

Donald C. Barnes, Ph.D.

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(Updated Fall 2011)

ACADEMIC POSITIONS

- Assistant Professor (August 2009) – Tenure Track – SUNY Fredonia, Fredonia, New York
- Lecturer (2008 – 2009) - Mississippi State University
- Teaching Assistant (2007-2008) - Mississippi State University
- Research Assistant (2005-2007) - Mississippi State University

EDUCATION

Mississippi State University, Starkville, MS
Doctor of Philosophy in Business Administration
Emphasis in Marketing, Support Area: Statistics
August 2009

Clemson University, Clemson, SC
Masters of Business Administration
Emphasis in Marketing, 2005

SUNY Fredonia, Fredonia, NY
Bachelor of Science in Finance, 2001

RESEARCH

RESEARCH INTERESTS

Services Marketing

- Customer delight
- Work engagement
- Employee adaptability
- Service failure and recovery
- Consumer experiences
- Service-dominant logic
- The employee's perspective of the service encounter

Consumer Behavior

- Motivational theories
- Information processing
- Word-of-mouth

REFEREED PUBLICATIONS

Barnes, Donald C., Collier, Joel E., Ponder, Nicole, and Zachary Williams (Forthcoming) "Incorporating the Employee's Perspective on Delight as a Strategy" *Journal of Personal Selling and Sales Management*

Barnes, Donald C., Nicole Ponder and Kranti Dugar (2011) "Investigating the Key Routes to Customer Delight" *Journal of Marketing Theory and Practice* 19 (4), 359-375

***** Winner of article of the year for 2011**

Barnes, Donald C., Michelle Bednarz Beauchamp and Cynthia Webster (2010) "To Delight, or Not to Delight? This is the Question Service Firms Must Address" *Journal of Marketing Theory and Practice* 18 (3), 295 – 303

Barnes, Donald C., Joel Collier and Jason E. Lueg (2009) "Re-evaluating the Theoretical Reasoning Regarding Market-Entry Position from a Service-Dominant Logic Perspective" *Journal of Marketing Theory and Practice*, 17 (2), 151-162

Barnes, Donald C., and Kirk Ring (2008) "Long Term Contracts in the Cell Phone Industry" in *Encyclopedia of Networked and Virtual Organizations*, Spring 2008. Idea Group Inc., Hershey, PA., 848-55

Barnes, Donald C., Brian T. Engelland, Curtis F., Matherne, William C. Martin, Craig P. Orgeron, J. Kirk Ring, Gregory R. Smith and Zachary Williams (2006). "Developing a Psychometrically Sound Measure of Collegiate Teaching Proficiency," *College Student Journal*, 42 (1), 199-213

REFEREED PROCEEDINGS* titles withheld for anonymity

Barnes, Donald C. and Joel E. Collier (2011) *Frontiers in Service Conference*, Columbus, OH

Wilder, Kelly, Collier, Joel, and Donald C. Barnes (2011) *American Marketing Association (AMA) Winter Educators Conference*, Austin TX

Barnes, Donald C. (2011) *American Marketing Association (AMA) Winter Educators Conference*, Austin TX

Barnes, Donald C., Ponder, Nicole and Christopher D. Hopkins (2009) *Frontiers in Service Conference*, Roland Rust and Stephen Vargo eds. Hawaii

Barnes, Donald C. and Joel E. Collier (2008) *Frontiers in Service Conference*, Roland Rust and PK Kannan eds. Washington, DC

Barnes, Donald C. (2008) *American Marketing Association (AMA) Winter Educators Conference*, Tom J. Brown and Zeynep Gurhan Canli, eds. Austin, TX

Barnes, Donald C., Williams, Zachary, White, Allyn, and Mike Breazeale (2007) *Society for Marketing Advances (SMA) Annual Conference*

Barnes, Donald C. (2007) *American Marketing Association (AMA) Summer Educators Conference*, Jakki Mohr and Robert Fisher, eds. Washington, DC

Barnes, Donald C. and Cynthia Webster (2007) *Southeast Marketing Symposium*

Barnes, Donald C. and Zachary Williams (2006) *Society for Marketing Advances (SMA) Annual Conference*

Moore, Robert S., Williams, Zachary, Moore, Melissa and Donald C. Barnes (2006) *Society for Marketing Advances (SMA) Annual Conference*

Williams, Zachary and Donald C. Barnes (2006) *Society for Marketing Advances (SMA) Annual Conference*

