An Empirical Investigation of the Impact of Viewers' Race and their Association of Celebrities on Television Advertising. Minority Marketing Conference-Academy of Marketing Science

Gopalan, S. & Gerlich, R. N. (1993). An Empirical Investigation of the Impact of Reference Groups on Strength of Black Identification with Black Culture. Mountain Plains Management Conference.

Gopalan, S. & Gerlich, R. N. (1993). An Assessment of the Impact of Racially Homogeneous Reference Groups on Strength of Ethnic Affiliation for Black Consumers. Minority Marketing Conference-Academy of Marketing Science.

Gerlich, R. N., Stahlecker, W. D., & White, J. C. (1993). Retail Grocer Acceptance of New Food Products: A Comparison of New and Established Food Manufacturers. Southern Management Association.

Gerlich, R. N. (1993). Retail Acceptance Rates of Different Types of New Food Products. Academy of Business Administration.

Gerlich, R. N. & Gopalan, S. (1993). An Empirical Investigation of the Relationship of Respondents' Primary Environment and Recognition of Celebrities in Television Advertising. Atlantic Marketing Association.

### **Abstract Only**

Gerlich, R. N., Drumheller, K., Babb, J., & De'Armond, D. (2013). App Consumption: An Exploratory Analysis of the Uses and Gratifications of Mobile Apps. American Marketing Association (AMA) Summer Educators' Conference.

Deviney, D., Mills, L. H., & Gerlich, R. N. (2010). Impact of Behavioral Factors on GPA for Gifted and Talented Students. Allied Academies.

Gerlich, R. N., Browning, L., & Westermann, L. (2010). Consumer Utilization of an Advertising Stimulus: The Effect of the Peel 'n Taste® Marketing System on Customer Attitudes, Product Feelings and Likelihood of Purchase. Allied Academies.

Deviney, D., Mills, L. H., & Gerlich, R. N. (2009). Environmental Impacts on GPA for Gifted and Talented Schools: An Attitude, Interest, Values and Behavioral Approach. Society of Business, Industry & Economics.

Cooley, J. W., Sollosy, M., & Gerlich, R. N. (2009). Predictors of Success in a Capstone Business Policy Course. Allied Academies.

Gerlich, R. N. & Lewer, J. J. (2007). While The Band Played On: Age and Gender As Predictors of Illegal Music File Sharing. Academy of Business Disciplines.

## **Presentation of Refereed Papers**

### **International**

Gerlich, R. N., Drumheller, K., Armfield, G. G., Kinsky, E. S., & Osei-Hwere, E. (2014). Live Strong Give Strong: Intentions to Donate Following a Scandal. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.

Gerlich, R. N. & Westermann, L. (2014). Baby Blue: A Uses and Gratifications Analysis of Breaking Bad. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.

Drumheller, K., Gerlich, R. N., Armfield, G. G., & Kinsky, E. S. (2013). Live strong, give strong: Donation intentions of cycling fans to Live Strong. International Association for Communication and Sport, Austin, Texas.

Gerlich, R. N., Drumheller, K., Babb, J., & De'Armond, D. (2013). App consumption: An exploratory analysis of the uses and gratifications of mobile apps. AMA Summer Educators Conference, Boston, Massachusetts.

Gerlich, R. N., Browning, L., & Westermann, L. (2013). From Character to Commerce: The Phenomenon of Breaking Bad for the City of Albuquerque. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.

Kinsky, E. S., Drumheller, K., Gerlich, R. N., Brock, M., & Sollosy, M. D. (2013). The effect of social mediated PR crises on planned behavior: How TPB can help both corporations and nonprofits. International Public Relations Research Conference, Miami, Florida.

Browning, L., Gerlich, R. N., & Westermann, L. (2012). Winning on Reality TV and the Subsequent Career. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.



