R. BRUCE HUTTON

UNIVERSITY ADDRESS

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EDUCATION

Doctor of Philosophy in Business Administration, March 1977
Department of Business Administration, University of Florida, Gainesville, Florida

-Major area: Marketing
-Minor area: Social Psychology
-Minor area: Social Research Methods

Masters of Business Administration, June 1971
Marketing Concentration
Oklahoma State University, Stillwater, Oklahoma

Bachelor of Science in Business Administration, January 1970
Finance Major
Oklahoma State University, Stillwater, Oklahoma

DISSERTATION TITLE:

"Life Cycle Cost: The Impact on the Processing of New Information for Durable Goods"

Received the 1978 national Outstanding Research Award from the Major Appliance Consumer Action Panel. The dissertation was funded through a National Science Foundation Grant to William L. Wilkie and an American Marketing Association Doctoral Grant to R. Bruce Hutton.

EMPLOYMENT:

University of Denver Department of Marketing/Department of Business Ethics & Legal Studies Daniels College of Business Administration Denver, CO 80208	9/76 - Present
Dean Emeritus	10/07-
Director, Ethics & Sustainability Integration, Daniels College of Business	9/08 - 9/14
Dean (Interim), Daniels College of Business	7/07 – 7/08
Dean, College of Business Administration	9/90 – 2/94
Founder and Director, College of Business Administration Mountain MBA Program	8/87 – 9/90
Chairman, Department of Marketing	9/80 – 9/85
Professor	9/87 –
Associate Professor	9/80 – 7/87
Assistant Professor	9/76 – 7/80

Graduate and executive teaching subjects include corporate social responsibility/ethics, environmental management, sustainable development, leadership, consumer behavior, marketing research, services marketing, marketing management, marketing and the regulatory environment, and strategic market planning. Undergraduate teaching includes consumer behavior, marketing management, services marketing, and marketing research.

U.S. Department of Energy 8/77 – 8/78
Washington, D.C. 20545

On leave from the University of Denver to the U.S. Department of Energy. Program manager and research director responsible for development and integration of marketing strategy and consumer behavior research into demonstration program evaluation for the Assistant Secretary for Conservation and Solar Applications.

University of Florida 8/73 – 8/76
Department of Marketing
College of Business Administration
Gainesville, FL 32611

Graduate research assistant responsible for undergraduate courses in marketing management. Research assistant responsible for a variety of research projects at different stages of development and implementation.

Southeast Missouri State University 8/71 – 8/73
Department of Marketing
College of Business Administration
Cape Girardeau, MO 63701

Instructor responsible for teaching marketing management, finance, business math, and communications.

Oklahoma State University 1/70 – 8/71
College of Business Administration
Stillwater, OK 74074

Graduate research assistant responsible for administration of tests and data collection for research related to financial management.

PROFESSIONAL HONORS:

National/International

Forbes Magazine, 2011. Listed the graduate course, Social Entrepreneurship and Microfinance, as one of the ten most innovative business school courses in the U.S. Co-created and teach the course. Established the corporate partner relationship with Deutsche Bank.

Valentine Visiting Professor, 2009. Selected by University of Otago Business College for the Valentine Visiting Professorship, Dunedin, New Zealand.

Business & Society Innovation Fellow, 2007. Recognized as one of a select number of faculty, by the Aspen Institute's Business & Society program, for significant innovation in MBA programs.

Faculty Pioneer Featured Collection, 2005. Chosen to have body of work in the areas of corporate citizenship and sustainability in a featured collection of faculty for CasePlace.org, an affiliate of Beyond Grey Pinstripes, Aspen Institute's Business & Society Program.

U.S. Environmental Protection Agency Peer Review Appointment, 2003-2005. Appointed by the E.P.A.'s

National Center for Environmental Research as a peer review fellow for the National Science to Achieve Results research grants program, Behavioral/Social Sciences Division.

Faculty Pioneer Award for Institutional Leadership, 2001. The Beyond Grey Pinstripes international award is given by the World Resources Institute (WRI) and the Ford Foundation funded Aspen Institute Business & Society Program. One of five faculty selected from an international pool of scholars by a distinguished panel of corporate judges. The award was based on sustained leadership in integrating social and environmental concerns into business education and scholarship.

National Park Service Honorary Ranger, 1999. National award given by the Department of Interior, National Park Service for professional and volunteer contributions to the enhancement and sustainability of U. S. National Parks. It is the highest civilian honor given by the National Park Service.

Initiative for Social Innovation Through Business, 1998. One of ten business school faculty chosen by the Ford Foundation to help design a large scale initiative to encourage business schools to embrace corporate social responsibility in curriculum and research

United Way of America Corporate Citizenship Initiative, 2002. Appointed to a 20 person Advisory Board to help develop a Center of Excellence for Corporate Citizenship and Building Communities. This is a new national initiative to train businesses on building community based partnerships.

Hitachi Foundation Evaluation Advisory Panel, 1999. Chosen as one of select group of professionals to provide expertise in evaluation of socially responsible business practices.

Outstanding Research Award, 1978. Major Appliance Consumer Action Panel Annual Volunteer Service Award. A national competition award presented for the outstanding research project by a University faculty member. The basis for selection is contribution to the consumer and marketplace.

Intergovernmental Personnel Agreement, U. S. Department of Energy, 1977-78. A visiting appointment to the U.S. Department of Energy under the Assistant Secretary for Conservation and Solar Applications to represent the marketing and social science disciplines in the development and implementation of projects designed to operationalize the goals and mandates of the National Energy Plan and subsequent National Energy Act. This was the first such appointment given to a faculty member of the marketing discipline.

Who's Who in Marketing Among University Professors, 1984.

Outstanding Young Man of America, 1982-83.

Member of RAND Steering Committee on Energy Consumption and Conservation Program, 1981.

Beta Gamma Sigma, 1970. National Honorary Society in Business, Oklahoma State University.

Marketing Discipline

Resident Faculty for the Marketing and Society Doctoral Consortium, 1999. Marketing and Public Policy, University of Notre Dame.

Board of Directors, Western Marketing Educators Association, 1989-91.

Marketing and Tourism Research Panel, Colorado Tourism Board, 1988. One of seven panel members chosen nationwide to evaluate past research and recommend a future research agenda.

Faculty in Residence, US West, Summer 1987. Team member involved in the design and implementation of a market feasibility study involving opportunities in the London financial community for new products/services in the network management area.

Lecturer, Helsinki School of Economics, Spring 1986 and 1993. Lectured to MBA classes in Communications Management, Advertising Research, and Corporate Social Responsibility.

Lecturer, People's Bank of China, Summer, 1986. Lectures encompassed marketing theory and bank marketing strategies.

Marketing Science Institute (MSI), 1976-83. Participating researcher and advisor.

American Marketing Association Doctoral Grant, 1976. Received one of ten grants given by the AMA for outstanding dissertation proposals in marketing.

American Marketing Association Doctoral Consortium Representative, 1975. Represented the University of Florida's doctoral candidates in marketing at the Annual AMA consortium for outstanding doctoral students.

Mu Kappa Tau, 1971. National Honorary Society in Marketing.

University/College

Dean Emeritus, 2007 -

Evelyn and Jay Piccinati Endowed Chair, 2007 – . Awarded to the faculty who has demonstrated sustained teaching excellence and innovation in teaching related scholarship.

Daniels Outstanding Faculty Award for Excellence, 2004-2005. Award for outstanding contribution to the Daniels College of Business for demonstration of leadership, ethical behavior, appreciation of diversity and community commitment. Previously nominated in 1996, 1998.

Scholarship:
Willemssen Professorship, 1995. Awarded one-year professorship to conduct research based on competitive proposal. Title: New Relationships Between Business, Government, and Nonprofits: The Role of Corporate Social Responsibility.

Evans Professor, 2001. Nominee for university award for scholarship excellence.

Faculty Scholarship Award, 1999. Daniels College of Business inaugural award for integrated and interdisciplinary related research.

Faculty Scholarship Award, 2002. Daniels College of Business research award for applied research.

Outstanding Faculty Research Award, 1983. College of Business Administration, University of Denver. Recipient of first award of this kind presented to a faculty member recognized for outstanding contributions in research.

Teaching and Service:
Graduate Business Student Association (GBSA) Standard of Excellence Award, 1990.

Diamond Award, Core MBA teaching excellence.

The Cecil Puckett Award, 1985. Nominee. College of Business Administration, University of Denver. Presented to the faculty member who has demonstrated extraordinary dedication to students and their activities.

Chosen to deliver seminars for Aspen Salon Series, 1992-1996. Program developed by Humanities Department, Professors chosen based on demand from community. Seminar topics were sustainable development, environmental ethics, and social responsibility.

Co-chairman of University of Denver's Founders Day Celebration, 1993-94. 130th anniversary.

University Scholar/Teacher of the Year, 1989. Nominee.

John D. Hershner Free Enterprise Award, 1986. College of Business Administration, University of Denver.

Presented to the faculty member who best personifies, in both professional and civic life, dedication to and support of our competitive free enterprise economic system.

PROFESSIONAL ASSOCIATIONS AND ORGANIZATIONS:

Business for Social Responsibility
American Marketing Association
Association for Consumer Research
Council for Applied Social Research (1977-78)
Consumer Research Interagency Group (1977-78)
Energy and Society Discussion Group (1977-78)
Marketing Science Institute
Alpha Kappa Phi
Mu Kappa Tau

PUBLICATIONS: (Organized by subject matter)

Environment/Sustainability

Hutton, R. Bruce and Tricia Olsen, "Sustainability in the Developing World: An Exploration of Corporate Responsibility and Efficacy in Promoting Social Justice," book chapter to be published in Corporate Stewardship: Organizing for Sustainable Effectiveness, Greenleaf Pub., 2015.

Hutton, R. Bruce and Dave Cox, "Value Creation: The Promise of Sustainable Development," Chapter 11, *Good Business,* J. O'Toole and D. Mayer (eds), Routledge, 2010, pp. 130-144.

Hutton, R. Bruce, et al., "The Role of Sustainable Development in Risk Assessment and Management for Multinational Corporations," Multinational Business Review, V 15 (1), Fall 2007. This is a revised article chosen for a special edition. The original article is in the Proceedings published from the International Research Colloquium: Multinational Enterprise and Sustainable Development, Atlanta, GA, October 2006.*

Wittmer, Dennis, Bruce Hutton, et al. "Sustainable Business Policy and Practice in Gold Mining: A Case Study of Collaboration Between Newmont Mining and the Daniels College of Business," Proceedings, Global Forum: Business as an Agent of World Benefit: Management Knowledge Leading Positive Change; Academy of Management, UN Global Compact, and Case Weatherhead School of Management; Cleveland, OH, October 2006.*

Hutton, R. Bruce and Steve Hartley, "Valuing Public Resources: An Integrative Approach," National Conference Proceedings, Academy of Marketing Science, 2003.*

Bishop, G., D. Stedman, B. Hutton, L. Bohren, and N. Lacy. "Drive-By Motor Vehicle Emissions: Immediate Feedback in Reducing Air Pollution", Environmental Science and Technology, Winter 2000.

Lacy, Neil, R. Bruce Hutton, and L. Bohren. "Clearing the Air," ITS WORLD, September-October, 1997.*

Hutton, R. Bruce and P. Paul. "The Impact of Transportation on Sustainable Development: A Citizen View," Proceedings, Association for Commuter Transportation International Conference, Denver, CO 1996.*

Steadman, D., G. Bishop, R.B. Hutton, and N. Lacy. "Using IVHS Technology to Provide Roadside Information on Motor Vehicle Emissions", National Intelligent Transportation Systems Conference, Proceedings, Washington, D.C., 1995.

Hutton, R. Bruce. "Insurmountable Opportunity," Colorado Economy, 1995.

Hutton, R. Bruce. "E3: Earnings, Employment, and Environment," Colorado Economy, 1993-94.

Hutton, R. Bruce, "Sustainable Development: A New View," Earth Summit Times, New York, 1993.

