

**STEVEN W. HARTLEY**

**OFFICE ADDRESS:**

Department of Marketing  
Daniels College of Business  
University of Denver  
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**ACADEMIC POSITION:** Professor, Department of Marketing, Daniels College of Business, University of Denver.

**EMPLOYMENT EXPERIENCE:**

**Academic**

PROFESSOR 1992 - Present  
Marketing Department, University of Denver

WALTER KOCH ENDOWED CHAIR IN INNOVATION AND ENTREPRENEURSHIP,  
and DIRECTOR, EVM PROGRAM, 2003-2007 University of Denver

CHAIRMAN 1989 – 1994, 2002 - 2007  
Marketing Department, University of Denver

ASSOCIATE PROFESSOR 1988 - 1992  
Marketing Department, University of Denver

ASSISTANT PROFESSOR 1983 - 1986, 1987 - 1988  
Marketing Department, University of Denver

ASSISTANT PROFESSOR 1986 - 1987  
Marketing Department, University of Colorado at Denver

VISITING PROFESSOR Summer 1984, Summer 1985  
Marketing Department, University of Minnesota

INSTRUCTOR 1980 - 1983  
Marketing Department, University of Minnesota

RESEARCH ASSOCIATE 1981 - 1982  
Marketing Department, University of Minnesota

TEACHING ASSISTANT 1978 - 1980  
Marketing Department, University of Minnesota

**Business**

US WEST, Faculty-in-Residence, 1988

Control Data Corporation, 1979

Rosemount, Inc., 1977 - 1978, 1980

Minnesota Valley Engineering, 1976

**TEACHING:**

**UNDERGRADUATE COURSES TAUGHT:**

Principles of Marketing  
Marketing Management  
Marketing Planning  
Marketing Research  
Business to Business Marketing  
Sales Management

**GRADUATE COURSES TAUGHT:**

The Essence of Enterprise (Daniels MBA Compass course)  
Leading at the Edge (Daniels MBA Compass course)  
Profiles in Leadership  
Integrative Challenge (MBA Field Study)  
Marketing Management  
Marketing Planning  
Sales Management

**CONTINUING AND EXECUTIVE EDUCATION:**

Marketing Research  
    Bush Foundation Executive Fellows Program  
Sales Management  
    Center for Management Development, University of Denver  
Bank Marketing  
    The School of Bank Marketing, Bank Marketing Association  
    The Stonier Graduate School of Banking, American Bankers Association  
Marketing for Non-Marketing Managers  
    Executive Development Center, U. Minnesota (teaching assistant)

**EDUCATION:**

**Ph.D.** UNIVERSITY OF MINNESOTA, 1983  
Major: Marketing  
Minors: Management, Psychology

**M.B.A.** UNIVERSITY OF MINNESOTA, 1980

**B.M.E.** UNIVERSITY OF MINNESOTA, 1978  
Mechanical Engineering

**HONORS:**

**Research Funding**

FACULTY RESEARCH AND SCHOLARSHIP GRANTS

University of Denver, 2001

Topic: Assessing the Value of Public Resources: An Integrative View

University of Denver, 2000

Topic: Marketing Implications of the Federal Trademark Dilution Act; An Empirical Investigation of Definitional and Measurement Issues

University of Denver, 1999

Topic: Portfolios as a Method of Assessment in an Integrated Curriculum

University of Denver, 1997

Topic: Managerial Resource Allocation: Linking Products and Markets In the Strategic Planning Process

University of Denver, 1990

Topic: The Impact of Presenter Characteristics on Advertisement Evaluations

University of Denver, 1989

Topic: Designing New Business Startups: Entrepreneurial and Organizational Consideration

University of Denver, 1985

Topic: A Content Analysis of Business-to-Business Advertising Objectives

University of Denver, 1985

Topic: The Determinants of Salesperson Performance

University of Denver, 1984

Topic: Salesperson Self-Monitoring

**Awards and Recognition**

14th Annual University of Denver Author Recognition Reception, 2007

C. Thomas Howard Teaching Award, Daniels College of Business, 2003

First Place, Top Ten Sales Articles of the 20<sup>th</sup> Century, American Marketing Association,  
Sales Management Interest Group, 2002

Daniels College of Business Diamond Teaching Award, 1999, 2000

Finalist, American Marketing Association, 1990 O'Dell Award

Given to authors of the JMR article with the most significant impact on the discipline during the past five years.

