

Curriculum Vitae

J. Duncan Herrington

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Education

- D.B.A** Mississippi State University, 1993
Major: Marketing
Minors: Management and Sociology
Dissertation Title:
"The Effects of Tempo and Volume of Background Music
on Supermarket Shopping Behavior"
- M.B.A** Mississippi State University, 1989
- B.B.A.** Mississippi State University, 1982
Major: Marketing

Online Teaching Experience

Radford University (summer 2012), Principles of Marketing
Fort Hays State University (fall 2012, 2013), Marketing Research, Strategic Electronic
Marketing
Radford University (summer 2013), Internet Marketing, Marketing Research

Professional Experience

Professor of Marketing (January 1993 to present), College of Business and Economics, Radford University in Radford, VA. Graduate and undergraduate courses taught include Advertising, Consumer Behavior, Business Policy and Strategy, Business Research and Reporting, e-Commerce Strategy, Internet Marketing, Marketing Management, Marketing Research (online), Principles of Marketing (online), and Retail Management.

Associate Dean (July 2004 to December 2010), College of Business and Economics, Radford University in Radford, VA. Responsibilities include managing assessment, curriculum planning, strategic planning and AACSB accreditation processes for the college.

Director of the MBA and Academic Outreach Programs (January 2003 to February 2006), College of Business and Economics, Radford University in Radford, VA. Responsibilities include student advising, class scheduling, student recruitment, budgeting and financial control. Programs include all Masters level business students enrolled on both the main campus and Roanoke campus as well as Bachelors level business students enrolled in off-campus degree programs.

Assistant Director of the Honors Academy (January 2002 to December 2002), Radford University in Radford, VA. Responsibilities include: supporting students with participation in Collegiate Jeopardy Bowl and Collegiate Honors Council; coordinating the 11th annual Graduate/ Undergraduate Research Forum; making presentations to incoming Honors Academy Freshmen and parents during New Student Orientation; registering students for Honors classes; and assisting the Director with other activities and duties as needed.

General Manager Potters II (1986 to 1989), in Jackson, MS. Responsible for all store operations including recruitment, management supervision, and financial control. Also responsible for management training, local store marketing, and new store openings.

Owner and Manager of the Reservoir Deli (1985 to 1986), Brandon, MS. Developed and managed a restaurant specializing in deli-style sandwiches and frozen deserts. Responsible for all facets of the business.

Self-employed Sub-Contractor for Custom Automotive (1982 to 1985), Monroe, LA. Marketed a broad range of automotive aftermarket accessories to automobile dealerships and parts distributors.

Assistant to the Retail Price Coordinator (1979 to 1982), McCarty-Holman Co., Jackson, MS. Responsible for competitive price analyses, price zone maintenance, and assorted financial analysis. Part-time while attending college.

Technical Skills

Proficiency with several different software applications including:

- Microsoft Office
- Desire2Learn
- WebCT
- Blackboard
- SPSS Statistical Package
- Adobe Dreamweaver and Photoshop

Publications

- Herrington, J. Duncan and Danny R. Arnold (2013) "Undergraduate Business Education: It's Time to Think Outside the Box," *Journal of Education for Business*, 88 (3): 202-209.
- Herrington, J. Duncan (2010) "MBA: Past, Present and Future," *Academy of Educational Leadership Journal*, volume 14, issue 1: 63-76.
- Herrington, J. Duncan and Thomas Lachowicz (2006) "Advertising Interrelationships in a Product Portfolio: Complements, Cannibals and Spillover," *Proceedings of Society for Marketing Advances*: 22-23.
- Herrington, J. Duncan and William A. Dempsey, (2005) "Comparing the Current Effects and Carryover of National-Sponsor, Regional-Sponsor and Local-Sponsor Advertising," *Journal of Advertising Research*, volume 45, issue 1: 60-72.
- Herrington, J. Duncan (2004) "Are Restaurant Franchisees Getting a Positive Return on Their Advertising Fees?," *Journal of Promotion Management*, volume 11, issue 1: 71-81.
- Henley, James A., Michael J. Cotter and J. Duncan Herrington (2004) "Quality and Pricing in the Hotel Industry: The Mobil 'Star' and Hotel Pricing Behavior," *International Journal of Hospitality & Tourism Administration*, volume 5, issue 4: 53-65.
- Henley, James A., Michael J. Cotter and J. Duncan Herrington (2004) "The Importance of Consumer Guide Information to Management: The Mobile 'Check' and Hotel Pricing Behavior," *Tourism Analysis*, volume 9, issue 3: 197-205.
- Herrington, J. Duncan (2002) "The Current Impact and Carryover of Advertising on Sales in the Restaurant Industry," *Journal of Foodservice Business Research*, volume 5, issue 3: 5-18.
- Herrington, J. Duncan (2001) "Understanding Consumer Choice of Secondary Supermarkets," *Proceedings of the Society for Marketing Advances*: 207-210.
- Herrington, J. Duncan (2001) "The Effects of National Advertising on Unit Sales and Returns to Advertising," *Proceedings of the Society of Marketing Advances*: 205-206.