Hutton, R. Bruce and Olli T. Ahtola. "Consumer Responses to a Five-Year Campaign to Combat Air Pollution," Journal of Public Policy and Marketing, Spring 1991, Vol. 10, No. 1, pp. 242-256.

Hutton, R. Bruce and Frank Markley. "Effects on Incentives on Environment Friendly Behaviors: A Field Experiment," Advances in Consumer Research, 1990.

Hutton, R. Bruce. "Defining the Measuring Costs Associated with Air Pollution," Brown Cloud Forum Proceedings, Denver, Colorado, 1988.

Corporate Citizenship

Hutton, R. Bruce and Don Mayer. "Corporate Social Responsibility and Corporate Excellence," Chapter 8, *Good Business,* J. O'Toole and D. Mayer (eds), Routledge, 2010, pp. 94-106.

Hutton, R. Bruce. "Prologue to *Good Business*," J. O'Toole and D. Mayer (eds), Routledge, 2010, pp. viii-xiii.

Hutton, R. Bruce, David Cox, and William Zisch. "Integrating Corporate Citizenship into MNC's Risk Assessment and Management Processes: A Case of Newmont Mining in Ghana," Proceedings, International Academic Symposium: Is Corporate Citizenship Making a Difference?, Ghana Institute of Management and Public Administration, United Nations Global Compact, Ghana, Africa, November 2006.*

Hutton, R. Bruce and Steve Hartley, "Marketing Implications of the Federal Trademark Dilution Act: An Empirical Investigation of Definitional and Measurement Issues," National Conference Proceedings, Academy of Marketing Science, 2001.

D'Antonio, L., T. Johnsen, and B. Hutton. "Socially Responsible Investing and Asset Allocation," The Journal of Investing, Fall 2000. Also chosen for reprint in The Investment Research Guide to Socially Responsible Investing, Investment Research Forum, 1999. (n.b., the three articles an social investing represent ground breaking research related to the viability of bonds for social investment)

Hutton, R.B., L. D'Antonio, and T. Johnsen. "Socially Responsible Investing: Growing Issues and New Opportunities," Business & Society, Vol. 37, No. 3 , September 1998.

D'Antonio, Louis, Tommi Johnsen, and R. Bruce Hutton. "Expanding Socially Screened Portfolios: An Attribution Analysis of Bond Performance," The Journal of Investing, V6, No. 4, Winter 1997. Special issue on socially responsible investing.

Hutton, R. Bruce. "Where Have All the Heroes Gone?" Daniels Business Review, University of Denver, October 1997. Inaugural issue, lead article.

Holcomb, John and R. Bruce Hutton. "The Body Shop International: An Integrated Teaching Case," International Association for Business and Society, Proceedings, 8th Annual National Conference, Destin, Florida, 1997.*

Hutton, R. Bruce and Albert Wildt. "Corporate Social Policy ," American Marketing Association News, January 6, 1992.

Ethics Education

Hutton, R. Bruce and Don Mayer. "The Daniels Compass: Global Business Education for Management Professionals," Chapter 11 in Educating for Responsible Management, Roz Sunley and Jennifer Leigh (eds), Principles for Responsible Management Education (PRME), Greenleaf Publishing, 2016.

Hutton, R. Bruce and Paul M. Bauer. "Guided by a Compass," ICOSA Magazine, Denver, CO, January-February 2009, 72-75.

Hutton, R. Bruce and David Cox. "A Compass for the Future: Curricular Innovation and Sustainable Development," *MBA Innovation*, Summer 2008. (Feature article)

Hutton, R. Bruce, et al. "Panel: Philosophies of Ethics Education in Business Schools," Journal of Business Ethics Education, 2(1), 2005.*

Hutton, R. Bruce. "Cultural Change: Key to Innovation in the Scholarship of Teaching," Proceedings, Innovation in the Scholarship of Teaching and Learning National Conference, Northfield, MN, 2005.*

Wittmer, D., J. Holcomb, R. B. Hutton, and D. Nelson. "A New Model for Ethics Education: Curriculum Reform at the University of Denver," International Association for Business and Society, Proceedings, 7th Annual National Conference, Santa Fe, New Mexico, 1997.

Wittmer, D., J. Holcomb, R.B. Hutton, and D. Nelson. "Reinventing the MBA Curriculum: Integrating Ethics, Law, and Public Policy," Teaching Ethics and Values in Public Administration Programs, James Bowman and Donald Menzel (eds), State University of New York Press, 1998. Paper presented at National Symposium on Ethics and Values, Public Administration Academy, 1995 and published as special edition article in Revolutionizing the MBA University of Denver, 1996.

Energy Conservation

Ahtola, Ollie T. and R. Bruce Hutton. "Field Experimental Study of Differences Between the USA and Canada in Readiness to Respond to Energy Conservation Programs," Journal of International Consumer Marketing, Volume 1, 1989. Reprinted from Second Symposium on Cross-Cultural Consumer and Business Studies, American Psychological Association, Honolulu, Hawaii, 1987.*

Hutton, R. Bruce, Gary A. Mauser, Pierre Filiatrault, and Olli T. Ahtola. "Effects of Cost Related Feedback on Consumer Knowledge and Consumption Behavior: A Field Experimental Approach," Journal of Consumer Research, 13. December 1986, pp. 327-336.

Hutton, R. Bruce, Olli T. Ahtola and Dennis L. McNeill. "Marketing to Vulnerable Groups: Testing the Effects of Peers and Incentives on Elderly Response to Home Energy Audits," Richard J. Lutz (ed.), Advances in Consumer Research (XIII), 1986.*

Hutton, R. Bruce. "Encouraging Conservation: The Role of Market Planning and Research," Energy Watch, California Energy Commission, 1986.

Hutton, R. Bruce and Dennis L. McNeill. "Energy Conservation and Vulnerable Groups: Identifying Market Strategies for Home Energy Audits," Proceedings, Families and Energy Conference, Michigan State University, 1984.*

McNeill, Dennis L. and R. Bruce Hutton. "Marketing Research for Decision-Making: Implications for Ridesharing Programs," Proceedings, National Ridesharing Conference, Chicago, Illinois, 1983.*

Hutton, R. Bruce. "Overview of the Energy Crisis and Consumer Conservation: Current Research and Action Programs Workshop," W.L. Wilkie (ed.), Advances in Consumer Research (VI), 1978. Reprinted in Consumerism, 4th ed., Aaker and Day (eds.), 1983.*

Hutton, R. Bruce. "Advertising and the Department of Energy's Campaign for Energy Conservation", Journal of Advertising, 11, No. 2, 1982, pp 27-39. Chosen for inclusion in Marketing Abstracts section of Journal of Marketing, Summer 1982.

Hutton, R. Bruce and Dennis L. McNeill. "The Value of Incentives in Stimulating Energy Conservation," Journal of Consumer Research, 8, December 1981, pp. 291-298. (Special issue on Consumer Behavior and Energy Use) Chosen for inclusion in Marketing Abstracts section of Journal of Marketing, Summer 1982.

Seligman, Clive and R. Bruce Hutton. "Evaluating Energy Conservation Programs," Journal of Social Issues 37, 1981, pp. 51-72. Special issue on energy conservation.

McNeill, Dennis L. and R. Bruce Hutton. "Marketing Incentives and Energy Conservation," Consumers and Energy Conservation: International Perspectives on Research and Policy Options, John D. Claxton, et al (eds.) Praeger, 1981, pp. 271-279.

Mauser, Gary and R. Bruce Hutton. "Feedback: A Tool for Energy Conservation," In Pursuit of Excellence, Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Robert Wyckham (ed.), 22-24, May 1981.

McNeill, Dennis L. and R. Bruce Hutton. "The Value of Incentives in Stimulation Energy Conservation," in J. R. Richie et al. (eds.), Consumer Behavior and Energy Use, 1980.*

Hutton, R. Bruce. "Marketing: A Strategy for Energy Conservation," Proceedings, First Annual Utility Conservation Conference, New Orleans, Louisiana, November, 1980.*

Hutton, R. Bruce. "The Role of Marketing and Communication in Energy Conservation," Proceedings, National Rural Electric Cooperative Association, Minneapolis, Minnesota, 1980.*

Hutton, R. Bruce and Dennis L. McNeill. "Research Issues, Empirical Findings, and Public Policy Implications for Energy Labeling," J.C. Olson (ed.), Advances in Consumer Research (VII), 1980.*

Hutton, R. Bruce. "In Home Energy Minority: A Test of Consumer Response to Energy Information," Family Economics Review Highlights – Summer 1978, p. 14.

Consumer Information and Decision Making

Hutton, R. Bruce and Dennis L. McNeill. "Evaluation of a Department of Energy Consumer Information Program," Proceedings, American Psychological Association, 1981.*

Hutton, R. Bruce and William L. Wilkie. "Life Cycle Cost: A New Form of Consumer Information," Journal of Consumer Research, 6, March 1980, pp. 349-360.

Hutton, R. Bruce and C. Dennis Anderson. "Energy Information for Consumer Decisions: Public Policy and Life Cycle Costing," Journal of Consumer Policy, 6, 1980, pp. 17-29.

Hutton, R. Bruce and William L. Wilkie. "Life Cycle Cost: Consumer Information for Energy Decisions," Marketing Science Institute, Research Program, Report No. 80-116, 1980.

Hutton, R. Bruce and C. Dennis Anderson. "Life Cycle Cost: A Policy Alternative for New Product Information," Changing Energy Futures, (II), Rocco A. Fazzolare and Craig B. Smith (eds.), Permagon Press Inc.: New York, 1979, pp. 741-50.

Hutton, R. Bruce, Dennis L. McNeill, and William L. Wilkie. "Some Issues in Designing Consumer Information Studies for Public Policy," H. Keith Hunt (ed.), Advances in Consumer Research (V), 1978.*

Wilkie, William L., R. Bruce Hutton, and Dennis L. McNeill. "Consumer Information Processing: Implications for Research in Public Policy," Proceedings, Southern Marketing Association Conference, New Orleans, 1975.

Consumer Research and Marketing

Burnett, John and Bruce Hutton. "New Consumers Need New Brands," Journal of Product & Brand Management, V 16, No. 5, Fall 2007.

McNeill, Dennis L. and R. Bruce Hutton. "The Impact of Program Evaluation Needs on Research Methodology," Kent B. Monroe (ed,), Advances in Consumer Research, (VIII), 1981.*

Hutton, R. Bruce and Lynn D. Collins. "Consumer Research in the Department of Energy," Proceedings, American Psychological Association, Division 23-Consumer Psychology, 1978.*

Hutton, R. Bruce. "Consumer Perceptions of Product Cost: A Changing Conceptual Structure," Phillip D. White and Charles C. Slater (eds.), Macro-Marketing: Distributive Processes from a Societal Perspective, An Elaboration of Issues, 1977.*

Hartley, Steve and R. Bruce Hutton. "The Impact of Presenter Characteristics on Advertisement Evaluations," Educators Proceedings, American Marketing Association, Chicago, Illinois, 1989.

Hutton, R. Bruce and Dennis L. McNeill. "Understanding the Home Health Care Market: Implications for Strategy," Scott M. Smith and M. Venkatesan (eds), Advances in Health Care Research, 1985.*

Hutton, R. Bruce and Suzanne Walters. "Focus Groups: Linkages to the Community,: Public Libraries, Vol. 27, No. 3, Fall 1988.

Hutton, R. Bruce and Dennis L. McNeill. "Marketing Research for Management Decision-making," American Marketing Association, Colorado Chapter (III, No. 3), 1983.*

Hutton, R. Bruce. "Review of The Use of Personality and Background Variables in Predicting Job Performance for Department Store Buyers," Proceedings, Southern Marketing Association Conference, New Orleans, 1975.*

*Indicates presentation of paper at the conference.

TECHNICAL REPORTS (Selected): (Totally or partially sponsored through grants/contracts to author or College)

Corporate Social Responsibility/Sustainability

Changing the Game: Reforming American Business, 2003, 2004, 2005, 2006. Research report on root causes of the ethical and legal malfeasance of corporations in society. Research covered executive compensation, corporate valuation, leadership and culture, governance, accountancy, and regulation. Co-authored with J. Holcomb and K. O'Brien and funded by the Vail Leadership Institute for the keynote report for their National Conference, Changing the Game Forum.

