

JEFFREY C. DILTS
University of Akron

VITA

Title: Associate Professor, Marketing
Fellow, Fitzgerald Institute for Entrepreneurial Studies
Department: Marketing, Taylor Institute of Direct Marketing
Primary Field(s) of Instruction: Marketing
Primary Fields of Research: E-Marketing, Strategy, Service Marketing, Entrepreneurship
Teaching Experience:
Number of Years at UA: 23
Number of Years at Other Institutions: 9

EDUCATION

Doctoral Degree Doctor of Philosophy, Marketing
Oklahoma State University-Stillwater, 1983
Master's Degree Masters of Arts, Business Administration
Northwest Missouri State University, 1970
Bachelors Degree Bachelor of Arts, Economics
University of Missouri-Columbia, 1967

Continued Professional Education

Faculty Consortium Fellow, American Marketing Association's Faculty Consortium on Electronic Commerce, July 14-17, 2001. Texas A & M University.
Fellowship, DMEF Direct/Interactive Marketing Institute for Professors, June 6-8, 2001
Chicago Association of Direct Marketing Educational Foundation, DePaul University.
Price-Babson Fellows Program (with Russ Vernon, President & CEO West Point Market)
Price-Babson Symposium on Entrepreneurial Education, May 12 -22, 1997, Babson College.
Arthur Andersen Conference on Teaching Business Ethics, June 28-30, 1989.
International Center for Professional Education, St. Charles, Illinois.
Faculty Consortium Fellow, American Marketing Association's Faculty Consortium on Marketing Strategy, July 13-17, 1986. University of Tennessee-Knoxville.
Consortium Fellow, American Marketing Association's Doctoral Student Consortium, 1978, University of Chicago.

EXPERIENCE

Teaching Experiences:

Marketing Department, The University of Akron (1983 - current)

Graduate courses taught: Strategic Marketing Management, Marketing Concepts, Product and Brand Management and Independent Study in Marketing.

Undergraduate courses taught include marketing, management and entrepreneurship: e-Marketing Practices, Marketing Strategy, Marketing Principles, Product and Brand Management, Principles of Supply Chain Management, Business Policy (Strategic Management), Entrepreneurial Field Project and Academic Coordinator of Entrepreneurial Internship.

Administrative Experience:

Associate Director, *Fitzgerald Institute for Entrepreneurial Studies* (November, 1995 - May, 1998)

Activities: Involved with the development, planning and coordination of program activities related to the mission of the Institute. Activities included the creation of an undergraduate Minor and an MBA concentration in Entrepreneurship, planning of a faculty workshop, development of a resource center, grant writing, development and academic coordination of an entrepreneurial student internship program, development and coordination of the Fast Track II outreach training program and establishment of working relationships with private and public organizations in the community.

Kauffman Foundation Grant of \$24,000 in support of Entrepreneurship Internship Program (with Shaan Fowler), 1996. The CBA was one of twenty-six institutions, out of seventy-six, to receive the initial funding from the national foundation. This served to generate additional community matching funding support for the internship program. City of Akron Grant of \$7,500 (with Mike LeHere, Director Edison Industrial Incubator), 1996.

Kauffman Foundation Grant of \$12,000 in support of Entrepreneurship Internship Program (with Shaan Fowler), 1997. Renewal of City of Akron Grant of \$7,500, matching community funds in support of internship program (with Mike LeHere, Director Edison Industrial Incubator), 1997.

Director, *Center for Small Business* (June, 1994 - May, 1997)

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Activities: Coordinated student consulting program which provided management assistance to small businesses in the community. Student teams, supported by faculty oversight and assistance from experienced executives, investigated and recommended practical business solutions. Number of area business firms served: 31. Responsible for reorganizing program, generating publicity, identifying and screening potential client firms, satisfying grant requirements, acting as liaison between the University and the U.S. Small Business Administration, and developing work relationships with various agencies and community business organizations.