Drumheller, K., Gerlich, R. N., & Mallard, J. (2012). First-Year Experience and the Common Reader: An Examination of Change in Student Ethnocentrism Resulting From Reading a Book. ASBBS, Las Vegas, Nevada.

Gerlich, R. N., Drumheller, K., Kinsky, E., Brock, M., & Sollosy, M. (2012). #loweshatesmuslims: Consumer Ethical Decision Making Related to Corporate Advertising Choice. 2012 AMA Summer Marketing Educators' Conference, Chicago, Illinois.

Gerlich, R. N., Browning, L., & Westermann, L. (2010, October). The Social Media Affinity Scale: Implications For Education. Clute Institute, Las Vegas, Nevada.

Gerlich, R. N., Browning, B. L., & Westermann, L. (2009). I've Got The Music In Me: A Study of Peak Musical Memory Age and the Implications for Future Advertising. Clute Institute, Las Vegas, Nevada.

Peterson, J. & Gerlich, R. n. (2009). Social Networking Sites: Usage Among Undergraduates and the Effect on GPA. Clute Institute, Las Vegas, Nevada.

Lewer, J. & Gerlich, R. N. (2007, October). Determinants of Illegal File sharing: Model and Test. International Academy of Business and Economics, Las Vegas, Nevada.

Gerlich, R. N. (2007, February). An Examination of Student Attitudes Toward Illegal File Sharing. ASBBS, Las Vegas, Nevada.

Turner, N. M., Gerlich, R. N., & Stringer, D. M. (2007, January). The Schism Between Legal Requirements and Practical Experience Regarding Co-Worker Accommodation in the Workplace. IABPAD, Orlando, Florida.

Gerlich, R. N., Pearson, T., & Lewer, J. J. (2004, October). Undergraduate Online Course Strategy Development For The College of Business. IBER, Las Vegas, Nevada.

Gerlich, R. N. (2002, October). A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course. IBER, Las Vegas, Nevada.

Gerlich, R. N. (2002, October). A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course. IBER, Las Vegas, Nevada.

### **Local**

Kinsky, E. S., Osei-Hwere, E., Drumheller, K., Gerlich, R. N., & Armfield, G. G. (2014). Attitudes toward the Lance Armstrong PED scandal. Cornette Library Faculty Research Poster Presentation, Canyon, Texas.

Gerlich, R. N., Drumheller, K., Kinsky, E. S., Brock, M., & Sollosy, M. D. (2013). #loweshatesmuslims: Consumer Ethical Decision Making Related to Corporate Advertising Choices. Cornette Library Faculty Research Poster Presentation, Canyon, Texas.

### **National**

Brock, M., Gerlich, R. N., Drumheller, K., Sollosy, M. D., & Kinsky, E. S. (2013). Mechanical Turk: Is it just another convenience sample? Southern Management Association, New Orleans, Louisiana.

Drumheller, K., Gerlich, R. N., & Kinsky, E. S. (2013). I#standwithPP: Social media threats to organizational legitimacy #komen. Southern States Communication Association, Louisville, Kentucky.

Drumheller, K., Kinsky, E. S., Osei-Hwere, E., Gerlich, R. N., & Armfield, G. G. (2013). The cause is bigger than Lance. Southern States Communication Association, Louisville, Kentucky.

Drumheller, K., Gerlich, R. N., Babb, J., & De'Armond, D. (2013). Mobile app uses and gratifications: A comparison of student and general population samples. Mustang Conferences, Dallas, Texas.