Sustainability Model for Mission Critical Position Management, 2003-2004. Research report for the National Park Service, Intermountain Region. Using primary and secondary research methods developed a model based on the principles of sustainability to evaluate and allocate NPS job descriptions and personnel within parks. The project produced three reports, and was used in developing human resource allocation alternatives to the concept of competitive sourcing.

Abu Dhabi Global Environmental Data Initiative, 2002. Involved in the conceptual design and writing of a proposal presented at the World Summit for Sustainable Development in Johannesburg, South Africa. The proposal was awarded status as a United Nations Type II Partnership Initiative to implement over the next five years.

Strategic Corporate Citizenship and Social Enterprise: Statewide Survey Results from Colorado's Nonprofit and Business Communities, 2000. Denver Foundation and Anschutz Family Foundation funded. First in-depth statewide study to examine the relationship between Colorado's nonprofit and business communities.

The Role and Potential of Marketing and Advertising on Global Human Development, paper prepared as part of United Nations Human Development Report, 1998.

IBM Corporate Social Policy Evaluation Model, IBM, Armonk, NY, 1995. Research project to develop metrics for measuring the business and social impacts of IBM's Corporate Support Program area.

Exploring the Role of Business Schools and Business in Shaping American Corporate Social Policy, 1990. Report was written as an outcome of The Keystone Project, an invitation only conference of business and academic leaders whose purpose was to explore ways for business and academia to partner to promote social responsibility.

Air Pollution and Conservation

Denver Metro Wood Burning Study, 2002. Colorado Department of Health and Environment.

ITS for Voluntary Emission Reduction: An ITS Operational Test for Real Time Vehicle Emission Detection, Department of Transportation and Federal Highway Administration, 1998.

Clean Air Colorado Pilot Program Evaluation, Colorado Department of Heath, Denver, Colorado, 1990.

Colorado Department of Health Better Air Campaign Market Research and Evaluation, Colorado Department of Health, Denver, Colorado, 1985-89.

U.S. Department of Energy, Grant # DE-ACO2-81CS22604, Washington, D.C.:

A Market Planning Approach to the Analysis of Consumer Information for Decision-making, 1981.

Energy Conservation and Vulnerable Groups: A Selected Literature Review, 1981.

Focus Group Interviews with Vulnerable Groups, 1982.

Issues in Analyzing Consumer Information for Management Decision-making, 1982.

Analysis of Consumer Information for Management Decision-making, 1982.

Marketing to Vulnerable Groups: Strategies for Energy Conservation Programs, 1981.

A Field Experiment to Test the Effects of Incentives and Peer Group Response Among Vulnerable Groups, 1981.

Evaluation of the Energy Cost Indicator Demonstration Program: A Report on Canadian and United States Field Experiments, Consumer and Corporate Affairs Canada, Hull, Quebec, 1983.

Hutton, R. Bruce. Evaluation of the Energy Cost Indicator Demonstration Program: Pacific Gas & Electric Company and Dallas Power & Light Company Experiments, Consumer and Corporate Affairs Canada, Hull, Quebec, 1982.

Hutton, R. Bruce. An Empirical Evaluation of the Low Cost/No Cost Energy Conservation Program, Department of Energy, Washington, D.C., 1981.

Marketing: An Approach to Successful Energy Conservation Consumer Information Program, Department of Energy, Region VIII, 1980.

National Park Service/National Forest Service:

Planning Research for Sustainable Use: Market Analysis of Mt. Charleston Property, NSF, Nevada, 2004.

Mission Critical Position Management Application Plan, Rocky Mountain Region, NPS, 2004.

A Sustainability Model for Mission Critical Position Management in National Parks, 2003.

A Competitive Sourcing Strategy for the Intermountain Region: Context Development, 2002.

Bridge to the Future Project, Strategic Plan, 2001.

Chamizal National Memorial Strategic Planning Process, 1999-2000.

Southwest Parks & Monuments Association Positioning Plan, 2000.

Mesa Verde National Park Comprehensive Planning Assessment, 1998.

Public Library, Market Studies:
Statewide Needs Analysis for Wyoming Libraries, 2001. Wyoming Library Association

Denver Public Library Central Facility User Survey, 1985, 1989.

Service Evaluation for the Rochester Public Library, 1988. Rochester Michigan Library Association

Denver Public Library Minority User Study, 1987.

Denver Public Library Potential User Survey, 1986.

Denver Public Library Central Facility Management/Staff Survey, 1985.

Denver Public Library Branch User Survey, 1985.

Arts and Museumss:
Colorado History Museum, 2009. Qualitative research study exploring visitation determinant attributes among visitors and non-visitors to the museum.
Denver Art Museum Visitation Study, 2008. Combination of focus groups and surveys of the Denver metro area population to identify market segments and branding opportunities.

Market Research Informing Strategies for Special Exhibits, 1997-present. Implemented a series of qualitative research projects to inform the positioning and marketing strategy for special exhibit programs, including: Pre-Colombian and Spanish Colonial, Dutch Interiors, European Masters, Egypt, Toulouse-Lautrec, Matisse, Mexican Colonial, Bonnard/Sargent/Degas, Impressionism, and The Louvre.

Creating Member Value in Times of Transition, 2004. Study to define marketing opportunities for creating member value while the Denver Art Museum is in the process of building the new wing and refurbishing the existing building.

Enhancing Museum Membership, 2001.

Vision for a New Denver Art Museum. Denver Art Museum, 2000. Study set the parameters for the design and function of the new $73 million wing of the DAM.

The Denver Center for the Performing Arts Marketing Study, Denver Center for the Performing Arts, Denver, Colorado, 1985.

Arts Patronage By Minorities, Denver Center for the Performing Arts, Denver, Colorado, 1986.

Resorts:
Snowshoe Mountain Resort Winter Visitor Survey, Snowshoe, West Virginia, 1991-96.

Aspen Ski Resort User and Non-user Segmentation Profile, Aspen Ski Company, Aspen, Colorado, 1990.

Aspen Summer Visitor Surveys, Aspen Resort Association, Aspen, Colorado, 1984-87.

Selected Other:
National Store Intercept Study of Express Customers. Batallure, LLC, 2008, 2009.

National Store Intercept Study of Abercrombie & Fitch and Hollister Customers, Venustas International, 2006.

Creating a Customer Value Model for AARP, Phase Two, 2005.

Creating a Customer Value Model for AARP, Phase One, 2003.

Assessing Market Segmentation Alternatives for AARP, 2001.

New Market Opportunities and Positioning Alternatives for Daniels & Associates, 2000, 2002.

Educational Options for Children Final Report, Coors Foundation, September 1998.

Market Research Audit, Samsonite Corporation, 1990.

National Advertising Tax Survey, Denver Advertising Federation, 1990.

Colorado Veterinary Medical Association Practitioner Survey, Colorado Veterinary Medical Association, Denver, Colorado, 1988.

PRESENTATIONS:

Ethics Education

R. Bruce Hutton, "Teaching in a Reset World: The Role of Interdisciplinary Studies," Global Compact and Principles for Responsible Management Education, Kyoto, Japan, 2012.

R. Bruce Hutton, "Leadership Lessons from the 10th Mountain Division," Aspen Institute First Movers Conference, Aspen, CO. 2011.

R. Bruce Hutton, "Integrative Learning: Redesigning Curricula, Shifting Institutional Culture," American Association of Colleges & Universities (AACSB), Plenary Speaker, Atlanta, GA, October 2009. (This presentation resulted in being asked to make presentations at three universities.)

Hutton, R. Bruce, Buie Seawell, and John Holcomb. "Ethics is a Contact Sport," AACSB National Ethics and Governance Conference, When Leadership Matters Most, Washington, D.C., 2005.

Hutton, R. Bruce, "Cultural Change: The Critical Step for Innovation in the Scholarship of Teaching," Innovation in the Scholarship of Teaching and Learning National Conference, Proceedings, Northfield, MN, 2005.

Hutton, R. Bruce, "Creating Value Through a Values Based MBA Curriculum," Teaching Business Ethics National Conference, AACSB Sponsored, Boulder, CO, 2004.

Hutton, R. Bruce, "Creating a Values Based Integrated MBA Program," AACSB International Deans Conference, Ft. Lauderdale, FL, February 2002.

Hutton, R. Bruce, "Making Corporate Social Responsibility and Corporate Governance More Than Window Dressing," AACSB Emerging Curriculum National Conference, Philadelphia, PA, December 2002.

Hutton, R. Bruce. "The Body Shop International: An Integrated Teaching Case." International Association for Business and Society, National Conference, Destin, Florida, 1997.

Watkins, Tom and R. Bruce Hutton. "Expanding Management Higher Education Through a Business-Education Partnership", Association of Private Enterprise Education, Dallas, Texas, 1990.

Hutton, R. Bruce and Tom Watkins. "Reacting to Porter-McKibbon: Adding Managerial Effectiveness to Technical Competence", National Organization Behavioral Teaching Conference, University of Richmond, Richmond, Virginia, 1990.

Hutton, R. Bruce. "Faculty in Residence Programs: An Evaluation:, Western Marketing Educators Conference, Newport, California, 1988.

Corporate Citizenship

Hutton, R. Bruce, "Collaborative Partnerships and Social Business," Social Business and Microeconomic Opportunities for Youth National Conference, Denver, CO, 2008.

Hutton, R. Bruce, "Improving Your Bottom Line and the World Through Socially Responsible Investing," Pikes Peak Sustainable Business Network, Colorado Springs, CO, 2005.

Zadroga, F. and B. Hutton, "The U.S./Mexico Partnership for Prosperity Project," Sustainable Resources 2003 Conference, Boulder, CO, September 2003.

Hutton, R. B. and F. Zadroga, "The U.S./Mexico Sustainable Workforce Model," Joint Ventures: Partners in Stewardship National Conference, sponsored by the Federal Land Agencies, Los Angeles, CA, November 2003.

Hutton, R. Bruce, "The Role of Corporate Citizenship in a Global Market," American Society of International Law, Sutton Colloquium, Denver, CO, 2003.

Hutton, R. Bruce, "The Value of Partnerships: Raising the Standard of Living of Migrant Workers on Both Sides of the Border," National Conference on Science and the Environment, Keystone, CO, 2003.

Hutton, R. Bruce, "The Strategic Value of Corporate Citizenship," United Way of America, Corporate Advisory Board, Washington, DC, 2002.

Hutton, R. Bruce, "Strategic Corporate Citizenship: Creating Value Through Partnerships," Sawatch Summit, Vail Symposium, 2001.

Hutton, R. Bruce, "Social Responsibility and the Role of Public/Private Partnerships," Marketing and Public Policy Conference, Washington, D.C., 2000.

Hutton, R. Bruce, "Corporate Citizenships and Social Enterprise," Presentations made to the following organizations:

Colorado Association of Non Profit Organizations, 2000.
Colorado Association of Social Scientists, 2000.
Colorado Association of Foundations, 2001.
Colorado Corporate Volunteer Alliance, 2001.
Two-Percent Club of Colorado , 2001.
Leadership Denver, 2001.
Vail Symposium, 2001.

Sustainability

Hutton, R. Bruce and Tricia Olsen. "Sustainability in the Developing World: An Exploration of Corporate Responsibility and Efficacy in Promoting Social Justice," Corporate Stewardship: Organizing for Sustainable Effectiveness, Center for Effective Organizations, University of Southern California, February 2014.

Hutton, R. Bruce, et.al. "The Relationship Between Competitiveness and Sustainability in the Healthcare Delivery Industry," Sustainability, Ethics, and Social Entrepreneurship Conference (SEE), Denver, CO, 2013.

Hutton, R. Bruce. "Growing the Green Curriculum: Practical Tips for Those Who Teach," National AACSB Sustainability Conference, Minneapolis, MN, July 2009.

Hutton, R. Bruce. "Beyond Green: The Value of Sustainable Development," Valentine Visiting Professor Lecture, University of Otago, New Zealand, 2009.

