

Dale Fodness

Satish & Yasmin Gupta College of Business
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Education

PhD, The Florida State University, 1991

Major: Marketing

Dissertation Title: A Functional Approach to Market Segmentation: An Operationalization and Application of Functional Theory in Marketing - 1991

MBA, University of South Dakota, 1983

Major: Business Administration

BS, University of Iowa, 1978

Major: Psychology

Academic Positions

Associate Professor of Marketing, University of Dallas. (1998 - Present)

Courses taught include:

Applied Research Methods - MBA

Business and Society – MBA, MS

Business Foundations Seminar - Undergraduate

Business Practicum - Undergraduate

Consumer Behavior- MBA

Customer Driven Innovation – Doctor of Business Administration (DBA)

Data Mining and Visualization - MS

Digital Marketing Strategies - MBA

Dissertation I – Doctor of Business Administration (DBA)

Dissertation II – Doctor of Business Administration (DBA)

Doctoral Colloquium II – Doctor of Business Administration (DBA)

Marketing Management - MBA

Marketing Research - MBA

Services Marketing - MBA

Strategic Marketing - MBA

Strategic Thinking – Executive Education

The Capstone Experience- MBA

Value-Based Marketing- MBA

Visiting Professor of Marketing, Aalto University, Finland (formerly The Helsinki School of Economics) (1991 - Present)

Courses taught include:

Critical Thinking - Undergraduate

Digital Marketing Strategies - Undergraduate

Travel/Tourism/Hospitality Marketing – Undergraduate

Bachelor Thesis supervision: Representative topics include:

- Social media competitive analysis and text mining: a case study in digital marketing in the hospitality industry
- Sponsorships in ESports
- Key determinants of successful crowdfunding campaigns in the gaming industry
- Impacts of virtual communication on business travel: the Finnish perspective
- Narrative advertising for hedonic & utilitarian products: A comparative study
- The influence of Instagram celebrity endorsement on the purchase behaviour of the millennials
- Millennial perception of gamification as a form of engagement in the workplace

Visiting Professor, Aarhus Summer University, Aarhus University (2019)

Associate Dean, Strategic Marketing & Communications, University of Dallas. (2012-2015)

Assistant Professor of Marketing, University of Texas San Antonio (1993 - 1997).

Visiting Professor of Marketing, Xin Jiang School of Economics and Finance, The People's Republic of China (1993).

Assistant Professor of Marketing, The University of Alaska Fairbanks (1990 - 1993).

Marketing Instructor, The Florida State University (1988 - 1990).

Academic Honors, Awards and Recognitions

Haggerty Teaching Award, University of Dallas. (2019)

Excellence in Teaching Award, National Society of Leadership and Success. (2018)

Innovation Award. Satish & Yasmin Gupta College of Business Awards. (2018)

Beta Gamma Sigma, the international business honor society for AACSB-accredited schools (2013)

King-Hagggar Scholar Award, University of Dallas. (2005)

Excellence in Research-to-Practice Award, American Society for Training and Development (ASTD). (2004)

Industry Experience

1983-present: Co-founder and President, BDRGlobal, Inc. Dallas, Texas (1993 – Present).

A consultancy specializing in marketing/research and training and development for corporate clients worldwide. Representative projects include:

2001-2015: Microsoft Corporation, Strategic Thinking - a three day course mapped to the Microsoft consultant's role; PSS-101- a week long course required of all new hires in Microsoft Premier Support Services; Managing Customer Expectations - a three day course required for all support engineers in Microsoft Premiere Support Services; Customer Focused Culture - a three day course required for all support engineers in Microsoft Developer Support. Training conducted in subsidiaries including: Canada, U.K., Philippines, Argentina, Venezuela, Japan, Malaysia, Singapore, Germany, India, Lebanon, Pakistan, Czech Republic, Poland. Also included in this time period were ad hoc consulting projects in marketing research, localization and customer satisfaction.

2017: Microsoft Corporation, Sales Division. New employee onboarding project management.

2016-2018: Las Colinas Association Board and CEO. Strategic planning workshops over a 2 year period with the Las Colinas Association Board and CEO.

2014: Sabre, Dallas, TX. (2014). Customer Driven Innovation workshops for C-level.

