

# MICHAEL R. LUTHY, PH.D., PCM

Professor of Marketing and Wilson W. Wyatt Fellow

Department of Business Administration  
W. Fielding Rubel School of Business, Bellarmine University  
2001 Newburg Road, Louisville, KY 40205 USA

Phone: (502) 452-8040; School of Business Fax (502) 452-8013

E-mail: mluthy@bellarmine.edu

## EDUCATION

Ph.D. Degree – University of Illinois at Urbana-Champaign, Graduate College, Major: Business Administration (Marketing), Minor: Industrial Management and Strategy, May 1995

M.B.A. Degree – University of Iowa, College of Business Administration, May 1987

B.S. Degree in Business Administration – University of Illinois at Urbana-Champaign, College of Commerce and Business Administration, Department of Business Administration, Major: Marketing, Secondary Area: Economics, May 1982

## ACADEMIC POSITIONS

Fulbright Scholar, Visiting Professor, School of Business, Reykjavik University, Reykjavik, Iceland, January 2005 – April 2005

Professor of Marketing (tenured), Department of Business Administration, W. Fielding Rubel School of Business, Bellarmine University, Louisville, Kentucky, August 2004 – present

Associate Professor of Marketing, Department of Business Administration, W. Fielding Rubel School of Business, Bellarmine University, Louisville, Kentucky, August 1998 – July 2004, (awarded tenure beginning with the Fall 2002 academic term)

Assistant Professor of Marketing, Department of Marketing, College of Business and Public Administration, Drake University, Des Moines, Iowa, August 1992 – May 1998

Graduate Research and Teaching Assistant, Department of Business Administration, College of Commerce and Business Administration, University of Illinois at Urbana-Champaign, Champaign, Illinois, August 1986 – June 1992

Adjunct Instructor, Department of Marketing, Tabor School of Business, Millikin University, Decatur, Illinois, August 1988 – December 1988

Teaching Assistant, Department of Management Sciences, College of Business Administration, University of Iowa, Iowa City, Iowa, January 1985 – May 1986

## EXTERNAL SERVICE POSITIONS

Editorial Board, *Journal of Marketing Education*, 2006 – present

Editorial Board, *Academy of Marketing Studies Journal*, 2002 – present

Fulbright Scholar Peer Review Committee (Business Administration specialist), Council for International Exchange of Scholars, 2007 – 2009

Editorial Board, *Industrial Marketing Management*, 2003 – 2009

## TEACHING EXPERIENCE

### *Undergraduate Program*

Principles of Marketing (B, D, IL)  
Marketing Management (D)  
Advanced Topics in Marketing: Relationship  
Marketing (RU)  
Promotion Management / Integrated  
Marketing Communications (B, IL, M)  
Sales Management (D)  
Computer Methods (IA)

### *Graduate Program (MBA)*

Marketing Management and Strategy (B, D\*)  
Services Marketing (B, D\*)  
Marketing Metrics and Analytics (B)  
Global Marketing (B)  
Entrepreneurial Small Business  
Management (B)  
Executive Business Skills for the  
Global Manager (B)  
eMarketing and eBusiness (B)

### *Legend*

- \* On-campus and distance learning delivery  
via fiber optic, real-time audio / video  
network to three satellite campuses.
- B Bellarmine University  
BC Bellarmine Center for eWorld Education  
C Consulting clients  
D Drake University  
IA University of Iowa (during MBA studies)  
IL University of Illinois  
(during Ph.D. studies)  
M Milliken University (during Ph.D. studies)  
RU Reykjavik University, Iceland  
(during Fulbright Scholar grant)

### *Graduate Program (Executive MBA)*

Marketing Management and Strategy (B)  
International Negotiations (B)  
Business Communications (B)  
Business Creativity (B)  
Cross-Cultural Business (B)

### *Executive Development Seminars*

Business Etiquette (C)  
Cyber-Ethics (BC)  
Listening Skills (C)

## TEACHING INTERESTS

Marketing Management and Strategy  
Marketing Entrepreneurship / Small Business Management  
Marketing Analytics  
International Marketing

## TEACHING AWARDS

*Who's Who Among American Teachers & Educators, 11<sup>th</sup> edition, 2007*  
*Outstanding Educator Award for Innovative and Creative Teaching, Academy of Educational  
Leadership, April 2003*  
*Award for Innovative Excellence in Marketing Education, Teaching and Learning Special Interest  
Group, American Marketing Association, August 2000*  
*Outstanding Graduate Teacher of the Year Award, College of Business and Public Administration,  
Drake University, 1997-1998; voted by graduate students, May 1998*  
*Who's Who Among America's Teachers, Fifth Edition, 1998*  
*Outstanding Instructor Award; Department of Business Administration, College of Commerce and  
Business Administration, University of Illinois at Urbana-Champaign, May 1991 and May 1989*

## FUNDED RESEARCH, TEACHING GRANTS, AND SCHOLARSHIPS

Presidential Merit Award, Bellarmine University, 2006-7, 2007-8, 2008-9  
Summer Research Award, Bellarmine University, 2008  
J. William Fulbright Scholarship Board Grant, 2004-2005  
Center for International Business Education and Research, University of South Carolina, 2004  
Pi Sigma Epsilon National Education Foundation, 2001, 1999  
ARM Financial Group, Spring 2000  
Center for International Business Education and Research, Duke University, 2000  
Kelley Insurance Center, Drake University, 1998  
Arthur Vining Davis Foundation, 1997  
Proctor & Gamble Fellowship, summers 1987-1990