1986 Best Article of the Year Award, Academy of Marketing Science

Awarded in 1987

Faculty Research Award, College of Business Administration, Univ. of Denver, 1987

Presented to the faculty member who has demonstrated the highest level of sustained quality research activity over the past three years.

American Marketing Association Doctoral Consortium Fellow, 1982

Dean's Prize for Applied Research, University of Minnesota, School of Management, 1980

(With William Rudelius and Norman L. Chervany)

First Place, University of Minnesota Mechanical Engineering Mechanism Design

Competition, 1978

University of Minnesota Student Leadership and Service Award, 1978

### **Affiliations**

Alpha Mu Alpha, National Marketing Honorary

Beta Gamma Sigma, National Business and Management Honorary

Omicron Delta Kappa, National Leadership Honor Society

Pi Tau Sigma, National Honorary Mechanical Engineering Fraternity

### **PUBLICATIONS:**

#### **Journal Articles (Refereed)**

"Sales Force Activities and Marketing Strategies in Industrial Firms: Relationships and Implications," with William Rudelius, James Cross, and Michael Vessey, Journal of Personal Selling and Sales Management, 21 (Summer), 2001, 199-206.

"How Buyers View Industrial Salespeople," with H. Michael Hayes, Industrial Marketing Management, 18 (May), 1989, 73-80.

"How Advertising Message Strategies Are Set," with Donald R. Glover and Charles H. Patti, Industrial Marketing Management, 18 (February), 1989, 19-26.

"Direct Mail: Directives for Improved Decision-Making," with Charles H. Patti, Journal of Direct Marketing, 2 (Autumn), 1989, 32-40.

"How Sales Promotion Can Work For and Against You," with James Cross, Journal of Consumer Marketing, 5 (Summer), 1988, 35-42.

"Evaluating Business-to-Business Advertising: A Comparison of Objectives and Results," with C.H. Patti, Journal of Advertising Research, 28 (April/May), 1988, 21-27.

“An Approach for Assessing Individual Versus Group Effects in Performance Evaluations,” with Francis J. Yammarino and Alan J. Dubinsky, Journal of Occupational Psychology, 60, 1987, 157-167.

“Implementation of Services Marketing Programs: Key Areas for Improvement,” with Patsy L. Lee, Journal of Professional Services Marketing, 2 (Fall/Winter), 1986, 25-37.

“Antecedents of Retail Salesperson Performance: A Path-Analytic Perspective,” with Alan J. Dubinsky, Journal of Business Research, 14, 1986, 253-268.

“Forecasting ‘To-Order’ Sales,” with William Rudelius and Raymond W. Willis, Industrial Marketing Management, 15, 1986, 147-155. Abstract in International Journal of Forecasting, 3 (3/4), 1987, 541.

“A Path-Analytic Study of a Model of Salesperson Performance,” with Alan J. Dubinsky, Journal of the Academy of Marketing Science, 14 (Spring), 1986, 36-46. Received Best Article of the Year Award.

“Turnover Intentions of Low- and High-Performing Sales Personnel,” with Alan J. Dubinsky, Journal of Sales Management, 2 (3), 1985, 3-7.

“Boundary Spanners and Self-Monitoring: An Extended View,” with Alan J. Dubinsky and Francis J. Yammarino, Psychological Reports, 57, 1985, 287-294.

“The Determinants of Salesperson Performance: A Meta Analysis,” with Gilbert A. Churchill, Jr., Neil M. Ford and Orville C. Walker, Jr., Journal of Marketing Research, 22 (May), 1985, 103-118. Finalist for O’Dell Award.