2005: Mission Foods, Marketing department competency evaluation

2003: Korea Telecom, Marketing High-Tech Products - a two and a half day seminar delivered to mid-level management trainees.

2003: FlowServe, E-Marketing Strategies - a two-day seminar for senior management.

2003: DigitalThink, Legal, Ethical and Professional Issues in Marketing - an online class for EDS

2003: DFW International Airport, Internal Marketing project for the Public Safety Division of the airport.

2003: China Telecom, The Marketing Strategy Process - a two day seminar delivered to senior and regional marketing managers.

2002: Informatics, E-Marketing and E-Sales Strategies that Win - delivered in Singapore, Malaysia, and Shanghai

1997-2000: Manager, Market Research, Dallas/Fort Worth International Airport, DFW Airport, Texas

Responsible for the design and implementation of the marketing research function at D/FW International Airport, including performance measurement programs, customer satisfaction measurement systems, competitive analysis, and strategic partnering with internal and external clients. Supervised a staff of marketing research professionals.

Marketing Research Analyst/Research Supervisor/Statistician, Division of Tourism, Florida Department of Commerce, Tallahassee, Florida (1983-1990)

Supervised the Domestic Tourism Market Research Program. Responsible for primary and secondary research projects, managing commissioned research, analysis and reporting for a variety of internal and external customers.

RESEARCH (abridged)

Book Chapters

Rhame, S. R., Fodness, D., Bell, R. G., Miller, R. J., & Whittington, J. L. (2019). Infusing a Practice-Based Mission Throughout a College of Business. In *Mission-Driven Approaches in Modern Business Education* (pp. 193-206). IGI Global.

Miller, R., Bell, G., Whittington, J. L., Fodness, D. (2017). Sustainability through stakeholder value creation: Redesigning an MBA curriculum. In J.A. Arevalo and S.F. Mitchell (Ed.), *Handbook of sustainability in management education: In search of a multidisciplinary, innovative and integrated approach*. Cheltenham: Edward Elgar Publishing.

Refereed Journal Articles

Fodness, D. (2017). The problematic nature of sustainable tourism: some implications for planners and managers. *Current Issues in Tourism*, 20(16), 1671-1683.

Remidez, Jr., H., Fodness, D. (2015). An Experiential Approach to Building Capability in Business and IS Students. *Journal of the Academy of Business Publication*, 16(Spring 2015), 179-191.

Fodness, D. (2014). Managing the Wickedness of Socially Responsible Marketing. *Journal of Business Strategy / Emerald*, 36(5).

Wang, L. C., Fodness, D. (2010). Can avatars enhance consumer trust and emotion in online retail sales? *International Journal of Electronic Marketing and Retailing*, 3(4), 341-362.
<http://www.inderscience.com/info/inarticle.php?artid=36881>

Fodness, D. D., Murray, B. C. (2007). Passengers' expectations of airport service quality. *Journal Of Services Marketing*, 21(7), 492-506.
<http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&contentId=1634419>

Fodness, D. (2005). Rethinking Strategic Marketing: Achieving Breakthrough Results. *Journal of Business Strategy*, 26 (3), 20-34.

- Fodness, D. & Murray, B. (1999). A Model of Tourist Information Search Behavior. *Journal of Travel Research*, 37 (3), 220-230.
- Fodness, D. & Murray, B. (1998). A Typology of Tourist Information Search Strategies. *Journal of Travel Research*, 37 (2), 108-119.
- Fodness, D. & Murray, B. (1997). Tourist Information Search. *Annals of Tourism Research: A Social Sciences Journal*, 24 (3), 503-523.
- Milner, L. M. & Fodness, D. (1996). Product Gender Perceptions: The Case of China. *International Marketing Review*, 13 (4), 40-51.
- Fodness, D. (1994). Measuring Tourist Motivation. *Annals of Tourism Research: A Social Sciences Journal*, 21 (3), 555-81.
- Fodness, D., Pitegoff, B. E., & Sautter, E. (1993). From customer to competitor: consumer co-option in the service sector. *Journal of Services Marketing*, 7 (3).
- Fodness, D. D., & Milner, L. M. (1992). A perceptual mapping approach to theme park visitor segmentation. *Tourism Management*, 13(1), 95-101.
- Fodness, D. (1992). The Impact of Family Life Cycle on the Vacation Decision-making Process. *Journal of Travel Research*, 31 (2), 8-13.
- Fodness, D. (1990). Consumer Perceptions of Tourist Attractions. *Journal of Travel Research*, 28 (4), 3-9.