## RESEARCH AWARDS

Best paper in Business Education, American Society of Business and Behavioral Sciences  
Conference for improving presentation skills among business students, with Alan Deck, 2007  
Wilson W. Wyatt Fellowship Award for Academic Excellence, Bellarmine University, 2006  
Randomizing class discussions, selected for inclusion in *Handbook for new instructors: Getting started with great ideas*, published by Thomson South-Western, 2006  
Case study skills and the box, selected for inclusion in *Handbook for new instructors: Getting started with great ideas*, published by Thomson South-Western, 2006

## RESEARCH INTERESTS

Global and Cross-Cultural Marketing  
Financial Consumer Behavior  
Marketing Luxuries and Necessities  
Marketing, Sales, and Entrepreneurship Education

## RESEARCH IN PROGRESS

Tjörnin Research Services, to be submitted to *Journal of the International Academy for Case Studies*  
Skálholtsstígur 2a, with Barry Padgett, to be submitted to *Journal of the International Academy for Case Studies*  
Vocational experts: Opinions and forecasts, with Michael Brookshire and George Barrett, to be submitted to specialty journal to be named  
Financing retirement: Plan participation among faculty, staff, and administrators in higher education, with Lynn Bynum, to be submitted to the *Journal of the Academy of Finance*  
Big Fish, Inc. with Rick Winter, to be submitted to *Journal of the International Academy for Case Studies*

## ARTICLES CURRENTLY UNDER REVIEW

A campus-based alternative to the MBA international trip: Teaching global business issues at home, with D.L. Bauer, M.H. Ryan, R.W. Schrader, and I. Kutschera, *Journal of Teaching in International Business*

## PUBLICATIONS: REFEREED JOURNAL ARTICLES

Brookshire, M.L., **M.R. Luthy**, and F. Slesnick (forthcoming). Forensic economists, their methods, and estimates of forecast variables: A 2009 survey study, *Journal of Forensic Economics*

Byrd, J.T. and **M.R. Luthy** (2010). Improving group dynamics: Creating a team charter, *Academy of Educational Leadership Journal*, 14, 1, 13-26

**Luthy, M.R.**, B.L. Padgett, and J.F. Toner (2009) In the beginning: Ethical perspectives of business and non-business college freshmen, *Journal of Legal, Ethical and Regulatory Issues*, 12, 2, 85-101

Sæmundsson, R.J., Þ. Karlsson, **M.R. Luthy**, and K. Ólafsdóttir, (2008) Creating entrepreneurial opportunities in China: Results from an Icelandic trade mission, *European Journal of Management*, 8, 1, 135-145

Ryan, P.A. and **M.R. Luthy** (2007). Personal investment and savings in the United States: A shifting perspective on luxuries, *Journal of the Academy of Business Administration*, 12, (Spring/Fall), 1&2, 99-106

**Luthy, M.R.** (2007). Conducting international consumer ethnocentrism studies, *Journal of International Business Research*, 6, 2, 33-42 (an earlier version of this paper was published in the 2006 Allied Academies International Internet Conference Proceedings).

**Luthy, M.R.** and A.B. Deck (2007). Improving presentation skills among business students, *ASBBS e-Journal*, 3, 1, 67-71

**Luthy, M.R.** (2007). Influences on undergraduates considering a career in professional selling, *Academy of Educational Leadership Journal* 11, 3, 1-8 (an earlier version of this paper was published in the 2006 Allied Academies International Internet Conference Proceedings).

**Luthy, M.R.** (2007). Service executives on preparing undergraduates for sales positions, *Academy of Educational Leadership Journal*, 11, 2, 73-80 (an earlier version of this paper was published in the 2006 Allied Academies International Internet Conference Proceedings)

**Luthy, M.R.** and R. Schrader (2007), Volunteer satisfaction: An analysis of contributing factors among hospice workers, *Academy of Accounting and Financial Studies Journal: Special issue on governmental and not for profit issues*, 11, 51-64.

Brookshire, M.L., **M.R. Luthy**, and F. Slesnick (2007). Forensic economists, their methods, and estimates of forecast variables: A 2006 survey study, *Journal of Forensic Economics*, 19, 1, 28-59.

**Luthy, M.R.**, M.H. Ryan, B. Desselle, and J.T. Byrd (2007), Developing a strategic negotiation plan: Toyota Highlander, *Journal of the International Academy for Case Studies*, 13, 3, 53-56. Teaching note in accompanying volume, 13, 4, 51-59

Karlsson, Þ., **M.R. Luthy**, and K. Ólafsdóttir, (2006). Portrait of an entrepreneurial trade mission: Iceland goes to China, in *Developmental entrepreneurship: Adversity, risk, and uncertainty*, eds. Craig Galbraith and Curt H. Stiles, Elsevier, vol. 5, *International Research in the Business Disciplines series*, 239-253.