“The Little Model That Couldn’t: How a Decision Support System for Retail Buyers Found Limbo,” with William Rudelius and Gary W. Dickson, Systems Objectives Solutions, 2 (August), 1982, 115-124.

**Proceedings (National and Refereed, \* indicates presentation of paper at conference)**

“Valuing Public Resources: An Integrative View,” with Bruce Hutton, Developments in Marketing Science, Academy of Marketing Science, 2003.

“Marketing Implications of the Federal Trademark Dilution Act: An Empirical Investigation of Definitional and Measurement Issues,” with Bruce Hutton in Developments in Marketing Science, Academy of Marketing Science, 2001.

“An Interdisciplinary Framework for Investigating Influences on Judgmental Marketing Decisions,” with William Rudelius in Developments in Marketing Science, Academy of Marketing Science, 1999. \*

“Learning Global Marketing Strategy Through Digital Multimedia,” with Charles Patti and Lewis Tucker, in Proceedings of the International Management Development Association, Erdener Kaynak et. al., eds., 1996.

“Creating New High-Tech Ventures: How Business Schools Can Help,” with William Rudelius and David Gobeli, in Proceedings of TIMS Conference Sessions, CORS/TIMS/ORSA, 1989.

“The Impact of Presenter Characteristics on Advertisement Evaluations,” with R. Bruce Hutton, in Educator’s Proceedings, Paul Bloom et. al., eds., Chicago: American Marketing Association, 1989, 27-31.\*

“Medium and Climate Effects on the Evaluation of Image Ads: An Exploratory Study,” with William E. Kilbourne, in Educator’s Proceedings, Gary Frazier, et. al., eds., Chicago: American Marketing Association, 1988, 201-204.\*

“How Data Format and Problem Structure Affect Judgmental Sales Forecasts: An Experiment,” with William Rudelius, in Educator’s Proceedings, Terence A. Shimp et. al., eds., Chicago: American Marketing Association, 1986, 297-302.\*

“An Assessment of the Applicability of the Self-Monitoring Scale in a Selling Context,” with David Boush and Alan J. Dubinsky in Proceedings, Bart Hartman and Jeffrey Rinquist, eds., American Institute for Decision Sciences, 1985, 495-498.

“Sales Promotion: A Review of Theoretical and Managerial Issues,” with James Cross and Richard Rexeisen, in Winter Conference Proceedings, M.J. Houston and R.J. Lutz, eds., Chicago: American Marketing Association, 1985, 60-64.

“Study Exercises As An Instructional Tool: A Conceptual Model and Empirical Test,” with William Rudelius, in Educator’s Proceedings, R. Belk et. al., eds., Chicago: American Marketing Association, 1984, 101-105.\*

“A Market Model of an Instructional System in Management Education,” with Eric N. Berkowitz, in Developments in Marketing Science, Jay D. Lindquist, ed., Kalamazoo, Michigan: Academy of Marketing Science, 1984, 101-105.\*

“Identifying Membership Strategies: An Investigation of University Alumni,” with Eric N. Berkowitz, in Educator’s Proceedings, Patrick E. Murphy et. al., eds., Chicago: American Marketing Association, 1983, 349-353.\*

“An Experimental Investigation of the Effects of Data Presentation Format and Problem Structure on Forecast Accuracy,” with William Rudelius, abstract in Proceedings, Gary R. Reeves and James R. Sweigart, eds., American Institute for Decision Sciences, 1981, 405.\*

### **Proceedings (Special and Regional Conferences)**

“A Systematic Approach to Outcome Assessment in Marketing Education,” with James Cross and William Rudelius in Proceedings of the Marketing Educators’ Association, 2001.

“Assessment Issues in Marketing Education” with James Cross and William Rudelius, in Proceedings of the Western Marketing Educators Association, 2000.