- Drumheller, K., Osei-Hwere, E., Gerlich, R. N., Howerton, A., & Kinsky, E. S. (2013). The Heart and the Fist: Student attitudes on global identity and social welfare. Allied Academies, Virtual, Unknown.
- Gerlich, R. N., Drumheller, K., Slanina, A., & Tate, B. (2013). Getting Their Kicks: An Exploratory Study of Uses & Gratifications and Fandom Among Route 66 Devotees, With Implications for Tourism. Academy of Business Disciplines, Fort Myers, Florida.
- Osei-Hwere, E., Armfield, G. G., Kinsky, E. S., Gerlich, R. N., & Drumheller, K. (2013). Ethical implications of Lance Armstrong's performance-enhancing drug case. Allied Academies, New Orleans, Louisiana.
- Drumheller, K. D. & Gerlich, R. N. (2011). Reading Motivations: Uses and Gratifications of Avid Readers. National Communication Association, New Orleans, Louisiana.
- Gerlich, R. N. & Drumheller, K. D. (2011). The Reading Motivations Scale: Uses and Gratifications of Readers, With Implications For Marketers. Academy of Business Disciplines, Fort Myers, Florida.
- Gerlich, R. N., Browning, L., & Westermann, L. (2011). E-Readers On Campus: Overcoming Product Adoption Issues With A Tech-Savvy Demographic. American Society of Business and Behavioral Sciences, Las Vegas, Nevada.
- Browning, L., Westermann, L., & Gerlich, R. N. (2010). Peel-and-Taste Advertising: A New Medium Aimed at Women. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.
- Deviney, D., Mills, L. H., & Gerlich, R. N. (2010). Impact of Behavioral Factors on GPA for Gifted and Talented Students. Allied Academies, New Orleans, Louisiana.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). Women and Technology: How They Use Social Media, Smartphones and Other Gadgets. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). Climbing The Charts: Listener and Artist Factors That Influence Song Popularity, and Implications For Advertising. IABPAD, Dallas, Texas.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). Social Media and Smartphone Usage Trends Among College Students: Implications For Reaching a Tech-Savvy Demographic. Academy of Business Disciplines, Fort Myers, Florida.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010). Consumer Utilization of an Advertising Stimulus: The Effect of the Peel 'n Taste® Marketing System on Customer Attitudes, Product Feelings and Likelihood of Purchase. Allied Academies, New Orleans, Louisiana.
- Westermann, L., Gerlich, R. N., & Browning, L. (2010). Popular Music and Gender-Specific Preferences: Implications for Advertising and Retailing. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.
- Gerlich, R. N., Browning, L., & Westermann, L. (2010, October). E-readers v. Traditional Print Media On Campus: Gender Differences and Challenges to be Overcome. Allied Academies, Las Vegas, Nevada.
- DeVader, C. & Gerlich, R. N. (2009). On The Scent Of A Marketing Strategy: When Exposure To Workplace Fragrances Is Part Of The Job. Academy of Business Disciplines, Fort Myers, Florida.
- Gerlich, R. N. & Sollosy, M. (2009). A Comparison of Student Outcomes Between A Traditional F2F Course and a Blended ITV Course. Academy of Business Disciplines, Fort Myers, Florida.
- Browning, L., Westermann, L., & Gerlich, R. N. (2009, February). Using a New Advertising Medium for Products of Varying Consumer Popularity: The Effect of Peel-and-Taste Advertising on Product Feelings and Likelihood of Purchase. ASBBS, Las Vegas, Nevada.
- Deviney, D., Mills, L., & Gerlich, R. N. (2009, February). Predictors of Success for Gifted and Talented Schools:

An Attitude, Interest, Values and Behavioral Approach. ASBBS, Las Vegas, Nevada.

Gerlich, R. N. & Sollosy, M. (2008, November). Predicting Assessment Outcomes: The Effect of Full-Time and Part-Time Faculty. Academy of Business Disciplines, Fort Myers Beach, Florida.

Gerlich, R. N., Browning, L., & Westermann, L. (2008, October). Is Tasting Believing? The Effect of Peel-and-taste Advertising On Product Feelings and Likelihood Of Purchase. Clute Institute, Las Vegas, Nevada.

Gerlich, R. N., Lewer, J. J., & Gretz, R. T. (2008, March). Maximizing and Satisficing Behavior: Examining Consumption Patterns of Online Students. Southwestern Society of Economists/Federation of Business Disciplines, Houston, Texas.