PUBLICATIONS: REFEREED JOURNAL ARTICLES (CONTINUED)

- Luthy, M.R.**, C. Richards, J.T. Byrd, and M.H. Ryan (2004). Perceptions of entrepreneurship, small business management, and venture capitalism, *Journal of Entrepreneurial Education*, 7, 83-94.
- Luthy, M. R.** and M.H. Ryan (2004). Pre-negotiation strategy development in uneven power situations, *Academy of Marketing Studies Journal*, (Fall), 8, (2), 15-32.
- Brookshire, M.L, **M.R. Luthy**, and F. Slesnick (2004). Forensic economists, their methods, and estimates of forecast variables: A 2003 survey study, *Litigation Economics Review*, (Summer), 6(2), 28-44.
- Ryan, M.H. and **M.R. Luthy** (2003). Management architecture: Problems confronting lunar-based entrepreneurial ventures, *Journal of Space Mission Architecture*, 1, 3 (Fall), 20-38.
- Luthy, M.R.**, J.T. Schrader, and B.L. Padgett (2003). Corporate social responsibility and ethics in the principles of marketing course: One institution's journey, *Academy of Marketing Studies Journal*, 7, 1, 45-60.
- Luthy, M.R.** (2002). Consumer ethnocentrism and international trade agreements: The view from Generation Y, in *Strategies and organizations in transition*, ed. Craig S. Galbraith, Elsevier, 3, *International Research in the Business Disciplines series*, 225-240.
- Schrader, J.T. and **M.R. Luthy** (2001). Ethical business conduct: An exploratory study of gender differences, *Academy of Educational Leadership Journal*, 5, 2, 69-83.
- Luthy, M.R.** (2001). A theory on the making of a master teacher, *Journal for Advancement of Marketing Education*, 1, 2 (July/August), 37-44.
- Luthy, M.R.** and P.A. Ryan (2001). E-finance at Charles Schwab, *Review of the Academy of Finance*, (March), 1, (1), 1-9.
- Ryan, M.H. and **M.R. Luthy** (2000). Charting a new course: Developing an integrated undergraduate business administration degree, *Academy of Educational Leadership Journal*, 4, 2, 68-80.
- Luthy, M.R.** (2000). Preparing the next generation of industrial sales representatives: Advice from senior sales executives, *Industrial Marketing Management*, 29, 3 (May), 235-242.
- Hubbard, R., R.A. Parsa, and **M.R. Luthy** (1997). The spread of statistical significance testing in psychology: The case of the *Journal of Applied Psychology*, 1917-1994, *Theory & Psychology*, 7, 4 (August), 545-554.

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS ARTICLES

- Luthy, M.R.** (2006). The importance of native language presentation in international consumer ethnocentrism surveys, Allied Academies International Internet Conference – Academy of International Business *Proceedings*, 8, (July), 112-118.
- Luthy, M.R.** (2006). Preliminary thoughts on managing customer satisfaction in a not-for-profit setting, Allied Academies International Internet Conference – Academy of Marketing Studies *Proceedings*, 8, (July), 97-102.
- Luthy, M.R.** (2006). Educating tomorrow's sales professionals: Perspectives from senior-level service executives, Allied Academies International Internet Conference – Academy of Educational Leadership *Proceedings*, 8, (July), 62-66.

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS ARTICLES (CONTINUED)

- Luthy, M.R.** (2006). Influences on students preparing for a career in professional selling, Allied Academies International Internet Conference – Academy of Educational Leadership *Proceedings*, 8, (July), 56-61.
- Luthy, M.R.** and P. Carver (2004). Accounting firms in cyberspace: A critique of the big four, 2004 Allied Academies International Internet Conference *Proceedings*, (April), 9(1), 53-60.
- Carver, P. and **M.R. Luthy** (2004). Accounting in the third millennium: An examination of principles texts, 2004 Allied Academies International Internet Conference *Proceedings*, (April), 9(1), 21-26.
- Luthy, M.R.** and C. Richards (2004). Using e-service recovery to deal with brick and mortar failure: The Palmer House, 2004 MBAA Case Research Conference *Proceedings*, (March), 92-101.
- Richards, C. and **M.R. Luthy** (2004). Falling off the bicycle: Evaluating one customer's critical incident with the United States Playing Card Company, 2004 MBAA Case Research Conference *Proceedings*, (March), 125-132.
- Richards, C., I. Kutschera, T.A. Feldman, and **M.R. Luthy** (2004). Can they do that?: The case of the uncomfortable intern, 2004 MBAA Case Research Conference *Proceedings*, (March), 60-67.
- Churchman, R. and **M.R. Luthy**, (2003). A look at pricing from a health care perspective, 2003 Allied Academies International Conference *Proceedings*, 8, 1, (April), 95-100.
- Mulliken, C. and **M.R. Luthy** (2003), Sales call interrupted: The changing landscape for telemarketers sales in Kentucky, National Conference in Sales Management *Proceedings*, (April), 61-70.
- Luthy, M.R.** and C. Mulliken, (2003), A shock to the system: MBA student and faculty perspectives on business ethics and executive impropriety, 2003 Marketing Management Conference *Proceedings*, (March), 103-110.
- Mulliken, C. and **M.R. Luthy** (2003), When good promotions go bad: Legal standards and public relations in the internet age, Marketing Management Conference *Proceedings*, (March), 33-38.
- Luthy, M.R.**, B. Padgett and J.T. Schrader, (2002), Two hours marketing + one hour ethics = three hours principles of marketing, Marketing Management Association Conference *Proceedings*, (February), 74-80.
- Luthy, M.R.** (2001). northWestern Van Lines (A), (B), and (C): Customer satisfaction in the moving industry, Society for Case Research Conference *Proceedings*, (March), 57-66.
- Luthy, M.R.** (2001). Hwang's Martial Arts Academy, Society for Case Research Conference *Proceedings*, (March), 31-38.
- Luthy, M.R.** (2000). Using service experiences to develop critical observation, analysis, and communications skills, Society for Marketing Advances *Proceedings*, (November), 105.
- Luthy, M.R.** and R.E. Plank (2000). Examining the structural properties of CETSCALE: Reliability and validity in a U.S. student sample, Society for Marketing Advances *Proceedings* (November), 144-147.
- Luthy, M.R.** and J.T. Schrader (2000). This is a test, it is only a test of your service failure response skills, Marketing Management Association Conference *Proceedings*, (March), 104-110.