“Integrating Economic and Social Values into the Marketing Curriculum,” with James Cross, in Proceedings of the Western Marketing Educators Association, 1999.

“A Framework for Investigating Influences on Judgmental Marketing Decisions,” abstract in Proceedings of the Society for Marketing Advance, 1998.

“Managerial Activities in Independent and Corporate-Sponsored New Ventures,” with William Rudelius and David H. Gobeli, in Proceedings, AMA Symposium, Research at the Marketing/Entrepreneurship Interface, 1988.

“Instructional Systems in Management Education for health Care Providers,” with Ronald Hoverstad, in Advances in Health Care Research, Silver Spring, Maryland: American Association for Advances in Health Care Research, 1988, 76-79.

“Validating Stages in the Energy Conservation Decision Process Using a Unidimensional Unfolding Model,” with Richard O. Weijo, in Proceedings, T.W. Jones and P.L. Shaffer, eds., Southwest American Institute for Decision Sciences, 1982, 4-6.

### **Cases**

“Rosemount Inc.: Industrial Products Division,” with William Rudelius, reprinted in: Business to Business Marketing Management, First Edition by Frank G. Birgham and Barney T. Raffield, Richard D. Irwin, Inc., 1990, 415-426.

Strategic Marketing Cases and Applications, 2nd Edition, by David W. Cravens and Charles W. Lamb, Jr., Homewood, Illinois: Richard D. Irwin, Inc., 1985, 718-731.

Introduction to Marketing Management, 5th Edition, by James D. Scott, Martin R. Warshaw and James R. Taylor, Homewood, Illinois: Richard D. Irwin, Inc., 1985, 794-806.

Marketing Management: Strategy and Cases, 4th Edition, by Douglas J. Dalrymple and Leonard J. Parsons, New York: John Wiley & Sons, 1985, 278-287.

Strategic Marketing Problems, 3rd Edition, by Roger Kerin and Robert A. Peterson, Boston: Allyn and Bacon, Inc., 1984, 218-231.

### **Books**

Marketing, Ninth Edition, with Roger A. Kerin, Eric Berkowitz, and William Rudelius, Burr Ridge, IL: Irwin/McGraw-Hill, 2009.

Marketing: The Core, Second Edition, with Roger Kerin and William Rudelius, McGraw-Hill, 2007.

Marketing: The Core, First Australian Edition, with Roger Kerin, John McDonnell, Julian DeMeyrick, Michel Rod, Tony Garrett, Robert Rugimbana, and William Rudelius, McGraw-Hill Australia, 2008.

Marketing, Seventh Canadian Edition, with Frederick G. Crane, Roger A. Kerin, Eric N. Berkowitz, and William Rudelius, McGraw-Hill, 2008.

Marketing: The Core, First Canadian Edition, with Roger Kerin, William Rudelius, Gerard Edwards, and Carla Gail Tibbo, McGraw-Hill Ryerson, 2005.

Marketing: The Core, First Chinese Edition (short), with Roger Kerin and William Rudelius, McGraw-Hill Education Asia, 2007.

Marketing: The Core, First Chinese Edition (long), with Roger Kerin and William Rudelius, McGraw-Hill International Enterprises, 2005.

Marketing, First Spanish Edition, with Roger Kerin, Eric Berkowitz, and William Rudelius, McGraw-Hill, 2004.

Marketing, First Portuguese Edition, with Roger Kerin, Eric Berkowitz, and William Rudelius, LTC, 2003.

Le Marketing, Second French Edition, with Eric Berkowitz, Frederick Crane, Roger Kerin, William Rudelius, Denis Pettigrew, Stephane Gauvin, and Willaim Menvielle, Cheneliere McGraw-Hill, 2007.

Marketing, First Italian Edition, with Roger Kerin and Eric Berkowitz and William Rudelius, McGraw-Hill Group Italia, 2007.

Marketing, First Russian Edition, with William Rudelius, and Roger Kerin, DeHobo, 2001.