Hutton, R. Bruce. "Sustainable Development: Opportunities and Risks Beyond Green," Daniels College of Business, University of Denver, 2009.

Hutton, R. Bruce. "Preparing Responsible Managers for the Mining and Metals Industry," Aspen Institute Center for Business Education, webinar, 2009.

Hutton, R. Bruce. "Building Brand Equity Through Sustainability," Society for Marketing Professional Services, Denver, CO 2009.

Hutton, R. Bruce. "Sustaining Human Capital: Retraining the Best People via Sustainability," Global Sustainability: The New Bottom Line, Sustainable Opportunities Summit, Denver, CO 2009.

Hutton, R. Bruce. "Beyond Green: What Does Sustainability Really Mean?" Business Marketing Association, Denver, CO 2008.

Hutton, R. Bruce. "Branding Sustainable Development," Marketing Roundtable, Daniels College of Business, Denver, CO 2008.

Hutton, R. Bruce. "You Find Sustainability in the Strangest Places: The Case of Newmont Mining," SRI in the Rockies National Conference, Santa Fe, NM 2007.

Hutton, R. Bruce. "The Ethic of Sustainability: An International Perspective," 2007 Sutton Colloquium, Lawyering in an Age of Globalization. Hosted by Sturm College of Law, International Law Society, and Denver Journal of International Law and Policy. Denver, CO 2007.

Hutton, R. Bruce and Noel Brown. "On Behalf of Planet Earth: Global Corporate Responsibility and the Challenges of Sustainable Development," 17th Annual SRI in the Rockies National Conference, Sustainable and Responsible Investing: Transforming the Global Economy. Colorado Springs, CO. 2006.

Hutton, R. Bruce, "Sustainability as a Framework for Human Capital Development in the National Park System," National Leadership Council, National Park Service, Bar Harbor, ME, 2002.

Hutton, R. Bruce, "Sustainability and Conservation Ethics: Applications to National Parks," Southwest Superintendents Conference, National Park Service, Santa Fe, NM, 2002.

Hutton, R. Bruce, "Leadership Actions for a Sustainable National Parks Future," Stewardship: The Art of Collaboration, Intermountain Region Conference, National Park Service, 2001. (Paper has also been presented to the Director of the National Park Service and at three other regional National Park conference).

Hutton, R. Bruce, "National Parks as Rural Economic Drivers," Colorado Rural Development Council, 1999.

Hutton, R. Bruce, "Growing a Double Bottom Line," Marketing Roundtable, University of Denver. 1999.

Hutton, R. Bruce, "Consumer Participation in Corporate Decision-making ," Sustainable Colorado Conference, 1998.

Hutton, R. Bruce and P. Paul. "What is a Sustainable Colorado?" Invited research paper presented at Colorado Sustainable Development Conference, Denver, CO, 1996.

Hutton, R. Bruce. "Business and the Environment: A Partnership for Profit and Sustainability," conference summary paper, jointly sponsored conference by Environmental Marketing and Advertising Council and The United Nations, 1993.

Conservation and Air Pollution

Hutton, R. Bruce and Olli T. Ahtola. "Consumer Responses to a Five-Year Campaign to Combat Air Pollution," Marketing and Public Policy: Issues for the 1990's, American Marketing Association Workshop, Washington, D.C., 1990.

Hutton, R. Bruce. "Marketing Strategies for Cleaner Air", Marketing Technology and the Environment, American Marketing Association Educators Conference, Washington, D.C., 1990.

Hutton, R. Bruce. "Marketing Energy Efficiency: Being Systematic Pays Off," Fourth Annual Community Energy Management Conference, Detroit, Michigan, 1985.

McNeill, Dennis L. and R. Bruce Hutton. "Marketing Research for Decision-making: Implications for Ridesharing Programs," National Ridesharing Conference, Chicago, Illinois, 1982.

Hutton, R. Bruce and Dennis L. McNeill. "A Marketing Segmentation Approach to Describe the Response to Energy Conservation," Eighth Annual Macromarketing Seminar, University of Rhode Island, 1983.

Hutton, R. Bruce. "Marketing: A Strategy for Motivating Consumers to Conserve Energy," First Annual Utility Conservation Conference," New Orleans, Louisiana, 1980.

Hutton, R. Bruce and Lynn D. Collins. "Social Science Research: Input for Energy Conservation Public Policy," Western Psychological Association Conference, Honolulu, Hawaii, 1980.

Hutton, R. Bruce and C. Dennis Anderson. "Life Cycle Cost: A Policy Alternative for New Product Information," International Conference on Energy Use Management, Los Angeles, California, 1979.

Hutton, R. Bruce. "Evaluation of Current Social-Psychological Strategies in Consumer Energy Conservation," American Psychological Association Conference, Division 23-Consumer Psychology, Toronto, Canada, 1978.

Hutton, R. Bruce. "Feedback Monitors: A Test of Consumer Response to Energy Information," National Food and Agricultural Outlook Conference, Washington, D.C., 1978.

Hutton, R. Bruce. "Solar Energy Retrofitting: Problems and Possibilities," Conference on Solar Technology: Moving It Into the Marketplace, Center for Public Issues, University of Denver and the Department of Energy, 1977.

Marketing
Hutton, R. Bruce. "The Role of Research in Museum Strategy," American Association of Museums National Conference, Denver, CO, 2008.

Hutton, R. Bruce and Joyce Jennings. "Overcoming Stigma: Market Research and the Development of Mental Health Programs", Colorado Mental Health Conference, Denver, Colorado, 1989.

Hutton, R. Bruce. "A Strategic Planning Process for Resort Communities: Handling Multiple Objectives", Western Marketing Educators Conference, Monterey, California, 1987.

Hutton, R. Bruce. "Evaluation Research: Tools for Better Marketing Decisions," Midwest Energy Education Consortium, George Williams College, Chicago, Illinois, 1983.

Henderson, Grace and R. Bruce Hutton. "Labeling Effects and the Black Self-Concept," Society for the Study of Social Problems Conference, Los Angeles, California, 1975.

SPEECHES, DISCUSSANT, SEMINAR PARTICIPANT:

Corporate Citizenship/Ethics
"Sarbanes Oxley and Its Role in Promoting Corporate Ethics," Ethics and Communications, SOC Summit, University of Denver, Denver, CO, 2004. (Invited panelist)

"Corporate Citizenship and Business Ethics," Society for Business Ethics National Conference, Denver, CO, 2002. (Invited presentation)

"The Status of Corporate Social Responsibility," National Public Radio, Colorado Matters; Utah Public Radio, Winning on Wall Street, 2002. (Radio interviews)

"Building the Value of Stakeholder Relations," National Dialogue and Collaborative Learning Conference, Vancouver, BC, 2002. (Invited participant)

"Corporate Social Responsibility: Challenges for the Future," A Closer Look at Corporate Social Responsibility, Brad Butler Series on Philanthropy, Denver Foundation, Denver, CO, 2001. (Invited panelist)

"Global Partnerships and the Social Responsibility of Business," United Nations Millennium Forum Summit, New York, 2000. (Invited panelist)

"Where Have All the Heroes Gone?" New Mexico Ethics in Business Awards, 2000. (Keynote speech at Inaugural program).

"Business and the Socially Responsible Vision: How Values and Ethics Affect the Bottom Line," Business for Social Responsibility, Regional Conference, Boulder, CO 1999. (Panel chair and speaker)

"Issues in Corporate Social Awareness and Responsibility," Marketing and Public Policy Conference, University of Notre Dame, South Bend, IN, 1999. (Session discussant)

"Growing a Double Bottom Line: Strategic Corporate Citizenship," Young Presidents Organization, International University, Salzburg, Austria, July 1998. (Invited presentation)

"Co-opetition: New Alliances for the 21st Century," Young Presidents Organization, International University, Salzburg, Austria, July 1998. (Invited presentation)

"Heretics and Heroes: Changing Course for Profit and Community." Young Presidents Organization, International University, Salzburg, Austria, July 1998. (Panel chair)

"New Prosperity and New Relationships: Emerging Alliances Between Public, Private, and Nonprofit Organizations," Vail Symposium, Fall 1997. (Invited presentation)

"Socially Responsible Leadership," Keller Williams Real Estate, Annual Meeting, September 1997. (Invited keynote speaker)

"The Role of Social Responsibility in the Development of New Relationships Between Social Sectors," Socially Responsible Investments National Conference, Snowmass, CO, 1995 (Invited)

"Creating and Communicating an Ethical Business Culture," Business for Social Responsibility 1995 National Conference, San Francisco, CA, 1995. (Session Chair and invited speaker)

"Business Ethics," Rocky Mountain Business Travel Association, 1994. (Keynote dinner speech)

"Ethics and the Environmental Professional," Air and Waste Management Association National Conference, 1993. (Invited panelist).

"Business Ethics and Social Responsibility," Colorado Society of Certified Public Accountants, 1990 Annual Meeting, Vail, Colorado, 1990. (Panel chairman and speaker)
"Marketing and Ethics," PACE Conference on Business Ethics, Arthur Anderson and Company, St. Charles, Illinois, 1988. (Invited participant)

Sustainability/Environment

"A Compass for the Future: The Changing Landscape of Business Education and the Role for Sustainable Development," Presidio Graduate School, San Francisco, CA, November 2011.

"Building Strategy Through Sustainable Development," CORE Statewide Workshop, Denver, CO, July 2010. (Keynote Presentation)

"Driving Social Entrepreneurship: The Role of Sustainable Development," Rocky Mountain Sustainability Summit, February 2011.

"Leadership in Sustainability," Energy/Logistics/Environment International Conference, Denver, CO. October 2010

"The Value of Sustainable Development," Colorado Legislative Briefing, Denver, CO, 2008.

"Sustainability in Business," Beta Gamma Sigma, Denver, CO, 2008.

"Abu Dhabi Global Initiative on Environmental Data Collection," United Arab Emirates and United Nations sponsored international conference on developing quality environmental data methods and procedures, Abu Dhabi, UAE, 2002. (Conference Raconteur)

"Finding Common Ground," Utah Parks and Gateway Business Conference, Bryce Canyon, Utah, 2001. (Invited speaker)

"Guiding Principles for Affecting Change," National Association for Commuter Transportation, National Conference, Denver, CO, Summer 1999. (Invited presentation)

"Environmental Community Input to the Environmental Charter for the North American Telecommunications Industry," United Nations Signing Ceremony, New York, NY, 1999. (Invited speaker)

"The Social Implications of Consumption on Sustainable Development," World Business Council for Sustainable Development, North America Conference, Washington D.C., 1998. (Invited presentation)

"Fostering Interdisciplinary Research: Stepping Stones and Pitfalls," Provost Conference on Research, Scholarship, and Creativity, October 1996. (Panelist)

"Partnerships and the National Park Service: Strategy For a New Century," National Park Service Superintendents Conference, Spring 1997. (Invited speaker)

"The Critical Question Regarding Growth: How Much is Enough?" Third Annual Symposium, Environmental Council, Boulder Chamber of Commerce, Boulder, CO 1995. (Invited keynote)

"Environment and Economics: An International View," Fulbright Latin American Scholars Seminar, Institute for International Education, 1994. (Invited keynote speech)

"The Quest for Balance, MBA Graduation Dinner 1993 and 1994. (Invited keynote speech).

"Balancing Quality of Life and Economic Growth," Avon/Beaver Creek Resort Association, 1994. (Invited speech at monthly meeting)

Education

"Collaboration for Sustainable Development and Value Creation," American Association for Sustainability in Higher Education (ASHEE), National Conference, Denver, CO. February 2011.

"Living in a Reset World: The Value of Integrative Learning," Convocation Lecture, Illinois College, Jacksonville, IL, April 2011.

"The Future of Business Education," Aspen Institute Business & Society Program Working Group, 2009.