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS ARTICLES (CONTINUED)

- Ryan, M.H. and **M.R. Luthy** (2000). The undergraduate integrated business administration degree: One school's journey, Southern Management Association Conference *Proceedings*, (November), 233-239.
- Luthy, M.R.** and J.T. Schrader (2000). Exploring the ethics of Generation Y: Knowledge, influences, and opinions on how businesses should operate, Marketing Management Association Conference *Proceedings*, (March), 155-160.
- Luthy, M.R.** (1999). Toward a framework for analyzing the portrayal of selling and sales representatives in print advertisements, National Conference in Sales Management *Proceedings*, (April), 87-95.
- Luthy, M.R.** (1999). Guardians of knowledge dissemination: The case of the Journal of Consumer Research, Marketing Management Association Conference *Proceedings*, (March), 180-184.
- Luthy, M.R.** (1998). Re-designing the personal selling course and advising sales interested students: The view from Pi Sigma Epsilon corporate sponsors, National Conference in Sales Management *Proceedings*, (April), 210-217.
- Luthy, M.R.** and R.A. Parsa (1998). Student ethnocentrism and attitudes toward international trade policy, Marketing Management Association Conference *Proceedings*, (March), 106-111.
- Luthy, M.R.** (1997). Just the facts mam: Assessing information relevance and potential bias in sales management case studies, National Conference in Sales Management *Proceedings*, (April), 29-36.
- Luthy, M.R.** (1997). An analysis of syllabi in personal selling and sales management courses: Lessons from the leading edge, Marketing Management Association Conference *Proceedings*, (March), 52-58.
- Luthy, M.R.** (1996). Evaluating the success of a sales force promotional program: Denman Industrial Products (A) and (B), National Conference on Sales Management *Proceedings*, (March), 88-97.

PUBLICATIONS: CONFERENCE PROCEEDINGS ARTICLES (EDITOR SELECTED)

- Luthy, M.R.,** P.A. Ryan, and C. Hafele (2009). Educating students in finance research: Testing the efficient market hypothesis, Academy of Finance *Proceedings*, (March), 31-40.
- Luthy, M.R.** (2008). Developing a two weekend class for a semester length term, Marketing Management Association Fall Educator's Conference *Proceedings*, (September), 37-38.
- Luthy, M.R.** (2008). Involving students in providing effective student feedback, Marketing Management Association Fall Educator's Conference *Proceedings*, (September), 78-80.
- Luthy, M.R.** (2003). Anatomy of a teaching philosophy, Marketing Management Association Fall Educator's Conference *Proceedings*, (September), 101-102.
- Luthy, M.R.** (2003). Preparing MBA students for case studies: Suggestions for orientation weekend, Best Practices in Teaching Using Case Studies, Consortium in Teaching Excellence for Early-Career Professors *Proceedings*, (September), 142-143.
- Luthy, M.R.** (2003). Building a marketing vocabulary, Marketing Management Association Fall Educator's Conference *Proceedings*, (September), 11-12.

PUBLICATIONS: CONFERENCE PROCEEDINGS ARTICLES (EDITOR SELECTED) CONTINUED

- Luthy, M.R.** and J.T. Schrader (2000). Constructing an ethical database to foster class discussion, Marketing Management Association Educator's Conference *Proceedings*, (September), 41-42.
- Luthy, M.R.** and J.T. Schrader (2000). Linking student's personal ethical standards to corporate behavior, Marketing Management Association Educator's Conference *Proceedings*, (September), 43-44.
- Luthy, M.R.** (1999). Using students to develop a textbook donation program: Solving business problems involved with international logistics, Marketing Management Association Conference Fall Educators' *Proceedings*, (September), 74-75.
- Luthy, M.R.** (1999). The franchise project, Marketing Management Association Conference Fall Educators' *Proceedings*, (September), 57-58.
- Luthy, M.R.** (1998). Designing the case study experience: Integrating analysis, teamwork, competition, class participation, presentation skills, and feedback, Marketing Management Association Conference Fall Educators' *Proceedings*, (September), 66-69.