Marketing, First Ukrainian Edition, with Roger Kerin and William Rudelius, Ceume, 2005.

Marketing, First Polish Edition, with Krzysztof Przybylowski, Roger A. Kerin, William Rudelius, Dom Wydawniczy ABC Sp., 1998.

Marketing: Canadian Insights and Applications, with Frederick G. Crane and E. Stephen Grant, Toronto: McGraw-Hill Ryerson, 1997.

Marketing, with Krzysztof Przybylowski, Roger Kerin, and William Rudelius, Warsaw, Poland: Panstwowe Wydawnictwo Ekonomiczne, 1994.

Business-to-Business Advertising: A Marketing Management Approach, Lincolnwood, IL: NTC Publishing Group, 1991.

#### **Publications in Special Volumes and Books**

“A Sales Forecasting Model for Firms Selling Projects ‘To Order,’” with William Rudelius and Raymond Willis, in Advances in Business Marketing, Greenwich, CT: JAI Press, Vol. 4, 1990, 147-175.



“Selecting Successful Salespeople: A Meta-Analysis of Biographical and Psychological Selection Criteria,” with Gilbert A. Churchill, Jr., Neil M. Ford, and Orville C. Walker, Jr., Review of Marketing, Michael J. Houston, ed., 1987, 90-131.

### **Publications in Trade Journals**

“How to Start Your Marketing Plan-In 20 Minutes,” LINK Magazine, (February-March), 1991, 59-61.

### **Software**

“Computer Problem Software,” with Elbert Greynolds, Homewood, IL: Irwin, 1989 and 1992.

## **PROFESSIONAL MEMBERSHIPS AND SERVICE ACTIVITIES:**

### **Memberships**

American Marketing Association  
Decision Sciences Institute  
Association for Consumer Research

### **Professional Review**

Ad hoc Reviewer, Journal of Marketing Education, 1999  
Ad hoc Reviewer, Journal of Marketing, 1988-1990  
Ad hoc Reviewer, Journal of the Academy of Marketing Science, 1991-1994  
Ad hoc Reviewer, Journal of Personal Selling and Sales Management, 1987  
Editorial Staff, Journal of Direct Marketing, Abstracts Section, 1986-1992  
Editorial Staff, Journal of Personal Selling and Sales Management, Abstracts Section, 1985-1992  
Ad hoc Reviewer, Journal of Marketing Research, 1986-1991  
Reviewer for Competitive Paper Session, Marketing Strategy Track, American Marketing Association, 2000.  
Reviewer for Competitive Paper Session, Academy of Marketing Science, 1993  
Reviewer for Competitive Paper Session, Innovation and Entrepreneurship Track, American Marketing Association, 1992  
Reviewer for Competitive Paper Sessions, Marketing Education Track and Marketing Management Track, American Marketing Association, 1992  
Reviewer for Competitive Paper Sessions, Marketing Education Track and Public Policy Track, American Marketing Association, 1990  
Reviewer for Competitive Paper Session, Marketing Education Track, American Marketing Association, 1989  
Reviewer for Competitive Paper Session, Marketing Management and Institutions Track, American Marketing Association, 1986  
Reviewer for Competitive Paper Session, Marketing Management Track, American Marketing Association, 1985  
Reviewer for Competitive Paper Session, Marketing Management Track, Academy of Marketing Science, 1985  
Reviewer for Competitive Paper Session, Marketing Management Track, American Marketing Association, 1984  
Reviewer for Competitive Paper Session, Consumer Behavior Track, Academy of Marketing Science, 1984

### **Presentations and Speeches**

Presenter: "Challenges Facing Marketers in the New Millenium," at the Texas Community College Teacher's Association, annual meeting, 2000.

Panel discussant, "Teaching Basic Marketing: Yesterday, Today, and Tomorrow," Western Marketing Educators' Association, Annual Conference, 1999.

Presenter, "Changes in the Marketing Curriculum," at the Society for Marketing Advances, 1998.

