

## CURRICULUM VITAE

### DAVID RYLANDER

February 5, 2008

#### Education

Ph.D.            2001     Marketing – University of North Texas  
M.B.A.         1991     Business Administration – Texas A&M University  
B.S.            1988     Business Administration – Trinity University

#### Dissertation

“Development and Testing of a Model of the Influence of Sales Force Newcomers’ Met Expectations on Selected Outcome Variables,” May 2001, Dr. Jeffrey K. Sager, Chair

#### Employment

2007-Present Associate Professor, Texas Woman’s University  
2001-2007    Assistant Professor, Texas Woman’s University  
2000-2001    Visiting Asst. Professor, Louisiana State University-Shreveport  
1997-2000    Lecturer, University of North Texas  
1993-1997    Teaching Fellow/Assistant, University of North Texas  
1991-1993    Instructor, Southeastern Oklahoma State University  
1989-1991    Graduate Assistant, Texas A&M University  
1988-1989    Manager, SERVPRO of Sherman

### TEACHING

#### Courses Taught at TWU

##### *Undergraduate:*

BUS 3113     Principles of Marketing (Including Online Sections)  
BUS 3183     International Business  
BUS 4113     Marketing Research  
BUS 4133     Promotion Strategy  
BUS 4153     Services Marketing  
BUS 4213     Consumer Behavior (Including Online Sections)  
BUS 4503     Internet Marketing (Online Course)  
BUS 4553     Advanced Marketing

##### *Graduate:*

BUS 5133     Advanced Marketing Management  
BUS 5413     Advanced Promotion Strategy  
BUS 5903     International Study Tours (Spain; Thailand & Singapore; Italy)

### **Doctoral Dissertations**

Yin-Feng Chen, Factors Affecting Sports Attendance among Taiwanese-Americans, in progress, Committee Member

### **Master's Theses**

Patricia Hawley, Sex Appeal in Print Advertising: The Impact on Female Consumer Purchase Intention, 2004, Committee Member

Kathleen A. Wright, The Relationship Between Extroversion/Introversion and the Preferred Time of Day to Work, 2004, Committee Member

### **Other Scholarly Teaching, Mentoring and Curricular Achievements**

2006 Mary Mason Lyon Award (for Outstanding TWU Junior Faculty)

2005 MBA Professor of the Year (voted by TWU MBA students)

2004 TWU Redbud Faculty Advisor of the Year

McNair Scholar Research Mentor for Tasha Freddie, 2005-2006

1999/2000 Outstanding Teaching Award, University of North Texas, College of Business Administration, presented by UNT Council of Business Students.

### SCHOLARSHIP/CREATIVE ACHIEVEMENTS

#### **Refereed Publications or Other Creative Achievements**

Rylander, David H. (2008, forthcoming), "Sustainability Strategy: Environmental Integration in the Business Model," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 16 (March).

Rylander, David H. and Yin-Feng Chin (2007, abstract), "Perceptions of Ambush Marketing: A Closer Look at Ethical Dimensions," *22<sup>nd</sup> Annual Conference of the North American Society for Sport Management*, Brian Chow, ed., (May), 41-42.

Rylander, David H., Sherrill R. Taylor, and Kerry Webb (2007), "Determining Entrepreneurial Inclination: A Study of Female Personality Characteristics," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 15 (April), 348-353.