PUBLICATIONS: CASE STUDIES APPEARING IN TEXTBOOKS (EDITOR SELECTED)

- Luthy, M.R.** (2010). Frozen Yogurt Delight: Dealing with Product Failure, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 11th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 58-61.
- Luthy, M.R.** (2010). Cross-cultural menu design: Accommodating tourists at an Icelandic Steakhouse, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 11th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 49-50.
- Luthy, M.R.** (2010). The Burj Al Arab: Measuring guest satisfaction at the world's only 7-star hotel, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 11th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 45-46.
- Luthy, M.R.** and C. Richards (2006). Elite house: Using e-service recovery to deal with brick and mortar failure, in *Tourism: The business of travel (3rd edition)* by Roy A. Cook, Laura J. Yale, and Joseph J. Marqua, Englewood Cliffs: Prentice Hall, 140-142.
- Luthy, M.R.** (2001). Caldera industries, in *Basic marketing research*. 4th ed. by Gilbert A. Churchill, 437-442 with teaching notes in accompanying instructor's manual, 276-281 (Fort Worth, Texas: Dryden Press); reprinted in 5th edition (2005) 390-393, with teaching notes in accompanying instructor's manual, C78-83; reprinted in 7th edition (2010) 538-541, with teaching notes in accompanying instructor's manual.
- Luthy, M.R.** (2001). Select hotels of North America, *Marketing research essentials: Text and cases* by Bruce Wrenn, Robert E. Stevens, and David L. Loudon, Haworth Best Business Books, 283-286 with Teaching Note in accompanying Instructor's Manual, 121-125; reprinted in 2<sup>nd</sup> edition (2007), 311-314.
- Luthy, M.R.** (2001). J.T.s general store, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 8th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 123-124.

PUBLICATIONS: CASE STUDIES APPEARING IN TEXTBOOKS (EDITOR SELECTED) CONTINUED

- Luthy, M.R.** (2001). Sanchez property management, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 8th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 152-153; reprinted in 9th edition (2004) and 11<sup>th</sup> edition (2010).
- Luthy, M.R.** (2001). Trawick hotels, *Great ideas in retailing* accompanying *Retail management: A strategic approach*, 8th Ed. by Barry Berman and Joel R. Evans, (Upper Saddle River, New Jersey: Prentice-Hall Publishing), 160-163; reprinted in 9th edition (2004).
- Luthy, M.R.** (1998). Performance evaluation and sales representative selection: Cotner Medical Supply (A) and (B), in *Sales management: Teamwork, leadership, and technology*, 5th ed. by Charles Futrell, pp. 369-375 with teaching notes in accompanying instructor's manual, 147-152, (Fort Worth, Texas: The Dryden Press).
- Luthy, M.R.** (1997). Stubblefield appliances, in *Sales force management*, 5th ed. by Gilbert A. Churchill, Jr., Neil M. Ford, and Orville C. Walker, Jr. 317-319 with teaching notes in accompanying instructor's manual 301-305, (Homewood, Illinois: Richard D. Irwin Publishing), included in 6<sup>th</sup> edition (2000) and 7<sup>th</sup> edition (2003).
- Luthy, M.R.** (1997). Denman industrial products (A) and (B), in *Sales management: Analysis and decision making*, 3rd ed., by Thomas Ingram, Raymond W. LaForge, and Charles H. Schwepker, Jr., 551-558 with teaching notes in accompanying instructor's manual, 101-111 (Fort Worth, Texas: The Dryden Press). Also in 4<sup>th</sup> edition. Denman Industrial Products (B) in *Sales management: Teamwork, leadership, and technology*, 5th ed. by Charles Futrell, 623-625 with Part (A) and teaching notes in accompanying instructor's manual, 184-193, (Fort Worth, Texas: The Dryden Press: 1998).
- Luthy, M.R.** (1992). Oakdale plaza shopping mall, in *Retailing management* by Michael Levy and Barton A. Weitz, 731-732 with teaching notes in accompanying instructor's manual, 562, (Homewood, Illinois: Richard D. Irwin Publishing).

PUBLICATIONS: PEDAGOGY / TEACHING ARTICLES (EDITOR SELECTED)

- Luthy, M.R.** (2008). Five equations for student success, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xiv-xv.
- Luthy, M.R.** (2008). Using the practice exam to increase student participation and reading, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xvii-xviii.
- Luthy, M.R.** (2008). Increasing student course buy-in, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xiv.
- Luthy, M.R.** (2008). A creative approach to the principles of marketing final exam, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xix.
- Luthy, M.R.** (2008). Midterm feedback for managing grade inflation, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xviii-xix.