"MBA Educational Reform," International Association for Business and Society, 1997 National Conference. (Invited panelist)

"Social Issues and Organizational Behavior," Western Case Writers Association, Western Academy of Management, 1996. (Chair)

"Keys to Program Innovation: Organizational Change and Experiential Learning," National Winter Workshop, Educational Commission of the States, Denver, CO 1996. (Invited)

"The Role of Values in Educational Reform," Douglas County Schools, Behavioral Standards, 1995. (Keynote)

"Trans-disciplinary Case Teaching," Western Casewriters Association, Annual Conference, Western Academy of Management, Banff, Canada, 1996. (Panel presentation)

"Improving Undergraduate Curriculum and Assessment," National Forum on Student Preparation for College and the Workplace, State Higher Education Executive Officers, Denver, CO, 1995. (Invited speaker)

"Enterprise and the Environment: The Role of Education," Colorado Alliance for Environmental Education (CAEE) State Conference, 1995. (Keynote speaker to open conference)

"Social Responsibility and Service Learning: The Need for Context," Colorado Campus Compact, Second Annual Conference, Social Responsibility and Higher Education, 1994. (Invited speaker)

"Internationalization at the University of Denver: Selected Perspectives," Second Annual University Conference, 1994. (Chair)

"Scholarship at the University of Denver", two day university wide conference to discuss scholarship, 1994. (Invited panelist).

"Dramatic Changes in Product and Process: The D.U. Experience, "State Higher Education Executive Officers (SHEEO), Redesigned Delivery Systems Project Meeting, October, 1993. (Invited speaker)

"Integrating Law, Ethics, and Business," Ethics and Legal Studies Conference, 1993. (Keynote)
"Business and the Environment: A Partnership for Profit and Sustainability," Environmental Marketing and Advertising Council National Conference, New York, 1992. (Conference summary speaker)

"Criticisms of MBAs: Is There a Programmatic Answer?," Western Marketing Educators Association Conference, San Francisco, California, 1989. (Roundtable chair)

Energy/Conservation

"Clean Air Colorado Pilot Program Evaluation," American Lung Association of Colorado, Denver, Colorado, 1990. (Invited speaker)

"How to Organize a Successful Pollution Control Program," Colorado Alliance for Better Air (CABA), Denver, Colorado, 1990. (Invited speaker)

"Transportation Issues," Environmental Stewardship 2000, Thorne Ecological Institute, Boulder, Colorado, 1989. (Invited speaker)

"Selecting Process Factors to be Evaluated and Integrating Them into Cost-Benefit Analysis," International Conference on Energy Program Evaluation," Chicago, Illinois, 1987. (Invited panel member)

"Strategic Market Planning for Energy Conservation Programs," Department of Energy Bi-Regional Conference, Springfield, Missouri, 1987. (Invited speaker)

"Research Strategies for the Future," Energy Council of America, Washington, D.C., 1985. (Invited panel member)

"Marketing Energy Conservation Programs," Energy Conservation Program Evaluation Conference, Chicago, Illinois, 1985. (Invited speaker)

"Marketing Conservation to Low Income, Minority, and Senior Citizens," Marketing Residential Conservation: Issues, Approaches, and Findings, Minnesota Department of Energy, University of Minnesota, 1983. (Invited speaker)

"Communications – What's it Worth?" Colorado Power Council, Denver, Colorado, 1981. (Invited speaker)

"Consumer Research and Energy Conservation: A Review and Future Perspective," Association for Consumer Research Conference, St. Louis, Missouri, 1981. (Invited panel member)

"The Importance of Communications in Energy Conservation," Colorado Power Council, Annual Conference, Denver, Colorado, 1981. (Invited speaker)

"A Review of the Department of Energy's Conservation and Solar Energy Program," Environmental Protection Agency Program review prior to Congressional Hearings 1980. (Invited speaker)

"Conservation and Solar Program Evaluation, "United States Environmental Protection Agency, Office of Research and Development, San Francisco, California, 1980. (Invited panel member)

"Marketing and Energy Conservation," American Marketing Association, Marketing Educator's Conference, Special Session, Chicago, Illinois, 1980. (Session discussant)

"Program Evaluation Perspectives in Consumer Related Public Policy," American Psychological Association Annual Conference, Montreal, Canada, 1979. (Invited speaker)

"The Use of Market Research in Energy Policy," R. Bruce Hutton and Dennis L. McNeill. SERI Analysis and Assessment Seminar Review, 1979. (Primary speakers)

"Social Psychological Approaches to Energy Conservation: Basic Research to Real World Applications," Eastern Psychological Association Conference, Washington, D.C., 1978. (Participant)

"Energy Conservation in Buildings and Community Systems," National Governors' Conference, Washington, D.C., 1978. (Participant)

"Attitudes, Behavior, Life Style and Energy," Yale Group Seminar, Washington, D.C., 1978. (Participant)

"Role of Social Science Research in the Department of Energy," House Science and Technology Seminar, Washington, D.C., 1978. (Participant)

"Social Psychological Strategies in Consumer Conservation," American Psychological Association, Division 23 – Consumer Psychology, 1978. (Discussant)

"Motivating Occupants of Master-Metered Buildings to Conserve Energy," Institute for Real Estate Managers, Denver, Colorado, 1977. (Speech)

Marketing/Research

"Future Forces Affecting Colorado Business," IBM Users Group Meeting, 1994. (Invited speaker with Governor Romer)

"Marketing the Services of Public Libraries," Special Libraries Association 79th Annual Conference, Denver, Colorado, 1988. (Invited speaker)

"Resolving the Stigma of Mental Illness: Understanding Societal Attitudes," Current Concerns in Mental Health, Colorado Nurses Association, Colorado Springs, Colorado, 1988. (Invited speaker)

"How Research Fits into the Strategic Planning Process," American Marketing Association, Denver, Colorado, 1987. (Invited speaker)

"Marketing for Service and Non-Profit Organizations," Career Development/Business Strategies Symposium, Denver, Colorado, 1985. (Invited speaker)

"Market Research on a Shoestring," Market Ability Conference, Junior League of Denver, Denver, Colorado, 1982. (Invited speaker)

"Consumer – Satisfaction, Complaining, and Progress," American Marketing Association Educator's Conference, Washington, D.C., 1981. (Discussant)

CONFERENCES AND WORKSHOPS:

Corporate Citizenship/Ethics
Business for Social Responsibility International Conference. 2007, 2008, 2009, 2010, 2011, 2012.

Net Impact National Case Competition, MBA student competition, 2003 and 2004. (Served as a judge, wrote case questions, and trained other judges)

Developing Balanced Leaders in Times of Economic Crisis, Initiative for Social Innovation in Business, Aspen Institute, Wye River Conference Center, Maryland, 2001. (Participant)

Ethics and Governance. A one day national workshop for state legislators from around the U.S., National Conference of State Legislators, Leadership Conference, Washington, D.C., June 2000. (Co-developed and presented)

Teaching Ethics and Values Across the Disciplines, Carl Williams Ethics and Values Institute Series 1, University of Denver, 2000. (Co-developed and presented)

Implementing Ethics and Values in the Curriculum, Carl Williams Institute Series 2, University of Denver, 2000. (Co-developed and presented)

Leadership and Social Responsibility. Two day seminar for Bear Creek Corporation Executive Management Retreat, 1999. (Co-developed and presented)

Leadership 2000, Young Presidents Organization, Regional Education Program, January 1997. Two day custom program focusing on values in leadership. (Executive Committee responsible for design and implementation, also responsible for delivery of Corporate Social Responsibility segment)

Business Social Responsibility and Civic Participation, 1992. (Co-sponsored, hosted, and presented)

Marketing and Corporate Social Policy, National American Marketing Association Winter Conference, special double session, 1992. (Co-developed, co-chaired, presented)

"The Keystone Project", Keystone, Colorado, October 1990. An invitation only conference for corporate and academic leaders brought together to develop an action agenda for corporate social policy in business and business schools. (Conference director, editor of proceedings and presenter)

Environment/Sustainability
Global Commerce Forum, 4th Annual International Conference on Energy, Logistics, and Environment, October 2011. (Panel moderator for Sustainable Energy Policy in Africa)

Creating a Sustainable University: Strategies for the Future, Provost's Conference, University of Denver, 2007. (Co-chair)

Environmental Education at the University of Denver: Celebrating Accomplishments and Looking to the Future, 2002. (Co-developed a one day symposium)

Energy Forum and Exhibition, Keystone Resort, 2001. (Co-developed and implemented a one day forum on energy efficiency for resort communities)

Environmental Charter for the North America Telecommunications Industry. Series of workshops to establish environmental principles for the telecommunications industry. Resulted in an approved charter which was signed at a United Nations ceremony, New York, 1999. (Co-developed the workshops and participated)

Provost Conference on Sustainable Development. University of Denver, 1998. (Executive Committee)

State of North America Mountains. United Nations, Washington, D.C., 1998. (Planning Committee task force)

Jobs and the Environment, National Renew America Conference, 1995. Satellite hook-up with Washington, D.C. (Local sponsor)

United Nations Conference on Environment and Development (The Earth Summit), Rio de Janeiro, Brazil, 1992. (Delegate and invited participant)

Energy/Conservation
Public Policy and Energy, Caribbean Energy Conference, 1993. (Session chair)

"Energy Program Marketing", International Conference on Energy Program Evaluation, Chicago, Ill., 1987. (Co-developed and instructed in workshop)

"Conference on Commercial and Multifamily Conservation Programs," U.S. Department of Energy, Minneapolis, Minnesota, 1985. (Developed and ran with Dr. Dennis McNeill major components of a two-day conference in conjunction with DOE)

"Strategic Market Planning," American Marketing Association, Colorado Chapter, 1983. (Developed and conducted workshop)

"Practice, Problem-Solving, and Skills Development for Energy Program Evaluation," Workshops for States, U.S. Department of Energy, 1983-84. (Member of evaluation team that developed and conducted 3-day workshops on program evaluations in four DOE regions – Philadelphia, Dallas, Atlanta, and San Francisco)

"Marketing to Vulnerable Groups: Strategies for Energy Conservation Programs," University of Denver, Denver, Colorado, 1982. (Developed and ran, with Dr. Dennis McNeill, a two-day seminar in conjunction with a DOE grant)

"Management Development Seminar: Marketing Perspective," U.S. Department of Energy Workshop, Denver, Colorado, 1981. (Co-chairman)

"Small User Decision Analysis," Solar Energy Research Institute, Golden, Colorado, 1980. (Member of task force review group)

"Marketing the Residential Conservation Service Program," RCS State Planning Workshop, U.S. Department of Energy, Dallas, Texas, January 1980. (Primary speaker, invited)

Consumer Energy Conservation Research Seminar, Consumer Research and Evaluation Branch, Consumer and Corporate Affairs Canada, 1979. (Invited participant)

"The Energy Crisis and Consumer Conservation: Current Research and Action programs," Association for Consumer Research Ninth Annual Conference, Miami, Florida, 1978. (Invited speaker)

"Consumer Research and Energy," Consumer Research Interagency Group, Washington, D.C., 1978. (Chairman)

Consumer Energy Conservation Research Seminar, Consumer Research and Evaluation Branch, Consumer and Corporate Affairs Canada, 1978. (Invited speaker)

"The Role of Marketing and Energy Research in the Department of Energy," University of Florida, Consumer Research Center, 1978. (Invited speaker)

"Consumer Processing of Product Information on Durable Goods: Issues for Public Policy Programs," MSI/NSF Workshop, Washington D.C., 1977. (Invited speaker).

"Life Cycle Cost: A New Form of Product Information," Federal Trade Commission Division of Advertising Practices, Washington, D.C., 1977. (Invited speaker)

Other

The Business and Social Implications of Y2K. Denver area conference, 1999. (Co-sponsor)

Emerging Relationships for Marketing and Public Policy. Special session at 1994 Marketing Educators Conference. (Co-developed, co-chaired, and presented)

Women and Entrepreneurship, regional conference, 1992. (Co-hosted with Committee of 200, an organization comprised of most successful women entrepreneurs in the U.S.)

Midwest Business Deans Conference, 1992. (Co-sponsored and hosted)

"A Marketing Approach to Library Services", Cleveland Area Metropolitan Library System, 1989. (Co-developed and instructed)
"Marketing: Strategic Planning and Tactics for Libraries," Planning for Success in Libraries Seminar, 1986-87. (Co-developed and instructed in workshop)

GRANTS AND CONTRACTS (received):

Corporate Citizenship/Ethics

"Customer Service in the Global Microfinance Sector," funded by Deutsche Bank, 2013.