Browning, L., Westermann, L., & Gerlich, R. N. (2008, February). Using a New Advertising Medium for Products of Varying Consumer Popularity: The Effect of Peel-and-Taste Advertising on Product Feelings and Likelihood of Purchase. ASBBS, Las Vegas, Nevada.

Gerlich, R. N. & Lewer, J. J. (2007, November). While The Band Played On: Age and Gender As Predictors of Illegal Music File Sharing. Academy of Business Disciplines, Fort Myers, Florida.

Gerlich, R. N. & Stickney, T. (2006, April). Blogging in the Online Classroom: Exploring Student Attitudes Toward An Emerging Teaching Method. Allied Academies, New Orleans, Louisiana.

Gerlich, R. N., Turner, N. M., & Gopalan, S. (2006, April). Ethics and Music: A Comparison of Students at Predominantly White and Black Colleges, and Their Attitudes Toward File Sharing. Allied Academies, New Orleans, Louisiana.

Gerlich, R. N. & Turner, N. M. (2006, February). Ethics and Music: A Comparison of Traditional and Non-Traditional Student Attitudes Toward File Sharing. ASBBS, Las Vegas, Nevada.

Gerlich, R. N. (2005, October). Looting While The Store Is Open: Student Attitudes About Stealing Music. Allied Academies, Las Vegas, Nevada.

Gerlich, R. N., Turner, N. M., & Wilson, P. H. (2005, April). Electronic Music Downloads: Whats An Industry to Do? . Allied Academies, Memphis, Tennessee.

Gerlich, R. N., Turner, N. M., & Wilson, P. H. (2005, February). Electronic MusicDownloads: A Survey of College Students and Their Downloading Habits. ASBBS, Las Vegas, Nevada.

Gerlich, R. N., Pearson, T., & Lewer, J. J. (2005, February). Market Segmentation For Online Courses in the College of Business. ASBBS, Las Vegas, Nevada.

Gerlich, R. N. & Wilson, P. H. (2004, April). Distance Learning and the Faculty: An Analysis of Perceptions, Concerns, and Opportunities. Allied Academies, New Orleans, Louisiana.

Mills, L. H., Gerlich, R. N., & Tapp, S. R. (2004, April). A Comparison of Course Performance with Myers-Briggs Type Indicator Preferences in a Class Delivered in Two Modalities: Evidence of Selection Effects. Allied Academies, New Orleans, Louisiana.

Mills, L. H. & Gerlich, R. N. (2003, February). A Comparison of Pre- and Post-test Outcomes in Online and On-Campus Sections of a Graduate Organizational Behavior Course. ASBBS, Las Vegas, Nevada.

Mills, L. H., Gerlich, R. N., & Tapp, S. R. (2003, February). Myers Briggs Type Indicator as a Predictor in Online Student Effectiveness. ASBBS, Las Vegas, Nevada.

Gerlich, R. N. (2002, October). Web-Assisted Courses: A Case Study of How On-Campus Students Use Online Materials. Allied Academies, Las Vegas, Nevada.

Gerlich, R. N. & Gopalan, S. (2000, February). Student Perceptions of Online Courses: A Comparison of US-based and Taiwan-based Students in an Online MBA Program. ASBBS, Las Vegas, Nevada.

Gopalan, S. & Gerlich, R. N. (2000, February). The Effects of Acculturation on Hispanic Consumers: Implications for Marketers. ASBBS, Las Vegas, Nevada.

### **Regional**

Gerlich, R. N., Browning, L., & Westermann, L. (2012). Soft Drinks and Gender-Specific Marketing: The Effect of Aroma on Evaluations of Dr Pepper 10 Advertising by Males and Females. Southwest Texas Pop Culture Association, Albuquerque, New Mexico.