Conference Proceedings (abridged)

- Fodness, D. (2015). In Jon M. Hawes (Ed.), *Marketing New Services* (pp. 502-506). Proceedings of the 1989 Academy of Marketing Science (AMS) Annual Conference / Springer International Publishing.
- Fodness, D. (2015). *Wicked Problems: Implications for Sustainable Tourism*. Middlesex University London: ICOT2015 - From Tourism Policy into Practice: Issues and Challenges in Engaging Policy Makers and End Users.
- Fodness, D. (2014). *Managing the wickedness of socially responsible marketing*. American Marketing Association.
- Fodness, D. (2013). *Taking advice from strangers: A netnographic exploration of online travel information search*. Bucharest, Romania: International Conference on Recent Advances in Retailing and Services Science.

Remidez, Jr., H., Fodness, D. (2012). *Project clickthrough: Connecting IT, decision support systems, strategy, and marketing*. San Francisco, CA: Decision Sciences Institute.

Schmisek, B., Fodness, D., Walsh, R. (2008). *The search for identity: Emergent Catholicity in the modern business school*. International Conference on Catholic Social Thought and Management Education.
<http://www.stthomas.edu/cathstudies/cst/conferences/becu/background.html>

Fodness, D. (2007). *Strategic thinking in marketing: Implications for curriculum content and design*. American Marketing Association Winter Educators Conference.

Fodness, D. (2005). *Airport service quality: Conceptualizing and measuring service quality in an elaborate servicescape*. Annual Meeting of the Association for Global Business.

Research in Progress

Twenty Years of Tourist Information Search, Empirical: replication of original tourist information search work with co-author Brian Murray.

Collaborative Mind Mapping in the Business Classroom: Applications and Outcomes, Pedagogical: describes my experiences using collaborative mind mapping in my classes

Strategic Thinking in Marketing: Implications for Curriculum Content and Design, Pedagogical: describes causes and consequences of lack of strategic thinking in marketing; proposes practical course and curriculum changes.

Developing Capability in Marketing Graduates, Conceptual: describes the need for developing capability and not just competency in marketing students and offers an approach developed in my classrooms.

Blended Learning in Nontraditional Educational Settings (working title), Pedagogical: describes research conducted on blended learning in educational settings that are short-duration and adjunct-intensive.

Other Publications

Fodness, D. (2005). *Ethics in marketing research: Can I? Should I? Would I?*. www.Marketingprofs.com. <http://www.marketingprofs.com/5/fodness1.asp>

Frank, B. A., Fodness, D., Cox, J. (2000). *New Ideas for Retaining Store-Level Employees*. Coca-Cola Retailing Research Council.

Presentations Given (abridged)

Fodness, D. Invited to Present at the Texas Business Deans Council Annual Conference: "Data Literacy: Implications, applications and opportunities for business schools (October 2019)

Fodness, D., Faculty Research Seminar, "Hybrid learning models," Aalto University, Helsinki, Finland. (April 2017).

Fodness, D., Mikkeli University Consortium, "The role of academic institutions in the economy and life of the community," Aalto University, Mikkeli Business Program, Finland. (April 2016).

Miller, R., Whittington, J. L., Bell, G., Fodness, D., Academy of Management Annual Meeting, "Sustainability in Management Education: Advancing Philosophy, Pedagogy, Integration and Roles.," Vancouver, BC. (August 2015).

Fodness, D., Southwest Regional Compliance & Ethics Conference, "The Ethics of Big Data," The Society of Corporate Compliance and Ethics, Dallas, TX. (December 5, 2014).

Fodness, D., Walsh, R., Schmisek, B., "The search for identity: Emergent Catholicity in the modern business school," Business Education at Catholic Universities: The role of mission-driven business schools, Notre Dame, Indiana. (June 2008).

Wysong, S., Hilpirt, R., Murray, B., Fodness, D., McGrady, E., "The impact of marketing to employees: An examination of employee attitudes toward a marketing campaign and their jobs," Hawaii International Conference on Business, Honolulu, Hawaii. (May 2008).