"Integrating Responsible Citizenship into K-12 Education," funded by Douglas County School District and Colorado Community Bank. Awarded to Cherokee Ranch and Castle Foundation and research team of Drs. Bruce Hutton, Richard Blanke, and Donna Wilson. Planning grant to design a district wide implementation model for integrating characteristics of responsible citizenship (ethics, critical thinking, personal responsibility, leadership, life long learning, and application) within the District school system, 2007.

"Ethical Decision Making and Responsibility in K-12 Education: Pilot Teacher Training Program in Applied Ethics," funded by The Daniels Fund. Awarded to University of Northern Colorado (R. Blanke) and University of Denver (R. B. Hutton and D. O. Wilson), 2004-2007. Three year program to design, pilot test and evaluate a K-12 teacher training program in integrating ethics into the K-12 curriculum.

"Marketing Implications of the Federal Trademark Dilution Act: An Empirical Investigation of Definitional and Measurement Issues", funded by DCB Applied Scholarship Committee, with S. Hartley, 2000.

"Developing a Model for Corporate Citizenship: A Survey to Describe Strategic Alliances Between Nonprofit and Business in Colorado", funded by DCB Discovery Scholarship Committee, 2000.

Business for Social Responsibility Grant. "Global Business Responsibility Resource Center." Awarded to R. B. Hutton, 1997-1998.

Daniels College of Business Case Grant. "The Body Shop and Crisis Management,": with J. Holcomb, 1995.

IBM Grant. "Corporate Assessment Model for Social Responsibility Programs," 1992-95.

Daniels College of Business Research Grant. "Social Investing in a Debt Environment," with L. D'Antonio, 1993.

Sustainability/Environment

"Business Plan for the Nevada Spring Mountain National Recreation Area Facilities," funded by United States Forest Service. Awarded to R. Bruce Hutton, 2003. Multiyear program to develop a business plan for acquired property to meet needs of multiple stakeholders in a way that is consistent with the mission of the USFS, principles of sustainability and self funded operationally.

National Park Service Contracts:

"Mesa Verde National Park Comprehensive Planning Assessment," Awarded to R. B. Hutton and C. L. Boyd, 1998. Research and planning process to assess alternatives for facilities building plan.

"Chamizal National Memorial Strategic Planning Process," Awarded to R. B. Hutton and C. L. Boyd, 1999-2001. Strategic planning process to increase access to the Memorial in ways that are consistent with its mission, interpretive plans, and community needs.

"Southwest Parks and Monuments Association Positioning Strategy," Awarded to R. B. Hutton and C. L. Boyd, 2000. Research to inform decisions regarding alternative positioning strategies for the Association among its multiple stakeholders.

"Bridge to the Future," Awarded to R.B. Hutton and C. La Rue Boyd, 2000-2001. An Intermountain Region Program to design strategies to enhance the value of parks to citizens and increase their involvement.

"Sustainability as a Context for Competitive Sourcing and Human Resource Planning," Awarded to R. B. Hutton, DU NPS Center for Sustainable Conservation Ethics, 2002. Develop a case for using the principles of sustainable development as a context for decisions on evaluating the human resource needs of parks and how best to meet the needs.

"Mission Critical Position Management Model," Awarded to R. B. Hutton, DU NPS Center for Sustainable Conservation Ethics, 2003. Research project to develop a model for determining mission critical human resource allocations across different classifications of employees.

"Mission Critical Position Management Application Plan," Awarded to R. B. Hutton, DU NPS Center for Sustainable Conservation Ethics, 2004. Pilot program to test viability of Mission Critical model.

"Partnership Training in the Midwest and Intermountain Regions of the NPS," Awarded to R. B. Hutton, DU NPS Center for Sustainable Conservation Ethics, 2004. Develop and implement training in partnership development between the parks and other stakeholders.

"New Model Diversity Awareness Training," Awarded to R. B. Hutton, DU NPS Center for Sustainable Conservation Ethics, 2004. Develop a new training approach for first line supervisors regarding diversity issues in hiring and cultural sensitivity.

"U.S./Mexico Partnership for Prosperity Project," funded by First Data/Western Union. Awarded to R. B. Hutton and F. Zadroga, DU Institute for Environment & Enterprise, 2002-2004. Program to create and implement an integrated strategy for improving quality of life and standard of living for Mexican migrant workers on both sides of the border using public/private/nonprofit partnerships.

"Assessing the Value of Public Resources: An Integrative View," funded by DCB Integrated Scholarship Committee, with S. Hartley, 2001.

SPARC Grant. "A Transition to Sustainable Development." Awarded to R. B. Hutton and P. Canan, 1998-1999.

EPA and Colorado Department of Health Grant "Global Climate Change: A Sustainable Strategy for Colorado." Awarded to Center for Resource Management, National Center for Atmospheric Research with R. B. Hutton, 1997.

Energy/Conservation

Environmental Protection Agency Grant. "Opening the Black Box of Firm Decisionmaking about Energy Efficiency." Awarded to P. Canan and R. B. Hutton, 1998-1999.

Federal and State Department of Transportation and Federal Highway Administration Grant. "Driving Response to Vehicle Emissions Information," Grant to Don Steadman. My responsibility was protocol development and evaluation, 1996.

Contract awarded by Colorado Department of Health to evaluate Carbon Monoxide Air Pollution Reduction Program. Program is a result of Environmental Protection Agency mandate. Responsibilities include design, implementation, and evaluating all program components. 1985-1989.

Contract with Illinois Energy and Natural Resources Department. Responsible for developing a product portfolio model to be used in market research resource allocation. 1985-1988.

University of Denver Faculty Research Grant to study the family decision-making process for major durable goods. 1985.

Contract with Iowa Energy Policy Council to evaluate Institutional Buildings Energy Conservation Program. Responsible for planning and advising statewide program for schools and government buildings. 1984.

Two research contracts with U.S. department of Energy. Responsibilities include planning research components for Residential Conservation Service (RCS) Program. This program is part of the National Energy Act. As co-principal investigator (with Dennis L. McNeill) responsibilities include advising on how to market the program to consumers and designing research to measure program impact. Emphasis is on the development of marketing strategies to vulnerable groups. 1980-983.

Contract awarded to R. Bruce Hutton and Dennis L. McNeill by the Department of Energy, Region VIII, to develop a marketing guide for energy conservation consumer information programs. Guide will be used by Region VIII state offices to better promote energy conservation. July 1980.
Contract with Solar Energy Research Institute. Responsible for reviewing the development, application, and interpretation of a small user decision analysis model for wind systems directed at explaining the preferences of the individual consumer. 1981.

Research contract with U.S. Department of Energy, Office of Commercialization. Responsibilities include planning, implementing, evaluating, and reporting on the Low Cost/No Cost Energy Conservation Program in New England. The program was a $4.5 million effort. The evaluation component included three independent research studies which were planned, implemented, and evaluated by R. Bruce Hutton and Dennis L. McNeill. 1980.

Contract with her Majesty the Queen represented by the Minister of Consumer and Corporate Affairs Canada to relate the Concept of Life Cycle Costing to Consumer Choice of white goods and to assess the feasibility of integrating life cycle costing with current work in Canada in the area of consumer information systems. 1979.

Contract with Tennessee Valley Authority (TVA), Division of Solar and Energy Conservation. Responsibilities include advising and planning for research efforts designed to plan and evaluate solar and conservation programs in TVA district. 1979-1980.

Contract awarded to R. Bruce Hutton and Dennis Anderson by the Canadian Department of Energy, Consumer Research and Evaluation Branch, to provide a state of the art review and evaluation of issues and perspectives concerning life cycle costing for consumer decision making and private sector purchase criteria. March 1979.

University of Denver research grant to study the effects of recently proposed energy labels and the role of consumer education in enhancing label effects. Contract was awarded to R. Bruce Hutton and Dennis L. McNeill in February 1979.

The 1977-78 year was spent with the Department of Energy (DOE) under an intergovernmental Contract. As Program Manager for the Consumer Motivation and Behavior Branch of DOE, responsibilities included studying market potential and strategies for current and proposed research and development and for development of technology transfer programs to encourage adoption of new technologies by the private sector. Specific primary responsibilities included managing grants in the areas of immediate feedback systems and motivation of tenants in master-metered dwellings to engage in energy conservation practices. Primary research activity involved consumer information processing and marketing planning for national energy conservation programs.

American Marketing Association doctoral research grant,, 1976. One of ten grants awarded annually to doctoral students for dissertation research. Research focused on energy information in the context of life cycle costing.

Other
Coors Foundation Grant. "Educational Options for Children: Evaluating School Choice," multi-year grant. Developed proposal and co-directed grant with Elly Katz, Education School, 1993-1998.

University of Denver Initiative Grant to develop and implement an Institute for Lifelong Learning. As project director, responsible for a university wide task force charged with the development of Summer 1991 programs and creating an organizational conceptual structure for the institute.

PROFESSIONAL PAPER AND JOURNAL REVIEWS:

Special Manuscript Reviewer:
- Journal of Corporate Citizenship, 2003
- Journal of Natural Resources, United Nations, 2001.
- Policy Studies Journal and Review, 2000.
- Business & Society, 1998
- Journal of Public Policy and Marketing; 1989, 1991, 1992, 1996
- International Journal of Research in Marketing; 1991
- Journal of Social Issues; 1987
- Journal of Macromarketing; 1985
- Journal of Marketing; 1984
- Journal of Consumer Policy; 1981-87

Competitive Paper Reviewer:
- Federal Land Agencies Partnerships Conference, 2003
- AMA Winter Educators' Conference, Society and Marketing Track, 2004, 2005
- American Marketing Association Educators Conference, Marketing and Society Track, 2000.
- Winter Marketing Educators Conference, 1999
- Environmental Protection Agency, 1998
- Marketing and Public Policy Conference; 2009-2004, 1998, 1992-1994
- Western Marketing Educators Conference; 1989
- Marketing and Public Policy Issues for the 1990's AMA Workshop; 1990
- Association for Consumer Research Conference; 1990
- Macromarketing Conference; 1987
- American Marketing Association Educators Conference, Education Tract; 1982
- American Marketing Association Educators Conference, Buyer Behavior Tract; 1981
- American Marketing Association, Public Policy Tract; 1980-1990
- Southern Marketing Association, Marketing Management Tract; 1979
- Southern Marketing Association, Macro-Marketing Tract; 1978
- American Marketing Association, Washington, D.C. Chapter; 1978

RAND Corporation, research paper reviewer, 1981.
National Science Foundation, Consumer Research Branch, 1978. (Research proposals reviewer).
Journal of Consumer Research, member of a randomly selected review team to evaluate the quality and content of the journal, 1979-80.