## **Presentation of Non-Refereed Papers**

### **Local**

Gerlich, R. N. (2008, February). The Effects of Religious Adherence and Intensity on Illegal Media File Sharing. Center for Business and Economic Research (CBER) at Bradley University, Peoria, Illinois.

## **Service:**

### **Service to the University**

#### **Department Assignments**

##### **Chair:**

2011-2012: MMGB Search Committee (Co-Chair)

##### **Member:**

2012-2013: MMGB Search Committee: Search resulted in hiring of Leigh Browning and Viraj Varma.

#### **College Assignments**

##### **Chair:**

2015-2016: Faculty Development & Recognition Committee

2014-2015: Faculty Development and Recognition Committee

2008-2009: Curriculum Committee

##### **Member:**

2017-2018: Ad Hoc Doctorate Program Feasibility Committee

2017-2018: Strategic Planning & Assessment Committee

2016-2017 – 2017-2018: Retention, Tenure, and Promotion Committee

2015-2016 – 2016-2017: Strategic Planning and Assessment Committee

2015-2016: Retention, Tenure, and Promotion Committee

2014-2015: Administrative Committee

2013-2014 – 2014-2015: Strategic Planning & Assessment Committee

2013-2014 – 2014-2015: Retention, Tenure and Promotion Committee

2011-2012 – 2014-2015: Various Advisory Boards  
2013-2014: Faculty Development and Recognition Committee  
2012-2013: COB Outreach Committee  
2012-2013: Strategic Planning & Assessment Committee  
2012-2013: Retention, Tenure, and Promotion Committee  
2012-2013: Graduate Business Admissions Committee  
2012-2013: Administrative Committee  
2011-2012: Strategic Planning & Assessment Committee  
2010-2011 – 2011-2012: Administrative Committee  
2010-2011: Strategic Planning & Assessment Committee (Includes Departmental Strategic Meetings)  
2010-2011: Marketing and Public Relations Committee  
2008-2009 – 2009-2010: Marketing and Public Relations Committee  
2007-2008 – 2009-2010: Strategic Planning & Assessment Committee  
2007-2008 – 2009-2010: Administrative Committee  
2007-2008: Marketing and Public Relations Committee

### **University Assignments**

#### **Member:**

2017-2018: Strategic Planning - Intellectual Resources  
2007-2008 – 2017-2018: State Employee Charitable Campaign Committee  
2014-2015 – 2016-2017: Instructional Technology Committee  
2014-2015 – 2015-2016: Grievance Committee  
2013-2014: GRIEVANCE COMMITTEE (FACULTY)  
2007-2008 – 2012-2013: MARKETING COMMITTEE  
2008-2009 – 2009-2010: CURRICULUM COMMITTEE  
2008-2009: INSTITUTIONAL REVIEW BOARD FOR HUMAN SUBJECTS  
2007-2008: GRIEVANCE COMMITTEE  
2007-2008: FACULTY DEVELOPMENT COMMITTEE

## **Faculty Development**

### **Assurance of Learning - Professional Development**

2008: AACSB Assessment Seminar, Houston, Texas.

### **Professional Seminars / Workshops**

2011: Peter Seldin: Evaluating Faculty Workshop, Amarillo, Texas. September

2009: Harvard Management Development Program, Boston, Massachusetts.

## Honors-Awards-Grants

### Award

2011: , Academy of Business Disciplines.

2011: , Texas A&M University System Chancellor's Teaching Excellence Award. Chancellor Michael D. McKinner recognition for teaching excellence in the Texas A&M System.

### Honor

2014: Research Excellence Award, College of Business, West Texas A&M University. Annual award for outstanding researcher in the College selected by peers and approved by dean..

## Courses Taught

### **Courses taught, but not in the Schedule:**

MKT 3340: Principles of Marketing

MKT 3350: Evolutionary Marketing

MKT 3354: Hospitality and Tourism Marketing

MKT 6340: Seminar in Marketing

MKT 6352: Seminar in Evolutionary Marketing

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