Barnes, Donald C. and Kirk Ring (2006) *Spring Marketing Management Association (MMA) Conference*

Barnes, Donald C. and Michael Dorsch (2005) *Spring Marketing Management Association (MMA) Conference*

INVITED PRESENTATIONS

Barnes, Donald C. (2011) "Customer Delight and the Future of Fredonia State", Fredonia Advancement Team

Barnes, Donald C. (2011) "Customer Delight and Small Business", Fredonia Rotary Club

Barnes, Donald C. (2011) "The Impact of Customer Delight on Public Relations", Buffalo Chapter of Public Relations Professionals

Barnes, Donald C. (2010) "Linking Key Antecedents and Outcomes of Work Engagement for the Service Firm", Third Social Science Colloquium, Fredonia State University

Barnes, Donald C. (2010) "What Customer Delight Can Do For Fredonia Leaders", Leadership Conference, Fredonia State University

Barnes, Donald C. (2010) "From Leadership Class to Graduate Schools and In-Between",
Advanced Leadership Class, Fredonia State University

Barnes, Donald C. (2009) "The Basics of Structural Equation Modeling", Graduate Psychology
Class, Mississippi State University

CONTRIBUTIONS TO MEDIA

- "Employees take front and center and up ahead," *Buffalo Business First*, December 2011,
- "What's in a Name? Kalieda Survey Seeks to Find Out" *Buffalo Business First*, October 2011
- "HSBC's Upstate target: Commercial Banking" *Buffalo Business First*, August 2011
- "Mentholatum kisses up to fans as it rebrands Softlips line" *Buffalo Business First*, April 2011
- "Customer Delight" *SUNY Fredonia Statement*, Fall 2010
- "Is James' Move a Sign Smaller Market Team Will Have Trouble Competing?" *WBEN* Radio, July 2010
- "The Superbowl and Advertising" *WGR* Radio, January 2010

RESEARCH UNDER REVIEW / WORK IN PROGRESS

- Please contact me for a list of my work in progress

CONFERENCES ATTENDED

- 2011 Frontiers in Service*
- 2011 American Marketing Association Winter Educator's Conference*
- 2009 Frontiers in Service*
- 2009 Sheth Doctoral Consortium
- 2009 Southeast Marketing Symposium
- 2008 American Marketing Association Summer Educator's Conference
- 2008 Southeast Marketing Symposium
- 2008 American Marketing Association Winter Educator's Conference*
- 2007 Frontiers in Service Marketing
- 2007 Society for Marketing Advances*
- 2007 American Marketing Association Summer Educator's Conference*
- 2007 Southeast Doctoral Symposium*
- 2006 Society for Marketing Advances*
- 2006 Management Marketing Association*
- 2005 Management Marketing Association*

* indicates paper was presented

TEACHING

Assistant Professor

2009 - Present

Department of Business, Fredonia State University

- Sales Management, Marketing Research, Advertising, Marketing Foundations (Online)

Instructor

2005 – 2009

Department of Marketing, Mississippi State University

- Services Marketing (Online), Principles of Marketing (Online and In-Class), Marketing Research, Consumer Behavior

UNDERGRADUATE/GRADUATE COURSES

Mississippi State University		
Class	N	Average Rating
Principles of Marketing		
Spring 2006 - Section 1	200	4.1/5
Spring 2006 - Section 2	200	4.0/5
Summer 2006	45	4.6/5
Principles of Marketing (MBA and Undergraduate Online)		
Fall 2006	45	n/a
Summer 2007	40	n/a
Fall 2007	53	n/a
Summer 2008	50	n/a
Consumer Behavior		
Spring 2007	40	4.8/5
Marketing Research		
Spring 2008	32	4.8/5
Fall 2008 – Section 1	25	4.6/5
Fall 2008 – Section 2	25	4.6/5
Services Marketing		
Spring 2009 – Section 1	24	4.8/5
	23	4.9/5
Services Marketing (MBA – Online)		
Summer 2009	24	n/a
Fredonia State University (overall rating of instructor)		
Advertising		
Fall 2009	37	4.44/5

Sales Management		
Fall 2009	34	4.19/5
Spring 2010	24	4.65/5
Spring 2010	35	4.33/5
Spring 2011	38	4.8/5
Spring 2011	37	4.2/5
Spring 2012	35	
Spring 2012	35	
Marketing Research		
Fall 2009	25	4.55/5
Spring 2010	26	4.29/5
Fall 2010	33	4.32/5
Fall 2010	13	4.40/5
Fall 2011	35	n/a
Fall 2011	19	n/a
Marketing Foundations (online)		
Fall 2010	35	n/a
Spring 2011	63	n/a
J-Term 2011	24	n/a
Summer 1 2011	36	n/a
Fall 2011	69	n/a
J-Term 2011	25	
Spring 2012	70	