- Rylander, David H., Tina Provost, and Kim Tinkham (2007), "Automobile Buying Attitudes of Women: Implications for Marketing," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 15 (April), 1629-1632.
- Rylander, David and Tina Provost (2006), "'Improving the Odds: Combining Six Sigma and Online Market Research for Better Customer Service,'" *Advanced Management Journal*, vol. 71 (1, Winter), 13-19.
- Rylander, David H. and Tina Provost (2005), "Improving the Odds: Combining Six Sigma and Online Market Research for Better Customer Service," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 14 (April), 1339-1346.
- Rylander, David H. and Adelaide Griffin (2003), "Performance, Self-Efficacy and Turnover Intentions in Early Employment: A Review and Exploratory Look at Gender Differences," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 13, 261-266.
- Rylander, David H. and Sherrill Taylor (2003), "Transferring Training for Improved Job Performance: The Roles of Self-Efficacy and Training Satisfaction," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 13, 178-181.
- Rylander, David H. (2003), "Changes in Organizational Commitment for Sales Force Newcomers: An Exploratory Look at Early Employment Influences," *Association of Collegiate Marketing Educators Proceedings*, U. S. Tate, ed., 140-146 (*Best in Track Award*).
- Rylander, David H. and Phillip W. Wilson (2002, abstract), "Socialization of Salespersons: Frameworks for a Dynamic Environment," *American Marketing Association Winter Educators' Conference Proceedings*, K. R. Evans and L. K. Scheer, eds., vol. 13, 487-488.
- Rylander, David H. and Charlotte Allen (2001, abstract), "Understanding Green Consumption Behavior: Toward an Integrative Framework," *American Marketing Association Winter Educators' Conference Proceedings*, R. Krishnan and M. Viswanathan, eds., vol. 11, 386-387.
- Rylander, David H., Lou E. Pelton, and Rajesh Srivastava (1998, abstract), "Propinquity in International Relationships: A Close Call or Call for Closure?" *AMA Marketing Exchange Colloquium Proceedings*, Vienna, L.E. Pelton and P. Schnedlitz, eds., 468.

Strutton, David, Lou E. Pelton, and David H. Rylander (1998), "Geodesic Logistics Structures: Doom or Dome for Strategic Alliances?" *AMA Marketing Exchange Colloquium Proceedings*, Vienna, L.E. Pelton and P. Schnedlitz, eds., addendum.

Rylander, David, David Strutton, and Lou E. Pelton (1997), "Toward a Synthesized Framework of Relational Commitment: Implications for Marketing Channel Theory and Practice," *Journal of Marketing Theory and Practice*, 5 (2, Spring), 1-14.

Rylander, David H., Lou E. Pelton, and Mary F. Mobley (1996, abstract), "Toward a Synthesized Framework of Relational Commitment," *American Marketing Association Winter Educators' Conference Proceedings*, E. A. Blair and W. A. Kamakura, eds., vol. 7, 167-168.

McDaniel, Stephen W. and David H. Rylander (1993), "Strategic Green Marketing," *Journal of Consumer Marketing*, 10 (3), 4-10.

### **Presentations at Professional Meetings**

Rylander, David H. (2008, forthcoming), "Sustainability Strategy: Environmental Integration in the Business Model," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 16 (March).

Rylander, David H. (2007), "Business Practices in a Sustainable World," *Aristotle Gathering*, Invited workshop at the Costa Rica International Center for Sustainability (December).

Rylander, David H. and Yin-Feng Chin (2007), "Perceptions of Ambush Marketing: A Closer Look at Ethical Dimensions," *22<sup>nd</sup> Annual Conference of the North American Society for Sport Management*, Brian Chow, ed., (May).

Rylander, David H., Sherrill R. Taylor, and Kerry Webb (2007), "Determining Entrepreneurial Inclination: A Study of Female Personality Characteristics," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 15 (April).

Rylander, David H., Tina Provost, and Kim Tinkham (2007), "Automobile Buying Attitudes of Women: Implications for Marketing," *Society for Advancement of Management International Business Conference Proceedings*, M. Abdelmasad, ed., vol. 15 (April).

Rylander, David H. and Tina Provost (2005), "Improving the Odds: Combining Six Sigma and Online Market Research for Better Customer Service," *Society for*