- Herrington, J. Duncan and James A. Henley (2000) "Comparing the Relative Impact of Services and Non-Services Advertising: The Case of Insurance Versus Automobiles," *Journal of Promotion Management*, volume 5, issue 2: 101-118.
- Cotter, Michael J, James A. Henley and J. Duncan Herrington (2000) "Japan's 'Gentle' Marketing Combat Tactic: The Art of Falling," *Proceedings of the Association of Marketing Theory and Practice*: 379-383.
- Cotter, Michael J, James A. Henley and J. Duncan Herrington (1998) "A Longitudinal Study of Parochial Contributions: A Pilot Study," *Journal of Ministry Marketing & Management*, volume 4, issue 1: 79-88.
- Herrington, J. Duncan, James G. Lollar, Michael J. Cotter and James A. Henley (1996) "Variations in the Intensity and Effectiveness of Marketing Communications: Services Versus Non-Services," *Journal of Advertising Research*, volume 36, issue 6: 1-11.
- Herrington, J. Duncan and Louis M. Capella (1996) "Musical Effects in Service Environments: A Field Study," *Journal of Services Marketing*, volume 10, issue 2: 26-41.
- Herrington, J. Duncan and Albert Smith (1996) "Using TV to Reach 'Generation X': Some Information for Media Planning and Selection," *Journal of Promotion Management*, volume 3, issue 1: 107-120.
- Herrington, J. Duncan and Louis M. Capella (1995) "Shopper Reactions to Perceived Time Pressure," *International Journal of Retail & Distribution Management*, volume 23, issue 12: 13-20.
- Herrington, J. Duncan and Louis M. Capella (1994) "Practical Applications of Music in Retail and Service Settings," *Journal of Services Marketing*, volume 8, issue 4: 50-65.
- Herrington, J. Duncan Herrington, Howard W. Combs and Louis M. Capella (1994) "Retail Image and Grocery Store Positioning," *Proceedings of the A.M.S./A.C.R.A. National Retailing Conference*.
- Herrington, J. Duncan, James G. Lollar and Louis M. Capella (1994) "The Effects of Perceived Crowding and Mood on Retail Purchases," *Proceedings of the Southern Marketing Association Conference*.
- Herrington, J. Duncan and James Lollar (1994) "Immediate and Temporal Advertising Impact Among Service and Non-Service Firms," *Proceedings of the Southern Marketing Association Conference*. (Received Best-of-Track Award).

Herrington, J. Duncan and Louis M. Capella (1994) "Toward an Explanatory Model of Retail Crowding," Proceedings of the Academy of Marketing Science.

Herrington, J. Duncan and Louis M. Capella (1994) "The Effects of Perceived Time Pressure on Relative Shopping Time and Expenditures," Proceedings of the Academy of Marketing Science. (Received Hollander Award for Best Retailing Paper).

Herrington, J. Duncan and Ronald D. Taylor (1993) "Services Versus Traditional Marketing: An Analysis of the Differences in the Magnitude and Duration of Advertising Effects on Sales," Proceedings of the Southern Marketing Association.

Herrington, J. Duncan (1992) "A Comparison of the Magnitude and Duration of Advertising Carryover Among Service and Manufacturing Firms," Proceedings of the Southwest Marketing Association.

Herrington, J. Duncan (1991) "An Integrative Path Model of the Effects of Retail Environments on Shopper Behavior," Proceedings of the Southern Marketing Association.

Herrington, J. Duncan and Louis M. Capella (1991) "Affective Retail Environments: The Effects of Retail Environments on Shopper Mood, Shopping Time, and Product Deliberation," Proceedings of the Southwest Marketing Association.

Herrington, J. Duncan (1990) "Affective Retail Environments: The Effects of Musical Stimuli on Retail Patron Behavior," Proceedings of the Southern Marketing Association.

Reagan, Carmen C., Louis M. Capella and J. Duncan Herrington (1990) "Research on Black Consumers: A Summary of Analysis and the Methodologies," Proceedings of the Southwest Marketing Association.

Manuscripts in Progress

"Using Cointegration Regression to Measure the Duration of Advertising" targeted to the Journal of Advertising Research.

"The Cross-Elasticity of Advertising Among sets of Individual (Multiple) Brands" targeted to the Journal of Advertising.

Professional Honors and Awards

- Hollander Award for Best Retailing Paper, Academy of Marketing Science 1994.
- Best Paper: Sales Management, Advertising, and Promotion Track, Southern Marketing Association Conference, 1994.
- Who's Who Among American Teachers – 2000, 2005.

Professional Organizations

- American Marketing Association
- Beta Gamma Sigma