PUBLICATIONS: PEDAGOGY / TEACHING ARTICLES (EDITOR SELECTED) CONTINUED

- Luthy, M.R.** (2008). Using the syllabus to acculturate students to Bloom's Typology and test construction, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), xiii.
- Luthy, M.R.** (2008). The search for the perfect package, *Instructor's Manual with Video Guide*, accompanying *Marketing*, 9th edition by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel, (Mason, Ohio: Thompson South-Western), 146.
- Luthy, M.R.** (2002). Marketing research in the service of the community: An electronic focus group project, *Great ideas in teaching marketing*, 6<sup>th</sup> edition, edited by Joseph F. Hair, (Cincinnati, Ohio: South-Western Publishing), 53-54.
- Luthy, M.R.** (2002). Teaching 'how-to' dissect an article, *Great ideas in teaching marketing*, 6<sup>th</sup> edition, edited by Joseph F. Hair, (Cincinnati, Ohio: South-Western Publishing), 144-145.
- Luthy, M.R.** (2002). Including students in assessing class participation, *Great ideas in teaching marketing* 5<sup>th</sup> ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 126-128.
- Luthy, M.R.** (2000). Randomizing class participation, *Great ideas in teaching marketing* 5<sup>th</sup> ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 143-144. Reprinted in *Handbook for new instructors: Getting started with great ideas*, published by Thomson South-Western (2006).
- Luthy, M.R.** (2000). Student created business videos, *Great ideas in teaching marketing* 5<sup>th</sup> ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 138-139.
- Luthy, M.R.** (2000). Student development of the exam grading key: Another opportunity for learning, *Great ideas in teaching marketing* 5<sup>th</sup> ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 128-129.
- Luthy, M.R.** (2000). The use of the "warm call" in case discussions, *Great ideas in teaching marketing* 5<sup>th</sup> ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 100-102.
- Luthy, M.R.** (1998). Inductive reasoning and the branding exercise, *Great ideas for teaching marketing*, 4th ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 16-18.
- Luthy, M.R.** (1998). A magical introduction to personal selling skills, *Great ideas for teaching marketing*, 4th ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 50-51.
- Luthy, M.R.** (1998). Case study skills and the box, *Great ideas for teaching marketing*, 4th ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 142-144. Reprinted in *Handbook for new instructors: Getting started with great ideas*, published by Thomson South-Western (2006).
- Luthy, M.R.** (1996). Interpreting non-verbal communications: Experiential exercises 5.2, *The professional selling skills workbook*, edited by Ramon A. Avila, Thomas N. Ingram, Raymond W. LaForge, and Michael R. Williams, (Fort Worth, Texas: The Dryden Press), 83-85.

PUBLICATIONS: PEDAGOGY / TEACHING ARTICLES (EDITOR SELECTED) CONTINUED

- Luthy, M.R.** (1996). Reverse engineering an integrated promotional plan, *Great ideas for teaching marketing*, 3rd ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., Carl McDaniel, and Scott S. Roach, (Cincinnati, Ohio: South-Western Publishing), 137-138.
- Luthy, M.R.** (1995). Write a bad memo, *Tested teaching ideas for business communication*, edited by Courtland L. Bovee and John V. Thill, (New York, NY: McGraw-Hill Publishing), 61-62.
- Luthy, M.R.** (1995). Hear no evil ... see no evil, *Tested teaching ideas for business communication*, edited by Courtland L. Bovee and John V. Thill, (New York, NY: McGraw-Hill Publishing), 123.
- Luthy, M.R.** (1994). Multi-method test design, *Great ideas for teaching marketing*, 2nd ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 429.
- Luthy, M.R.** (1994). 20 questions: A reverse promotional plan, *Great ideas for teaching marketing*, 2nd ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 113-114.
- Luthy, M.R.** (1994). Write a bad questionnaire, *Great ideas for teaching marketing*, 2nd ed., edited by Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cincinnati, Ohio: South-Western Publishing), 257-258.
- Luthy, M.R.** (1993). Services marketing syllabus and project, *Services marketing course collection*, 3rd ed., edited by Teresa Swartz, (Chicago: American Marketing Association), 320-334.
- Luthy, M.R.** (1990). Promotion management consulting competition, *Instructor's manual to promotion management and marketing communications*, 2nd ed. by Terence A. Shimp, (Hinsdale, Illinois: The Dryden Press). Portions were reprinted in the third and fourth editions' Instructor's manual (text re-titled *Advertising, promotion, and supplemental aspects of integrated marketing communications* for fourth edition), 414-425.

PUBLICATIONS: BOOK REVIEWS (EDITOR SELECTED)

- Luthy, M.R.** (1999). Focus group research handbook, *The Courier-Journal*, Louisville, Kentucky, Metro Edition, Business Section-Investments, (October 3), 4e.
- Luthy, M.R.** (1999). Radical marketing: From Harvard to Harley, ten that broke the rules and made it big, *The Courier-Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (September 12), 3e.
- Luthy, M.R.** (1999). The Saturn difference: Creating customer loyalty in your company, *The Courier-Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (September 5), 3e.
- Luthy, M.R.** (1999). Ready, blame, fire, *The Courier-Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (January 31), 5e.
- Luthy, M.R.** (1999). How hits happen: Forecasting predictability in a chaotic market, *The-Courier Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (January 17), 4e.
- Luthy, M.R.** (1998). Real time: Preparing for the age of the never satisfied customer, *The Courier-Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (October 4), 4e.
- Luthy, M.R.** (1998). The eagle & the monk: Seven principles of successful change, *The Courier-Journal*, Louisville, Kentucky Metro Edition, Business Section-Investments, (September 13), 4e.