- Advancement of Management International Business Conference*, M. Abdelmasad, ed., vol. 14 (April).
- Rylander, David H. and Adelaide Griffin (2003), "Performance, Self-Efficacy and Turnover Intentions in Early Employment: A Review and Exploratory Look at Gender Differences," *Society for Advancement of Management International Business Conference*, M. Abdelmasad, ed., vol. 13, 261-266.
- Rylander, David H. and Sherrill Taylor (2003), "Transferring Training for Improved Job Performance: The Roles of Self-Efficacy and Training Satisfaction," *Society for Advancement of Management International Business Conference*, M. Abdelmasad, ed., vol. 13, 178-181.
- Rylander, David H. (2003), "Changes in Organizational Commitment for Sales Force Newcomers: An Exploratory Look at Early Employment Influences," *Association of Collegiate Marketing Educators*, U. S. Tate, ed., 140-146 (*Best in Track Award*).
- Rylander, David H. and Phillip W. Wilson (2002), "Socialization of Salespersons: Frameworks for a Dynamic Environment," *American Marketing Association Winter Educators' Conference*, K. R. Evans and L. K. Scheer, eds., vol. 13, 487-488.
- Rylander, David H. and Charlotte Allen (2001), "Understanding Green Consumption Behavior: Toward an Integrative Framework," *American Marketing Association Winter Educators' Conference*, R. Krishnan and M. Viswanathan, eds., vol. 11, 386-387.
- Rylander, David H., Lou E. Pelton, and Rajesh Srivastava (1998), "Propinquity in International Relationships: A Close Call or Call for Closure?" *AMA Marketing Exchange Colloquium*, Vienna, L.E. Pelton and P. Schnedlitz, eds., 468.
- Strutton, David, Lou E. Pelton, and David H. Rylander (1998), "Geodesic Logistics Structures: Doom or Dome for Strategic Alliances?" *AMA Marketing Exchange Colloquium*, Vienna, L.E. Pelton and P. Schnedlitz, eds., addendum.
- Rylander, David H., Lou E. Pelton, and Mary F. Mobley (1996), "Toward a Synthesized Framework of Relational Commitment," *American Marketing Association Winter Educators' Conference*, E. A. Blair and W. A. Kamakura, eds., vol. 7, 167-168.

### **Honors, Grants, and Fellowships**

- 2005-2006     \$1,500 from James Wood Motor; Principle Investigator in online research of women's auto buying behaviors and perceptions.

1997-1999     \$25,000 from GTE Directories; Principle Investigator in longitudinal research of sales person expectations and attitudes.

### **Scholarly Works in Progress**

Rylander, David H. and Yin-Feng Chin (2008, under review), "Motivation of college students to attend intercollegiate sports," *23<sup>rd</sup> Annual Conference of the North American Society for Sport Management*, Brian Chow, ed., (May).

Rylander, David, Jeffrey Sager, Phillip Wilson, and Alan Dubinsky, (under review at *Journal of Personal Selling and Sales Management*), "Comparing Three Models of Socialization as Predictors of Key Sales Force Outcomes."

Manuscript on "Lessons from International Study Tours" (not accepted by *Journal of Business Disciplines*; being edited for submission to an alternate journal)

Manuscript on "Gender Differences in Self Efficacy and Job Performance for Salespeople" being edited for submission to a refereed conference proceedings and/or journal.

Manuscript on "The Influence of Met Expectations on Early Sales Force Outcomes: A Methodological Comparison" being edited for submission to a journal.

Manuscript on "Student Perceptions of Ambush Marketing" being developed with doctoral student for submission to a journal.

Manuscript on "The Role of Business in Environmental Sustainability" being developed for invited conference presentation and eventual journal submission.

### **PROFESSIONAL SERVICE**

#### **Service Activities for the University, College, Component**

##### **Service to the TWU School of Management:**

Curriculum Committee Chair (2002-present)  
Undergraduate Coordinator/Scheduling (2003-present)  
Webspinner (2001-2004)  
Recruiting Visits to Community Colleges (occasional)  
AACSB Curriculum Chair (2002-2003)  
Safety Officer and Hazard Communications Officer (2001-2007)

##### **Service to TWU Students:**

Faculty Sponsor of the Association of Marketing Professionals (2001-present)

Sam Walton Fellow (Sponsor for Students in Free Enterprise) (2002-present)  
- Helped coach SIFE team to four consecutive regional championships  
Independent Studies (multiple students) (2002-present)  
Assisting with dorm move-ins and information tables (occasional)

Service to TWU:

Member, Health Fair Committee (2007-2008)  
Chair, Undergraduate Council (2007-2008)  
Member, Undergraduate Council (2006-2007)  
Member, State Employees Charity Campaign Committee (2005-2007)  
Chair, State Employees Charity Campaign Committee (2004)  
Chair, McNair Scholars Selection Committee (2004-2007)  
Faculty Awards Selection Committee (2003-2006)  
Marshall for Commencement & Convocation Ceremonies (2001-present)

**Service to the Profession**

Track Chair, 2005 Atlantic Marketing Association Conference, “Professional Selling and Sales Management” track.

Editorial Board, *Journal of Asia Entrepreneurship and Sustainability* (2004-present).

Discussion Leader and Reviewer for various conferences.

**Service to the Community**

Leader in church  
Juggle/entertain for schools and charity events

**Memberships in Professional Societies**

American Marketing Association