Certified Regional Administrator, *Fast Trac II Community Outreach Program* (1997 - 1998)

Activities: Fast Trac II is a national outreach economic development program owned by the Kauffman Foundation, Center for Entrepreneurial Leadership. The educational program is aimed at existing businesses that are attempting to reach the next level of growth. Responsible for administering and implementing the 45-hour, 11 session training program, including the establishment of a coalition of partnering and funding organizations and the marketing of the program to participants.

Akron Regional Development Board, partner
FirstEnergy, funding partner
Small Business News, partner

Consulting:

Cooperative Educational Program with Romanian Universities, Spring 2003

With Academy of Economic Studies (AES) in Bucharest, Romania and a private university in Arad; funded by a grant from the Bureau of Educational & Cultural Affairs of the U.S. Department of State. Provided course and seminar on Internet Marketing and e-Commerce to students and executives and managers of business organizations. Spring 2003.

CDC Volunteer Business Consultant, Summer, 1996

Activities: With the Citizens Democracy Corps in Central Russia. The CDC is a federally funded program (U.S. Agency for International Development) which was created to aid former Soviet Union and Eastern Block countries make the transition to free market economies. In this capacity, I had the opportunity to teach Business and to interact with faculty, business people and students at the International Academy of Business & Banking in Togliatti, Russia. This involved a five week assignment.

RESEARCH AND PUBLICATIONS

Referred Journal Articles:

A Hybrid Multichannel Approach to Internet Marketing: Think Globally, Act Locally, (with William J. Hauser and Douglas Hausknecht.) International Journal of Internet Marketing and Advertising (Volume 3, no. 2) 2006.

Taking a Small Business Online: A Systematic Approach" (with Paramjit Kahai) Journal of Business & Entrepreneurship (Volume 16, no. 1), March, 2004, pp. 29-45.

Travel Agencies: A Service Industry in Transition in the Networked Economy," (with George Prough) Marketing Management Journal, Fall, 2003 13 (2): 96-106.

Marketing Strategy Formulation: Impact of Entrepreneurial Orientation and Environmental Perceptions, (with Susan Hanlon). Journal of Marketing Management. Spring 2002, Volume 12, No. 1, pp. 32-48.

Environmental Change, Strategic Choice and Entrepreneurial Orientation: The Case of the Travel Services Industry. (With George Prough). Service Marketing Quarterly Spring, 2001, Volume 22, No.1, pp. 21-38.

Volunteers Assisting SMEs in Russia: The Citizens Democracy Corp Journal of Small Business Management Vol. 38, No. 1, January 2000, pp. 108-114.

Internships: Preparing Students For An Entrepreneurial Career. (With Shaan Fowler). Journal of Business and Entrepreneurship, Vol. 11, No 1, March 1999, pp. 51-63.

Perceived Channel Dependency and Conflict Resolution: Methods Employed by Retailers, Journal of Marketing Management, Vol. 8, Number 1, Spring/Summer 1998, pp. 88-101.

"Travel Agent Perceptions and Responses in a Deregulated Travel Environment," (with George Prough), Journal of Travel Research, Vol. 29, Number 3, Winter 1991, pp. 37-42.

Reprinted in Travel Industry in the '90s and Beyond, Unit 7, Air Travel, pp. 31-42, Institute of Certified Travel Agents (Wellesley, MA) 1993. **Required reading as part of industry recertification**; in which a 3 part, 90 minute group work study activity was built around the article to achieve two objectives: (1) to assess the effects of airline deregulation on travel agencies, and (2) to identify strategies for operating in a deregulated business environment.

"Strategic Options for Environmental Management: A Comparative Study of Small vs. Large

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Enterprises," (with George Prough), Journal of Small Business Management, Vol. 27, Number 3, July 1989, pp. 31-38.

"Strategic Options Available to the Service Marketer in a Highly Competitive Uncertain Environment: Illustrations from Travel Agencies," (with George Prough), Journal of Professional Services Marketing, Winter 1988-89, Vol. 4, Number 1, pp. 149-161.