## PUBLICATIONS: MISCELLANEOUS ARTICLES (EDITOR SELECTED)

- Luthy, M.R.** (2008). Strategies for integrating teaching, scholarship and service, *Marketing Insights*, Marketing Management Association, 5, 2, (Fall), 1-2.
- Luthy, M.R.** (2006). Teaching in Iceland, *Bellarmino Magazine*, published by Bellarmino University, (Winter) 4-5.
- Luthy, M.R.** (2003). Outdoor advertising, *Advertising age encyclopedia of advertising*, 1<sup>st</sup> Edition, (Chicago, Illinois: Fitzroy Dearborn Publishers), vol. 2, 1178-1180.
- Luthy, M.R.** (2001). Achieving synergy in an era of diminishing faculty time and increasing administration mandates, *Marketing Educator*, published by the American Marketing Association (Spring), 20, 1.
- Luthy, M.R.** (1997). Eliminating memorization from business education, *Marketing Educator*, published by the American Marketing Association, 16, 2, (Spring), 13.

## PRESENTATIONS

- Teaching Classes with Alternate Term Formats (2008), panel member on teaching effectiveness track, Marketing Management Association Fall Educator's Conference, (September).
- Providing effective student feedback (2008), panel member on teaching effectiveness track, Marketing Management Association Fall Educator's Conference, (September).
- Current and ongoing research, research roundtable (2005), Reykjavik University, (March).
- Beginning a research program, (2005), Reykjavik University faculty (March).
- Preparing MBA students for case studies: Suggestions for orientation weekend, (2003), Consortium in Teaching Excellence for Early-Career Professors, (September).
- Anatomy of a teaching philosophy (2003), Marketing Management Association Fall Educator's Conference, (September).
- Building a marketing vocabulary (2003), Marketing Management Association Fall Educator's Conference (September).
- eFinance at Charles Schwab (2001), Academy of Finance Conference, (March).
- northWestern van lines (A), (B), and (C): Customer satisfaction in the moving industry (2001), Society for Case Research Conference, (March).
- Hwang's Martial Arts Academy (2001), Society for Case Research Conference, (March).
- Using service experiences to develop critical observation, analysis, and communications skills (2000), Society for Marketing Advances Conference, (November).
- Toward a framework for analyzing the portrayal of selling and sales representatives in print advertisements (1999), National Conference in Sales Management, (April).
- Guardians of knowledge dissemination: The case of the Journal of Consumer Research (1999), Marketing Management Association, (March).
- Designing the case study experience: Integrating analysis, teamwork, competition, class participation, presentation skills, and feedback (1998), Marketing Management Association Fall Educators Conference, (September).

### PRESENTATIONS (CONTINUED)

Re-designing the personal selling course and advising sales interested students: The view from Pi Sigma Epsilon corporate sponsors (1998), National Conference in Sales Management (April).

Student ethnocentrism and attitudes toward international trade policy (1998), Marketing Management Association Conference, (March).

Just the facts mam: Assessing information relevance and potential bias in sales management case studies (1997), National Conference in Sales Management, (April).

An analysis of syllabi in personal selling and sales management courses: Lessons from the leading edge (1997), Marketing Management Association Conference, (March).

Evaluating the success of a sales force promotional program: Denman Industrial Products (A) and (B) (1996), National Conference on Sales Management, (March).

### POST-DOCTORAL DEVELOPMENT

Thunderbird, Garvin School of International Management, Executive Certificate in International Marketing, 2006

The Second City, Introduction to Improv for Creative Pedagogy, 2005

University of South Carolina, Faculty Development in Teaching International Marketing, 2005

Ritz Carlton Leadership Center, Legendary Service at the Ritz Carlton seminar, 2004

Duke University, Workshop on Teaching International Business Negotiation, 2000

Georgia State University, Master-Teacher Program: Improving Teaching Effectiveness, 1999

Harvard University, Art & Craft of Discussion Leadership: Seminar on Case Method Teaching, 1997

### PROFESSIONAL CERTIFICATIONS

American Marketing Association, Professional Certified Marketer, 2001 – present

Lego Serious Play, Facilitator for communication and problem solving technique, 2007

AC Nielsen Burke Institute, Certificate of Proficiency in Qualitative Research, 2004

Protocol School of Washington, Certification in Corporate Etiquette and International Protocol, 2004

### PROFESSIONAL AFFILIATIONS

American Marketing Association

Marketing Management Association

Society for Case Research

Fulbright Association

## HONOR SOCIETY AFFILIATIONS

Beta Gamma Sigma – Business Honor Society

Pi Sigma Epsilon – National Professional Fraternity in Marketing, Sales Management, and Selling

Alpha Mu Alpha – National Marketing Honor Society

Mu Kappa Tau – Marketing Honor Society

## MEDIA / QUOTES

Quoted on Marketing ROI in Publisher's Letter in *Kentuckiana Business Forum* (Louisville, Kentucky), December 2008, 1, 4, 2.