TEACHER TRAINING

- ANGEL Certification
- Gradebook Certification
- Online Certification, Summer 2010
- Mycourses Training, Summer 2008
- College of Business & Industry Faculty Development Workshop: Designed to help instructors incorporate technology into the classroom, Fall 2007
- HED 8133 University and Community College Instruction, Summer 2007
- Web-CT Training: Complete tools for online-teaching, including communication tools, assessment tools, grade management, course content management, etc., Fall 2006; 2007
- Respondus Training, Fall 2006
- Camtasia Training: Workshop designed to help instructors record screen with audio, webcam video, and more to create online lectures and presentations for Web delivery, Fall 2006
- Mississippi State University Teaching Assistant Workshop, Summer 2006

SERVICE

PROFESSIONAL SERVICE

Ad-Hoc Reviewer

- 2011 – Present – *Journal of Business Research*
- 2010 – Present – *Journal of Service Research*
- 2010 – Present – *Managing Service Quality*
- 2010 – Present – *Journal of Hospitality and Hotel Marketing*
- 2009 – Present – *Journal of Service Management*
- 2007 – Present – *Journal of the Academy of Marketing Science*

Reviewer: Conferences

- 2010 American Marketing Association (AMA) – Services Marketing Track
- 2009 American Marketing Association (AMA) – Services Marketing Track
- 2009 Society for Marketing Advances (SMA) – Marketing Research Track
- 2008 Society for Consumer Psychology
- 2008 American Marketing Association (AMA) – Consumer Behavior Track
- 2007 Atlantic Marketing Association – Consumer Behavior Track
- 2007 Society for Marketing Advances (SMA) - Retail and Entrepreneurship Track
- 2006 Atlantic Marketing Association - Marketing Education and Pedagogy Track

Track Chair

- 2006 Society for Marketing Advances, Customer Loyalty in Today's Marketplace

Discussant

- 2006 Marketing Management Association, Business to Business and Technology Track

UNIVERSITY SERVICE

College of Business – SUNY Fredonia

- Faculty Advisor – American Marketing Association (AMA), 2009 - 2011
- Member – Admissions and Standards Committee, 2009 - Present
- Faculty Advisor – Students in Free Enterprise (SIFE), 2010 - Present

University Wide Service – SUNY Fredonia

- Member - Alumni Golf Tournament Board, 2011 - Present
- Member - Advisory Board for the Study Abroad Office, 2011 – Present
- Member - Learning Management System (LMS) Selection Board, 2011 – Present

College of Business – Mississippi State University

- Mississippi State University's Doctoral Student Association
 - President 2006 – 2007
 - Member 2005 – 2009

- Mississippi State University's PhD Student Policy Committee, 2005 – 2006
- Mississippi State University's Focus Group on the implementation/migration of WebCT to MyCourses, Summer 2008

PROFESSIONAL AFFILIATIONS

- American Marketing Association, 2006 – Present
 - Special Interest Group – Services, 2006 - Present
- Society for Marketing Advances, 2006 - Present
- Marketing Management Association, 2004 – Present
- Academy of Marketing Science – 2007 – Present

AWARDS/HONORS

- 2011 article of the year, *Journal of Marketing Theory and Practice*
- 2010 Selected to present research at homecoming
- 2009-2010 - Top cited faculty member across entire campus for faculty impact according to graduating seniors
- Member of Beta Gamma Sigma
- 2009 - Sheth Doctoral Consortium
- 2009 - Outstanding Doctoral Student Researcher – College of Business
- 2007 - AMA Frontiers in Service Doctoral Symposium - San Francisco, CA
- 2007 - AMA Doctoral Symposium - Washington, DC
- 2006 - MMA Graduate Student Scholarship
- 2005 - MMA Graduate Student Scholarship
- 2005 - 2008 Graduate Research Assistantship – Mississippi State University

REFERENCES

Nicole Ponder

Associate Professor and Marketing
 Mississippi State University
 324 D McCool Hall
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Christopher D. Hopkins

Associate Professor of Marketing
 Clemson University, 233 Surrine Hall
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 864-656-3952

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 Mississippi State University
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