"Transportation Brokering in an Era of Deregulation," (with A. H. Walle), Akron Business and Economic Review, Vol. 19, Fall 1988, pp. 83-94.

"Entrepreneurial Strategies for Managing the Competitive Environment," (with George Prough), Business Forum, Vol. 12, Fall 1987, pp. 30-33.

Referred Proceedings Articles:

Integration of Technology in a Direct Interactive Marketing Program. (2006). Sixth Annual Proceedings of Hawaii International Conference on Business (May). With William Hauser.

Adoption of New Economy e-Practices by Romanian SMEs (2005). The E-Business Review, The International Academy of E-Business, Vol 5 (March) pp. 37-40. With Paramjit S. Kahai and Sebastian Vaduva.

The Travel Services Industry In Transition.@ (with George Prough) International Conference on Service Management, Conference Internationale sur le Management des Services (Universite d= Angers, France: Laboratoire Angevin de Recherche en Gestion des Organisations, 2001), pp. 109-119.

Entrepreneurism Rising From The Ashes of Communism,@ (with Stephen F. Hallam, Fletcher Birmingham and Frank Craig) in the 42nd World Conference, Entrepreneurship: The Engine of Global Economic Development (San Francisco: International Council For Small Business, 1997).

Recommendations for Successful Consulting and Development of Business Opportunities in Russia.@ (with Stephen F. Hallam) in the 21st National Small Business Consulting Conference, Verona K. Beguim, editor (Orlando, Florida: Small Business Institute Director=s Association, 1997), pp. 109-114.

"Competitive Strategies and Retail Structure: A Comparative Analysis of Interorganizational Marketing Systems," (with George Prough) in Retailing: Reflections, Insights and Forecasts, Robert L. King, editor (Richmond, Virginia: Academy of Marketing Science, 1991), pp. 148-152.

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"Perceived Environmental Uncertainty and Perceptions of the Channel Relationship," (with George Prough), in Proceedings of the Fifteenth Annual Conference of the Academy of Marketing Science, Robert L. King, editor (Richmond, Virginia: Academy of Marketing Science, 1991), pp. 96-100.

"Strategies Perceived as Effective by Entrepreneurial Services Marketers: Illustrations from the Travel Industry," (with George Prough), in Proceedings of the Academy of Marketing Science's International Conference on Services Marketing, Edward G. Thomas and S. R. Rao, editors (Cleveland: Academy of Marketing Sciences 1988), pp. 146-156.

"Trucking Deregulation and Institutional Research: A Macro Approach," (with A. H. Walle) in Marketing: A Return to the Broader Dimensions, Stanley Shapiro and Alf Walle, editors (Chicago: American Marketing Association, 1988), pp. 15-18.

"Travel Agent Strategies for Managing Today's Dynamic Environment," (with George Prough) in the special international conference, Tourism Services Marketing: Advances in Theory and Practice, W. Benoy Joseph et al, editors (Cleveland, Ohio: Academy of Marketing Science, 1986), pp. 180-189.

"Channel Conflict: View of Members Within Alternative Channel Structures," in Marketing in an Environment of Change, Robert L. King, editor (Atlanta, Georgia: Southern Marketing Association, 1986), pp. 186-189.

"A Cross-Channel Comparison of Channel Conflict," in 1985 AMA Educator's Proceedings, Robert F. Lusch et al., editors (Chicago: American Marketing Association, 1985), pp. 166-171.

"Mail Solicitation Decision Models: A Charitable Health Organization Analysis," (with Stephen J. Miller), in the Proceedings of the 10th National Conference of the American Institute for Decision Sciences, Ronald J. Ebert et al., editors (St. Louis: American Institute for Decision Sciences, 1978), pp. 229-231.

Cases:

"James Travel: What Strategic Direction to Pursue?" (with George Prough), Retailing, Third Edition, Dale M. Lewison (Columbus, OH: Merrill Publishing Company, 1989), pp. 783-785.