Interviewed by Shannon Leonard-Boone for "Times they are a changin': International business experts point to emerging markets as opportunities for area businesses" in *Business First* (Louisville, Kentucky), June 9, 2008

Profiled by Patti Smith for "World experiences shape business professor's style" in *Business First* (Louisville, Kentucky), January 12, 2007

Interviewed by Dögg Hjaltalín for article on research in *Viðskiptablað Fréttablaðsins* (business newspaper), Reykjavik Iceland 2005

Submitted short article to Ragnhildur Zoega, co-ordinator International Office of Education at University of Iceland on experiences in Iceland for their spring English newsletter, 2005

## SERVICE

- Professional    Session Chair: Embryo Cases, Economics and Acquisitions, 2009 Society for Case Research conference, March.
- Discussant: 2009 Society for Case Research conference, March.
- Discussant: 2009 Academy of Finance conference, March.
- Consumer Panel Member, Horizon International Research, Spring 2008 – present.
- Consumer Panel Member, Vanderbilt University eLab, Spring 2002 – present
- Track Chair: Marketing in Services Industries, 2004 Marketing Management Association Conference, Spring 2003 – Spring 2004
- Sales Teaching Materials Editor, part of the Sales Professional Network, Fall 1998 – Spring 2001
- Track Chair: Services Marketing, 2001 Marketing Management Association Conference, Fall 2000 – Spring 2001
- Session Chair: *2001 Marketing Management Association*
- Conference Discussant, *2001 Academy of Finance*
- American Marketing Association East Europe Business Library Project, 1994–1996. (collected over 1,600 business texts for libraries in former Communist countries)

SERVICE (CONTINUED)

Ad Hoc

Reviewing

*Journal of Personal Selling & Sales Management, Journal of Business and Industrial Marketing,, Journal of Retailing, Association of Collegiate Marketing Educators Conference Proceedings, Marketing Management Association Conference Proceedings, American Marketing Association Summer Educator's Conference Proceedings (selling and sales management, services, education tracks), National Conference in Sales Management Proceedings, Society for Marketing Advances Proceedings, Society for Case Research Proceedings, Academy of Finance Review*

Institutional

Faculty Council member, Bellarmine University, Fall 2008 – Spring 2010

Chair, Faculty Development and Faculty Forum sub-committee member, Bellarmine University, Fall 2008 – present

*Pro Bono* consulting to Lansing School of Nursing on curriculum redesign, Spring 2009

University Calendar Committee, Bellarmine University, Fall 2006, Spring 2008

Rank and Tenure Committee, W. Fielding Rubel School of Business, Bellarmine University, Fall 2005 – present

MBA Curriculum Committee, Bellarmine University, Spring 2002 – present

Member, SACS re-affirmation effort steering committee, Bellarmine University, Fall 2006 – Summer 2007

Chair, Institutional Effectiveness and Student Learning Outcomes committee, SACS re-affirmation effort, Bellarmine University, Fall 2006 – Summer 2007

Co-chair, Search Committee for new management/marketing professor, W. Fielding Rubel School of Business, Fall 2006 – Spring 2007

Wilson Wyatt Student Fellowship selection committee, Bellarmine University, April 2006

Director's Council, Bellarmine University, Fall 2003 – Spring 2005

Department Chairs' Committee, Bellarmine University, Spring 2003 – Spring 2005

MBA Administrative Committee, Bellarmine University, Spring 2002 – Spring 2003

Faculty Development Committee, Bellarmine University, Fall 2000 – Summer 2001

SGA Honor Code Committee, Bellarmine University, Fall 2000 – Summer 2001

Institutional Research Committee, Bellarmine University, Fall 1999 – Spring 2000

Undergraduate B.A. Curriculum Committee, Bellarmine University, Fall 1999 – Spring 2000

Human Subjects Research Review Committee, Drake University, 1995 – 1997

Graduate Curriculum Committee, Drake University, 1995 – 1997

Advisor, Student Chapter of the American Marketing Association, Drake University, 1994 – 1997

## SERVICE (CONTINUED)

Community      ResCare Political Action Committee, *Pro Bono* Consulting, January 2009  
Masonic Homes of Kentucky, *Pro Bono* Consulting, September 2006  
Nebolini Design, *Pro Bono* Consulting on Branding, Reykjavik Iceland, March 2005  
Sjöfn Har Art Studio, *Pro Bono* Consulting on Communications Strategy, Reykjavik  
Iceland, February 2005  
Evoke, Inc., *Pro Bono* Consulting, Marketing Research Consultant, November 2002  
Jewish Hospital Human Studies Committee, Voting Member, October 2001 – July  
2003 (received volunteer service award)  
Strategic Technologies, Inc., *Pro Bono* Consulting, December 2001  
Hospice & Palliative Care of Central Kentucky, *Pro Bono* Consulting, Fall 2001  
American Advertising Federation, Judge for Scholarship Competition, April 2001, 2000  
Louisville Zoological Gardens, *Pro Bono* Consulting, Spring 2000  
Louisville Ballet, *Pro Bono* Consulting, Fall 1999

## ADMINISTRATIVE POSITIONS

Director of Graduate Studies, W. Fielding Rubel School of Business, Bellarmine University,  
Louisville, Kentucky, December 2002 – January 2005

## INDUSTRY POSITIONS

Financial Intern, Oscar Mayer Foods Corporation, World Headquarters, Madison, Wisconsin, May –  
August, 1985.  
Assistant National Bank Examiner, Comptroller of the Currency, United States Treasury  
Department, Central Region, Peoria, Illinois, January 1983 - August 1984.