COMMITTEES:

University:
- University Sustainability Council, subcommittee on Research and Curriculum, 2007- current
- University Planning and Advisory Council, 2006 - 2007
- Provost Search Committee, 2005-2006

Civic Engagement Committee, 2004
7th Annual Provost Conference, 2003, Institutional Outreach Chairman
Intermodal Transportation Institute, MS Program, 2002-2004
University Planning Advisory Council, Public Good Task Force, 2001-2003
Carl Williams Institute for Ethics & Values, Chairman of the Executive Committee, 1997 – 2000
Institute for Environment & Enterprise, Executive Committee, 1997 – present
Provost Conference, Executive Committee, 1998
Post-Tenure Review, 1995-1996
Fairness and Respect; 1995-1996
University Centers and Institutes, Executive Committee, 1995 – 1997
Research and Scholarship, 1992-1995
Strategic Initiatives Committee, Centers and Institutes, Co-Chairman, 1993-94
Dean's Council, 1990-1994
University Strategic Planning Committee, 1991-92
Values, Ethics, and Social Responsibility Institute, 1995-present
Environment Institute, 1995-present
Director of Publications Search Committee, 1989
Chancellor's Advisory Board, 1986-88
University Relations Task Force, 1985
North Central Accreditation University Task Force, 1985-1986
University Sponsored Academic Research Council, 1984-85
University Senate, 1983-86
University of Denver Faculty Salary Study Committee, 1982-85
University of Denver Academic Reorganization Committee, 1982

College:
MBA Revision Committee, 2013-2014
Council of Endowed Chairs, 2012 - present
Advisory Board, Institute for Enterprise Ethics, 2012 - present
Committee Chair, Hilton Endowed Chair, 2011-2012
Strategic Hiring Committee, 2010-2012
Aspen Institute Case Judging Committee, 2010 - present
Race & Case Judging Committee, 2010 - present
MBA Compass Committee Chair, 2008 - 2012
Sustainability and the Environment, Conference Committee, 2008
MBA Programs Committee, 2008-
MBA Design Committee, Chairman, 2006 – 2007
Colorado Ethics in Business Awards, Evaluation Chairman, 1994-2004
Committee to create a Department of Ethics and Legal Studies, 2003
Corporate Social Responsibility Day, 2003
Academic Integrity Review Board, 1998 – present
Appointment, Promotion, & Tenure Committee, 1997 – 2003
MBA Program Review Committee, Faculty Issues, 1998 – 1999
Center for Management Development Advisory Board, 1989, 1994, 1997 – 2001
Faculty Development, 1995-1996
Business Support Center, 1996
Scholarship Task Force, Chairman, 1994 –1995
DCB Management Team, 1994
Ethics Committee, 1994
Deans Search Committee, 1994, 1989, 1986
MBA Program Development Committee, Co-chairman, 1989
Strategic Planning Task Force, 1989
Advisor to Committee on Instruction, 1987
Honors Program Director and Advisor for Marketing, 1981-85
College of Business Undergraduate Mission Task Force, Chairman, 1985-86
Marketing the College of Business Administration, Co-chairman, 1983-84
Center for Management Development Strategic Planning Group, 1983-84

Outstanding Faculty Research Award Committee, 1984
Summer Teaching Guidelines ad hoc committee, 1983
Faculty Research Awards Committee, Chairman, 1982.
College of Business Administration Faculty Development Committee, 1982
College of Business Executive Committee, 1980-1985
College of Business Administration Research Committee, 1979-82
Energy Resource Management Committee, 1978-82
Graduate Admissions Committee, 1979-80
College of Business Organization Task Force, 1976-77
Five-year Strategic Planning Committee, 1976-77

Department of Marketing:
Tenure and Review Chairman, 1994-97, 2000-01, 2003-2004
Interterm Course Development, 2004
Full Professor Policy, 2002-2003
Scholarship and Evaluation, 1994-97
Curriculum Review, 1994-95
Coordinated first departmental Distinguished Scholar visit. William L. Wilkie, Nathe Professor of Marketing Strategy, University of Notre Dame, 1989.
Supervised four MBA theses, 1989-90.
Faculty Advisor, MBA Marketing Majors, 1987-89.
Chairman, Department of Marketing, 1980-1985.
Responsible for development and implementation of internship program with Denver Public Library, 1986
Moderator, discussion group on Marketing the MBA Program, 1984.
Head of faculty recruiting for Division of Marketing, 1981-82, 1982-83, 1985-86, 1986-87.
Marketing advisor for Student Organization and Registration (SOAR) Program, 1979-1985.
Maintained a series of independent studies for both graduate and undergraduate students.
Worked with the Cooperative Education Department to develop an internship program with the National Solar Energy Research Institute. This resulted in the first marketing undergraduate major being placed at SERI with an internship.

UNIVERSITY, COLLEGE AND DEPARTMENTAL SERVICES:

Director of Ethics Integration for the Daniels College of Business from 2008 to 2014.

Daniels Fund Consortium representative for the Daniels College of Business from 2008 to 2014.

Institute for Enterprise Ethics, Daniels College of Business, Advisory Board from 2009 to present.

University Sustainability Council from 2010 to present (Founding member)

Served as interim dean of the Daniels College of Business from July 2007 to July 2008.

Sustainable Business Development and the Environment, February 2009. Served as chair of the organizing committee to bring Robert F. Kennedy, Jr. to campus to address the university community and public on issues related to the environment. This address was part of the 100th Anniversary celebration of the Daniels College of Business.

Colorado Ethics in Business Awards, 1991-present. Co-founder of statewide grassroots program recognizing businesses, individuals, and nonprofits for exemplary ethical and socially responsible behavior. Program has grown from an audience of 250 to 1,500 ten years later. Five other states have started a similar program based on this model. It is the largest program of its kind in the country. Bob Dunn, President and CEO of Business for Social Responsibility (BSR) said, "When I look at your impact on the students, the curriculum, and the community, it's hard to think of many other people who have as great a claim on ethics-in-action."

Faculty advisor and founder of Students for Responsible Business (now NetImpact), a national MBA student membership organization. Arranged for scholarship funding to students through Colorado Business Ethics Awards. 2001-present.

New Course Development and Implementation:

Co-chaired committee to redesign the MBA degree program, 2006-2007. Result is a set of six new required courses designed to fully integrate concepts of values, globalization, and innovation. Courses focus on the development of portable skills such as leadership, team building, critical thinking, etc. and are delivered with strong experiential learning emphasis. Courses are Essence of Enterprise, Leading at the Edge, Ethics and the 21st Century Professional, Building Sustainable Enterprises, Global Case Challenge, and Innovation Design and Execution.

Deutsche Bank Micro Finance Initiative, 2006 – present. Created and executed an educational partnership between Deutsche Bank and Daniels College of Business to use students to help assess microfinance loan applications and evaluate performance of microfinance institutions in developing countries. Two new courses were developed—Social Entrepreneurship and Microfinance and Microfinance Project Evaluation.

Co-created Cherrington Global Scholars study abroad program focused on community and economic development in the country of Albania. Created two courses, one based on the United Nations Millennium Development Goals and one an integrated market and cultural assessment of the community of Keneta in Durres, Albania. This is the largest faculty led study abroad program undertaken at DU. Twenty-three undergraduate students traveled to New York, Brussels, Geneva, Bologna, Athens, and Tirana, Albania.

Strategic Value of Corporate Citizenship, 2004. MBA course focusing on the application of the principles and tools of sustainable development and social responsibility to create firm value and social good.

The United Nations in Perspective (Interterm travel course), 1997-present. Multidisciplinary course in which students travel to the United Nations and meet with delegates, heads of programs such as UNDP, UNEP, UNIFEM, UNICEF, World Bank, IMF, etc., and observe the workings of the UN.

United Nations on the Ground (Interterm travel course), scheduled for 2005. Multidisciplinary course in which students travel to Nairobi, Kenya and observe on the ground programs, including conservation on the Masai Mara and settlement projects in Nairobi.

Challenge 2000:Building a Sustainable Future for the Environment and Economics (Interterm off-site course), 1998. Multidisciplinary course focusing on the relationships between environmental, social, and economic systems.

Values-in-Action, now Values in the Global Marketplace, 1991 (redesigned 2002). Core MBA course focusing on the relationships between ethics/social responsibility, law, and public policy and the influence of business in a global environment . Values Course Team Leader, Core MBA; 1997 – 1998

Environmental Policy and Management (MBA), 1994. Examines the tools for creating firm value through environmental practices.

Corporate leadership (UG), 1994. Pioneer Leadership Program.

Developed three new courses within the Department of Marketing:

58-216, 58-416 – Undergraduate and graduate courses dealing with the impact of regulation on marketing activity. Two students have been awarded internships with the Federal Trade Commission out of these classes at the graduate level.

58-495 – Special topics course on the impact of energy in the marketing environment.

Institute Development:

Global Institute for Sustainable Development, A unique partnership with the Daniels College of Business, Graduate School of International Studies, and Sturm College of Law.
Focus will be on interdisciplinary research and educational programs dealing with aspects of corporate responsibility applied to sustainable development.

National Park Service Center for Sustainable Conservation Ethics. Partnership between the University of Denver and the National Park Service, 2002. (Director, Founder)

Snake River Basin Sustainability Laboratory. Partnership between the University of Denver and Keystone Resort, 2001. (Director, Founder)

Instructor in Masters in Global Strategic Planning Program, 1988. Developed and taught three courses – Introduction to Global Strategic Thinking, Consumer Behavior in the Global Marketplace, Research for Management Decisions: Inputs to Global Strategic Planning. The last two courses were delivered in Taiwan.

Instructor in the Peoples Republic of China Executive Training Program, 1989. Co-developed and taught course entitled "The Global Marketplace".

Instructor, Media Evaluation Conference on Commercial Activities (MECCA), Summers 1979, 1980. Taught a course on the impact of energy in the business environment. Students represent a cross section of selectively picked journalism majors from the Western states (1979) and the total United States (1980).

Doctoral Dissertation Committee:

Sarah Wither, Education, chair of oral examination committee, 2000.
Kathy Judd, Education, outside chair at defense, 1998
Jeffrey Englestad, Geography, outside chair at defense, 1997
Chapman Clark, Communications, outside chair at defense, 1996
Laura Belston, Communications, outside chair at defense, 1995
Rhonda Epper, Education, committee and chair at defense, 1994
Frank Markley, Education, outside chair at defense, 1993
La Rue Boyd, Education, defense committee, 1990.

Promotion and Tenure Committees:

Carol Johnson, Marketing, chair
John Mullins, Marketing, chair
Pallab Paul, Marketing, chair
Don Bacon, Marketing, chair
John Holcomb, Legal Studies, chair
Elly Katz, Education, outside chair

University and College Special Reports:

"A Vision for the University of Denver: Outcomes from the Strategic Planning Process," with Jim Davis, 1995.
"Scholarship at the Daniels College of Business," with Jim Sorenson, 1995.
"Strategic Initiative Centers and Institutes Report," DU Strategic Planning Committee, with Peter Warren, 1996.

Developed proposal for national conference on corporate social policy agendas for business schools and corporate America. The Keystone Project proposal was funded by the Piton Foundation. ($25,000) and matched through the Daniels grant. Served as co-chair and Proceedings editor. 1990.

Co-author of proposal for enhancing MBA programs in the areas of values, communications, and creativity. Proposal was funded with an $11 million matching gift. Co-chair of the faculty committee to develop and implement the new program, 1988-89.

Director, College of Business Administration On-Site MBA Program, 1987-1990. Lead responsibility for conceptualizing, developing, and implementing innovative experimental MBA program on-site at Keystone Resort. Program is targeted to Summit County professionals and is a basic skills program with emphasis on the service industry. As director, responsibilities include planning, management, budgeting and evaluation. Program, was expanded to Vail Valley in 1991.

Project Member, Center for the Study of Atmospheric Quality, 1987-89.

Denver Chamber of Commerce, Small Business Administration Meeting (1981). Presented Division of Marketing's internship program, resulting in the establishment of several internships with Denver area small businesses.

Member of the University of Denver team volunteering to help with the running of the Special Olympics, 1977.

Active participant in student/faculty intramurals, 1976-86.

COMMUNITY SERVICE:

Unpaid advisor to:

Volunteers for Outdoor Colorado, 2016
B-Lab Colorado, 2015-2016
B-CIVIC, 2008
Junior Achievement advisor on Ethics Curriculum, 2004
Academic Advisor, United Nations Environmental Programs, 2000-2015
Vail Leadership Institute, 2002-2004
Milestones Project, 2001-2004
Hitachi Foundation, 2000
Ford Foundation, Social Initiatives through Business, 1998 - 1999
Young Presidents Organization (YPO) 1996-98.
World Business Council for Sustainable Development 1998.
Greater Denver Master Plan 1998.
Girls Count National Task-Force 1996-97.
Douglas County School District 1995-97.
Colorado Association for Nonprofit Organizations 1996.
National Park Service 1996-present.
Colorado Center for Environmental Management 1996.
Social Investment Forum 1996-98.
Colorado Sustainability Project 1997.
Colorado Women in Business 1996.
Colorado Association for Environmental Education, 1995- 2001
Stapleton Redevelopment Committee 1996.
Nature Conservancy 1993-95.
Merck 1993-94.
Colorado Business Committee for the Arts 1993.
International Business Association for the Rockies 1993.
Greater Denver Chamber of Commerce 1993.
Mental Health Association of Colorado 1987-89.
Colorado Air Quality Leadership Steering Committee, 1987-88
Wallace Village for Children 1985-present.
Kempe Child Care Center, 1985.
Colorado Energy Advocacy Office 1983-present.
Colorado State Lottery 1984.
Colorado State Energy Office 1980-present.
Solar Energy Research Institute 1979-1984.
Colorado Association for Gift Giving 1982-1984.