Guest Speaker, Presentation: "Managerial Activities In Independent and Corporate Sponsored New Ventures," to National Business Incubation Association, Fourth National Conference, April, 1990.

Guest Speaker, Presentation: "Principles and Applications of Research in Public Relations," Public Relations Society of America (Colorado Chapter), 1988.

Discussant, Marketing Management and Institutions Track, American Marketing Association, 1986.

Discussant, Marketing Management Track, American Marketing Association, 1985.

Discussant, Marketing Management Track, American Marketing Association, 1984.

Discussant, Consumer Behavior Track, Academy of Marketing Science, 1984.

Session Chairman, Consumer Behavior Track, Academy of Marketing Association, 1983.

Discussant, Marketing Track, American Institute for Decision Science, 1981.

### **University Committee Assignments**

Brand Champion Committee, 2003

Graphic Identity Committee, 1996-97

Coordinator, Lifelong Learning Institute, 1990-91

University of Denver Recruitment Committee, 1990-91

University of Denver Faculty Senate Academic Planning Committee, 1989-90

University of Denver Marketing Committee, 1989-90

Honorary Degree and Commencement Speaker Committee, 1988-1989

### **College Committee Assignments**

Graduate Programs Committee, 2007-08

Co-Curricular Activity Center Task Force, 2007

Daniels Compass Curriculum Design and Delivery Task Force, 2007, 2008

Integrative Challenge Curriculum Revision Committee, Chair, 2007

Daniels Technology Committee, 2006-2008

Faculty Performance and Assessment Task Force 2003-2004

AACSB Re-Accreditation Committee, Co-Chair, 1997-2000.

Integrative Challenge Curriculum Committee (Chair), 1994-97  
Appointment, Promotion and Tenure Committee, 1991-95  
College of Business Administration Strategic Planning Task Force, 1989-90  
Graduate Programs Committee, 1988-1989, 1996-97 (Chair)  
Faculty Research and Scholarship Committee, 1988-1989  
Exploratory Committee on Technology Management, 1983-84, 1984-1985  
Career Development and Placement Director Search Committee, 1984  
Center for Management Development Director Search Committee, 1984  
Curriculum Committee, School of Management, University of Minnesota, 1980-81, 1981-82

### **University, College and Departmental Services**

Interim Director, Emerging Leaders Program, 1995  
Center for Management Development Advisory Board, 1991-92  
Coordinator, Graduate Curriculum (required courses), Marketing Department, 1987-88  
Coordinator, Marketing Department Research Seminar Series, 1987-88  
Chairman, Department of Marketing, Summer, 1987  
Advisor, Student Organization and Registration (SOAR) Program, Summer, 1987  
Instructor, Marketing Department Honors course, 1986  
Co-Instructor (with Charles Patti and Bruce Hutton), Interterm course, "Advertising in the West," 1985  
Participant, Winter Carnival, 1985  
Faculty Representative to Geneva Glen retreat, 1984  
Participant, Fund Raising Telethon, 1984  
Participant, Prospective Student Telethon, 1984

### **Student Group Supervision**

Faculty Advisor to student team participating in General Motors Intercollegiate Marketing Competition, 1984-85

### **OTHER PROFESSIONAL ACTIVITIES**

#### **Special Topic Conferences Attended:**

Managing the High Technology Firm Conference, 1987  
Direct Marketing Institute for Professors, 1985  
American Marketing Association Strategic Planning Conference, 1984

### **Consulting**

The Cable Center (Customer Experience Management Program)  
Texas Instruments  
US WEST  
Snowshoe Mountain Resort  
Colorado Department of Health  
Denver Center for the Performing Arts

Samsonite  
Citicorp  
Telecheck Services, Inc.  
Davis, Graham and Stubbs (expert witness)  
Snell and Wilmer (expert witness)  
Townsend, Townsend and Crew (expert witness)  
Frontier Airlines  
Sundstrand Corporation  
Auto-trol Technology, Inc.  
Health Central Institute