"Showcase Gallery: A Comparative Analysis of Alternative Supplier-Retailer Arrangements," Retailing: Principles and Practices, Second edition, Dale M. Lewison and M. Wayne DeLozier (Columbus, Ohio: Charles E. Merrill Publishing Company, 1985), pp. 746-747. Reprinted in Third Edition, 1989, pp. 768-769.

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"Ray's Super: Determination of Strategic Response to a Changing Competitive Environment," Retailing: Principles and Practices, Second edition, Dale M. Lewison and M. Wayne DeLozier (Columbus, Ohio: Charles E. Merrill Publishing Company, 1985), p. 719. Reprinted in Third Edition, 1989, 715-716.

Non-Referred articles:

"Franchise," published in Walton Beacham, Richard T. Hise, and Hale N. Tongren, editors, Beacham's Marketing Reference, Volume I (Washington, D.C.: Research Publishing, 1986), pp. 341-347.

"Deregulation and Transportation: A Brief History," (with A. H. Walle), published in The Professional Broker, the official publication of the Transportation Brokers Conference of America, Vol. III, No. 1 (January 1988), pp. 31, 33.

Research Grants and Awards:

USAID Romanian Grant Proposal: Part of four team, working with Bill Hauser (approximately \$20,000, \$90,000 overall). Adoption of Direct & Interactive Marketing Practices by Romanian SMEs. Submitted Spring 2006.

Fisi Entrepreneurship Summer Grant, College of Business, 1999. Grant of \$7,500.

Kauffman Foundation Grant of \$12,000, Entrepreneurship Program (with Shaan Fowler), 1997.

Kauffman Foundation Grant of \$24,000, Entrepreneurship Program (with Shaan Fowler), 1996.

College of Business Stoller Research Grant, 1993. Research grant of \$3,500.

University Summer Research Fellowship, Summer 1990. Research grant of \$6,500.

College of Business Stoller Research Grant (with Don Howard), April 1990. Grant of \$1,126.

College of Business Stoller Research Grant, Summer Research Support, 1988. Grant of \$3000.

University Research Grants, Faculty Projects (with George Prough), 1986. Grant of \$1,750.

Reviewer

Hawaii International Conference on Business (March, 2006).

Marketing Management Conference (2005).

SERVICE CONTRIBUTIONS

Department Service:

Chair, Merit Committee, Spring 2006

E-Marketing Committee, 2000 - current.

Direct Marketing Institute Committee, 2003 - current

Library Committee, 1994 - current.

Teaching Assessment Committee, 1995 - 1996.

Chair, Marketing Internship Committee, Fall 1993.

Strategic Planning Committee, 1985-1987; 1989-1992.

Graduate Studies Program Committee, Fall 1989.

Resource Development Committee, Fall 1989.

Distribution Program Committee, 1988-1992.

SME Scholarship Selection Committee, 1989.

College Service:

Member, Technology Committee, Spring 2006

Undergraduate Curriculum Committee, 2003 – current

Entrepreneurial Studies Committee, September 1995 - current.

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CITE Faculty, Center for Information Technology and E-Business, 2002.- current.
E-Business Committee, 2000 - 2001.

Library Committee, 1994 - current.

Chair, WEGO (Specialty Small Business Development Center) Transition Committee, December 1994-April 1995.

Venture Minor Committee, 1993.

Applied Field Experience Committee, Spring, Summer 1993.

Strategic Planning Committee, 1991-1992.

University Service:

Member, Advisory Committee to the Provost, 2000 - 2001.

University Review Committee for Accountancy, 1996.

University Faculty Senate, 1993-1994.

University Graduate Council, 1989-1991.

Student Policy, 1989-1991

Vice Chair Graduate Faculty Membership, Fall 1991.

University representative, United Way Service Review Panel, 1989-1991.

University Research-Faculty Projects Committee, 1991-1993.

Public Service:

Member, Small Business Council Board of Directors , Greater Akron Chamber,
1998 - 2002.

Member, Board of Directors, Women's Entrepreneurial Growth Organization (a specialty Small Development Center), August 1995.

United Way Service Review Panel, 1989-1991.

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