Board of Directors:

EcoProducts, 2012-present Advisory Board

Earth Protect, 2011 – present
Alliance for Sustainable Colorado, 2009 - present
ICast, 2007 – present
InvVEST, 2008 - 2011
Clear Creek Canyon Watershed, 2006-2009
Milestones Project, 2003-2016
Center for Resource Management, 2001-present
Board of Scholars, Vail Leadership Institute, 2002- 2006
Tim Wirth Chair for Sustainability, University of Colorado, 2003-2010
First Affirmative Financial Network, 2002
Ethics Advisory Board, University of Northern Colorado, 2000-2007
Colorado Ethics and Business Awards, Chair 1999-2003, Board of Directors, 1999-2008
Business for Social Responsibility, Colorado Network, 1998-2002
E-Source Small Business Advisory Board, 1999-2002
CSU On-Board Diagnostic Research and Training Center, 1998 - 2000
Samaritan Institute 1990-2000
PEAK Foundation, Board President, 1996-1998
Daniels College Institute for Professional Excellence, 1991-1996
Denver Botanic Gardens Ethics Board, 1994 – 1998
Thorne Ecological Institute, 1990-1996
Denver Center Theatre Company Advisory Board, 1992
Western Marketing Educators Association, 1989-91
Newstrak, Executive Tape Services, 1982-83
Information Technologies, Inc., 1983

Advisor and consultant to various Denver and Colorado profit and nonprofit organizations including Denver Police Dept., Denver Health, Coors, Celestial Seasonings, IZZO Systems, IBM, Newmont Mining, U S West/Qwest, American Advertising Federation, Aspen Resort Association, Daniels & Assoc., Colorado Veterinary Medical Assoc., Auto-trol Technology, Citicorp Mortgage, Inc., Colorado Department of Health and Environment, Colorado Division of Wildlife, Colorado Department of Transportation, Colorado Philharmonic Orchestra, Colorado Lottery, Colorado Tourism Board, Denver Art Museum, Denver Center for the Performing Arts, Clyfford Still Museum, Denver Partnership, Denver Public Library, Frontier Airlines, Glenwood Springs Resort Association, Jefferson Bank & Trust, Miller Stockman, Pulte Homes, Rocky Mountain Planned Parenthood, RNL Inc., Safeway, United Banks of Denver, Wood Brothers Homes and others.

Advisor and Consultant to various national and international organizations including American Animal Hospital Assoc., AARP, IBM, First Data/Western Union, Snowshoe Mountain Resort, Intrawest, National Jewish Medical & Research Center, Southern Ute Indian Tribe, Mid-Continent Regional Education Laboratory (McCREL), National Renewable Energy Laboratory, Alliance to Save Energy, Cleveland Metropolitan Library District, Consumer and Corporate Affairs Canada, Golden Gate Bridge Transportation District, Peoples Bank of China, Philadelphia Institute for Human Development, Iowa Energy Policy Council, Illinois Energy and Natural Resources, Oak Ridge National Laboratories, U.S. Department of Energy, Citicorp Mortgage, Inc., National Park Service, U.S. Forest Service, Business for Social Responsibility, and others.

DEAN
COLLEGE OF BUSINESS ADMINISTRATION
1990-1994

The College of Business Administration was established in 1908 as the School of Commerce, Accounts, and Finance. It is the eighth oldest collegiate school of business in the United States. The first undergraduate degrees were awarded in 1911 and masters degrees in 1964. The college has been continuously accredited by the American Assembly of Collegiate Schools of Business (AACSB) since 1926.

During this period, the college offered three degree programs at the undergraduate level, including the BSBA with options for 15 different concentrations. Ten degree programs are offered at the master's level, including the MBA and

dual degree programs in law and international management. Delivering the programs are 75 full-time faculty located in nine departments – Accountancy, MIS, Finance, Statistics and OR, Hotel/Restaurant/Tourism Management, Management, Marketing, Real Estate and Construction Management, and Legal Studies. The college also has a Center for Management Development providing a variety of non-degree executive and training programs and the Women's College, a special BBA program for women.

The college's undergraduate and graduate programs are the University's largest. Undergraduate enrollments vary around 1500 and graduate enrollments exceed 700. Combined, students majoring in business account for almost 30% of total university enrollment. The CBA's operating budget is approximately nine million dollars, accounting for about ten percent of the university budget.

I was asked by the Chancellor, with the consensus of the faculty, to serve as dean in the fall of 1990. My two primary objectives were to raise the matching funds from a recent $11 million gift from cable pioneer Bill Daniels and to implement a new innovative MBA program that balanced traditional technical skills with essential humanistic and managerial skills, including ethics and social responsibility, communications, creativity and entrepreneurial spirit, and diversity. The original program proposal describing the conceptual design was co-authored by me and one other faculty member.

Programs

The MBA program is now recognized as one of the most innovative programs in the country. It has been written about in such publications as US News and World Report, Fortune, Wall Street Journal, and the New York Times. Currently, the Wall Street Journal ranks it third in the world in ethics standards for MBAs and ninth for corporate social responsibility. It was, and continues to be, the first and only program in the country that fully integrated the following characteristics into the delivery of an MBA program:

- Integrated courses. The program consists of 7 required core courses that integrate skills from relevant disciplines and teach around business issues, not single disciplines. An example is the Values-in-Action course that combines relevant material from three traditional courses (Law, Public Policy, Ethics) across a variety of business functions and decision areas (e.g., marketing, human resources, etc.).
- Team teaching. All 7 courses are team taught using a minimum of two professors from different disciplines in each class.
- Experiential. Focus on real world experiences with organizations.
- Community service. Required, both in terms of individual service to a nonprofit organization and by working within a company, to explore the role of the corporation in the community.
- Institute for Professional Excellence. Provides students with a series of experiences designed to develop leadership, team building, cultural sensitivity, professionalism, and values based decision making skills. Examples include required custom designed "outward bound" like program and multi-day "boot camps" involving intensive learning experiences.
- Values based. All courses and the business school community support ethical and socially responsible behavior.

Faculty Development

In order to foster a creative and change oriented culture, and to be relevant to our various constituencies, strong emphasis was placed on faculty development.

- A Faculty Development Committee was established and funded to provide research, writing, and training support.
- A Loaned Executive Program was implemented to bring in outside professionals to teach and work with faculty on new designs.
- The Center for Managerial Communication was funded and implemented to assist both students and faculty on communications related topics.
- Scholarship was redefined for the college based on the more robust model created by Ernest Boyer in his book, Scholarship Reconsidered. This new model by which faculty are measured moves away from the old teaching, research, and service tripartite to a four dimensional model embracing the concepts of discovery, application, integration, and teaching. I authored the original concept applied to the business school. The college was the first business program in the country to be AACSB accredited under this model of scholarship.
- The first college-wide Appointment, Promotion and Tenure committee was established.

Management

Several managerial changes were made to support faculty, students, and other stakeholders.

- The first strategic plan for the college was passed and implemented.
- The Women's College was reorganized and given higher priority.
- The mountain MBA programs were expanded.
- Increasing diversity among faculty, staff, and students was given high priority. A Diversity Task Force was established, a plan developed and implemented, and a minority scholarship program established. In the next year, 80% of hires were people of color, women, and/or physically challenged.
- During the implementation phase of the new program, the college was moved to a matrix managed organizational structure. The traditional disciplines were crossed with the five new areas of emphasis – values, communications, quality, international cross-cultural diversity, and creativity/entrepreneurial spirit. In essence, each faculty had two homes, thus supporting interdisciplinary work.
- Created an innovative teaching load profile model to accommodate the diversity of team teaching and experiential learning formats.

Outreach

The need to reach out to the community was one of the top priorities for the college.

- The $11 million gift from Bill Daniels was successfully matched. Later the college was named the Daniels College of Business and Mr. Daniels gave an additional $11 million to provide funding for a new business school.
- GIVE, Graduates Involved in Volunteer Efforts, was the student organization created to take over the required community service component from the administration. This has become one of the most rewarding components of the program for students.
- Ethics Column. Faculty wrote a weekly column in the local paper on ethics in business. Only column of its kind in the country.
- Business Ethics Awards. Yearly program honoring business, nonprofits, and individuals who have achieved excellence in their professions through ethical and socially responsible conduct. College was a co-founder. It has grown from an event drawing 250 people in the first year to a current audience of 1500, making it one of the largest events in the state, and the only one of its kind in the country.
- The college implemented two newsletters, one for internal faculty and staff and one for alumni. Both were firsts for the college.
- The capstone course for students in the program is called the Integrative Challenge. This course places teams of students with companies to work on identified problems and opportunities facing the organization. Examples include feasibility analyses, marketing plans, business plans, or specified research studies

CHAIRMAN
DEPARTMENT OF MARKETING
1980-1985

The Department of Marketing is one of the eight departments and schools within the College of Business. It represents one of the core disciplines and serves the total College of Business population through both core and elective courses. The department operates with 9 ½ FTE faculty and serves 260 undergraduate majors (marketing plus marketing/finance) and 25 MBAs with an emphasis in marketing plus 400 additional MBAs through core and elective courses.

As Chairman, my primary goal was to develop a system that would encourage productivity in the key areas of teaching, research, and service. Efforts were focused on providing resources and an atmosphere in which faculty could reach their potential in all three areas. During my time as chairman, significant improvements were made in each. From both internal and external criteria, the department was viewed as one committed to quality in both its faculty and programs. Over the five years, significant strides were made in attaining a national reputation for both research and education.

Additionally, the department moved to a leadership position in terms of service to the Denver and Colorado community, as well as within the University.

During my five years as chairman, a number of significant accomplishments were achieved by the department. Among the most notable:

- Restructuring the marketing curriculum to meet the changing needs of society and produce relevant management education for a variety of interested publics. One of the most important developments within the discipline was the broadening of the marketing concept to non-traditional areas (e.g, services, non-profit organizations, etc.). The program was redesigned to reflect the changing role of marketing in society through course offerings, research activity, and public service.
- Hosted the 1984 National American Academy of Advertising Conference.
- Improved the quality and integrity of the educational experience. This was accomplished by:
    - Developed a faculty model that balanced research, teaching and service activities.
    - Focused the educational experience on management education. "Hot topic" programs and a "vocational school" approaches were avoided.
    - Incorporation of innovative curriculum design (e.g., experiential learning projects) responded to marketplace needs during a time when business education was being criticized.

- Over the last three years, the department secured grants and contracts of approximately $500,000. This accomplishment was the primary reason for flow back funds to the CBA for faculty research and development during those years.
- National external visibility of the department was generated by a variety of accomplishments of individual faculty members including:
    - Host of American Academy of Advertising Conference.
    - Sole marketing oriented research contract awarded by DOE.
    - Two research papers won a national research competition.
    - Recipient of the first CBA Research Award.
    - Individual faculty members were consistently nominated for teaching, research, and service awards in the College. Faculty won two outstanding research awards, one outstanding teacher award, and two outstanding service awards.
    - Meritorious Service Award for contributions to the Federal Trade Commissions' Bureau of Consumer Protection.
    - Expert testimony in numerous nationally prominent cases requiring marketing expertise.
    - Recognition in development of corporate and public education programs at the national level (e.g., advertising, strategic planning, ridesharing, impact evaluation).

Accomplishments, such as the ones listed above, are never the result of one person's work and dedication. Rather, they are the result of the combined efforts of people who have the same vision. As chairman, my primary personal accomplishments were that I helped attract such people and provide them with an environment that allowed the vision to materialize.