Fodness, D., "Strategic thinking in marketing: Implications for curriculum content and design," American Marketing Association Winter Educators Conference, San Diego, California. (February 2007).

Fodness, D., "Key Success Factors in Marketing," Venture Cup Entrepreneur Competition - Helsinki School of Economics. (2005).

Fodness, D., "Airport service quality: Conceptualizing and measuring service quality in an elaborate servicescape," Annual International Conference on Recent Advances in Retailing and Consumer Services Science, European Institute of Retailing and Services Science (EIRASS), Orlando, Florida. (June 2005).

Fodness, D., "Business-to-Business Marketing: Principles and Trends," International Association of Business Communicators. (2003).

Contracts, Grants and Sponsored Research

Grants

Fodness, D., "Exploring the Future of Blended Learning in Bachelor's Programs in International Business," Sponsored by Aalto University, School of Business. (August 2017)

Fodness, D., Frank, B., "Supermarket Employee Retention Study," Sponsored by Coca-Cola Retailing Research Council. (2000)

SERVICE (abridged)

Professional Service

Reviewer, Conference Paper, Marketing Educators' Association Annual Conference. (2012 - Present).

Reviewer, Conference Paper, American Marketing Association Annual Marketing Educators' Conference. (2010 - Present).

Reviewer, Conference Paper, Tourism Management. (2005 - Present).

Editorial Review Board Member, Journal of Services Marketing. (2000 - Present).

Ad-hoc Reviewer: Current Issues in Tourism, Sustainability, Journal of Sustainability

Professional Memberships

Business Marketing Association. (2002 - present)

American Marketing Association. (1999 - present)

Data Visualization Society. (2018 – present)

D/FW Interactive Marketing Association (2010-2012)

Service to the University of Dallas and S&YG College of Business

Academic Program Director for the Marketing Concentration - Graduate School of Management. 1998-2011

Core Course Coordinator: Value-Based Marketing. 2005 – 2015.

COB Committee Chair:

2012-2013: Educational Technologies Committee
2011-2012 – 2012-2013: Capstone
2010-2011: COB Tenure & Promotion
2005-2006: Marketing Strategy & Competitive Analysis Committee
2003-2004: COB Radio Board Committee
2003-2004: E-Magazine Committee
2003–2005: COB Dean's Council: Coordinator of Marketing for the College of Business
2002-2003 – 2004-2005: Marketing Strategy Committee

Faculty Sponsor (Student Organizations):

2017-present: Entrepreneurship Society
2003 – 2005: Business Marketing Association: University of Dallas Chapter

COB Committee Member:

2017-1018: DBA Admissions Committee
2012-present: Sustainable Business Network (founding member)
2013-2015: Assessment of Learning (AACSB)
2012-2013: DBA Continuous Improvement (DBA-CIC)
2012-2013: Learning Engagement and Effectiveness
2012-2013: Strategic Planning
2011-2012: Strategic Planning
2011-2012: Concentration Directors
2011-2012: Core Course Coordinators
2011-2012: Marketing Task Force
2010-2011: MBA Continuous Improvement
2010-2011: Deans Academic Network
2010-2011: Deans Administrative Network
2009-2010: COB Tenure and Promotion
2008-2009: COB Tenure & Promotion
2008-2009: COB Deans Advisors
2008-2009: COB Strategic Planning
2008-2009: GSM Online Learning
2005-2006: Curriculum Committee
2005-2006: International Programming Committee
2005-2006: Center for Professional Development Committee
2005-2006: Strategic Planning Committee
2005-2006: E-Magazine Committee
2005-2006: GSM Faculty Development Committee
2005-2006: UD Faculty Development Committee

2003-2004: Center for Professional Development Board Committee
2003-2004: Competitive Analysis Committee
2002-2003: Faculty Senate
2002-2003: Capstone Improvement Committee

Service to the University

Member

2019: Student Disciplinary Review Board
2017-2018: Copyright and Intellectual Property Committee
2016-2018: New LMS Selection Committee
2015-2016: COB Building Committee
2012-2017: UD Strategic Planning (Business Planning Task Force Leader)
2011-2012: Technology Committee
2010-2011: IMC Task Force
2000-2005: Faculty Senate