

Dr. Lewis Hershey
Fayetteville State University
Finance, Economics, Entrepreneurship, and Marketing
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Education

PhD, Louisiana State University, 1988.
Major: Major: Communications Minor: Marketing
Dissertation Title: Peripheral Persuasion in Advertising

MA, University of North Carolina at Chapel Hill, 1985.
Major: Communications

BA, University of North Carolina at Chapel Hill, 1981.
Major: Communications and History

Professional Positions

Academic - Post-Secondary

Professor of Marketing, School of Business and Economics, Fayetteville State University. (August 2007 - Present).

Associate Professor of Marketing, School of Business and Economics, Fayetteville State University. (August 2003 - July 2007).

Licensures and Certifications

Life Insurance License, Georgia & North Carolina. (August 1998 - Present).

Series 63, 65. (August 1998 - Present).

Series 7. (August 1998 - Present).

Professional Memberships

American Marketing Association.

Delta Sigma Pi Business Fraternity.

Marketing Management Association..

Society for Marketing Advances.

University of North Carolina Alumni Association.

Society of Financial Service Professionals. (August 2008 - Present).

TEACHING

Teaching Experience

Fayetteville State University

BADM 430, 3 courses.
MGMT 650, Business Strategy, 1 course.
MKTG 311, 9 courses.
MKTG 322, 8 courses.
MKTG 325, 1 course.
MKTG 460, 9 courses.
MKTG 470, Marketing Management, 1 course.
MKTG 610, Marketing Planning & Strategy, 1 course.
MKTG 640, Marketing Strategy, 1 course.

RESEARCH

Published Intellectual Contributions

Book Chapters

Branch, J., Hershey, L., Vannette, D. (in press). The Use of RISK® for Introducing Marketing Strategy. In Nygaard, Claus; Clive Holtham; and Nigel Courtney (Ed.), *Beyond Transmission: Innovations in University Teaching* (pp. forthcoming). Faringdon: Libri Publishing.

Hershey, L. (2010). Unit 5: Marketing. In L. Yalin and J. Parnell (Ed.), *Business English, 2nd Edition* (pp. 81-100). Higher Education Press.

Refereed Journal Articles

Hershey, L., Branch, J. (2011). Lexicon Rhetoricae: The Narrative Theory of Kenneth Burke and Its Application to Marketing. *Qualitative Market Research: An International Journal*, 14(2), 174-187. <http://www.emeraldinsight.com/journals.htm?articleid=1917463&show=abstract>

Hershey, L., Wood, P. (2011). Using Blackboard CMS to Develop Team Work Skills in Undergraduate Marketing Principles Class. *Academy of Educational Leadership Journal*, 15(1), 57-64.

Dubas, K., Hershey, L., Nijhawan, I., Mehta, R. (2011). Breakeven and profitability analyses in marketing management. *Innovative Marketing*, 7(3), 40-50.

Hershey, L. (2007). Mythic Vision, Rhetorical Determinacy, and Organizational Culture in the Selective Service System. *Journal of Business and Leadership*, 3(1), 22-31.

Hershey, L., Wishart, C. (2007). The Application of Narrative Theory for Organization Theory Building. *Review of Business Research*, VII(1), 139-147.

Hogan, B., Hershey, L., Richey, S. (2007). A Case Study Using a Patient Satisfaction Survey to Improve the Delivery and Effectiveness of Drug Addiction Treatment Services: Marketing Implications and Org. Impact. *Health Marketing Quarterly*, 21(2-Jan), 93-106.

Hershey, L. (2007). The 3D Writing Heuristic: A Meta-Teaching Technique for Improving Business Writing Among Marketing Students. *Marketing Education Review*, 17(1), 43-47.

Hogan, B., Hershey, L. (2007). Using a Sponsorship to Improve the Success of Blood Drive Donations. *Health Marketing Quarterly*, 24(2-Jan), 51-61.

Hogan, B., Hershey, L., S. R. (2007). A Case Study Using a Patient Satisfaction Survey to Improve the Delivery and Effectiveness of Drug Addiction Treatment Services: Marketing Implications and Org. Impact. *The Hayworth press*, 24(1/2), 93-106. hmq.haworthpress.com

Hogan, B., Hershey, L., Hogan, R. B., Callum, C. (2007). Using a Sponsorship to Improve the Success of Blood Drive Donations. *Health Marketing Quarterly*, 24(1/2), 51-61. hmq.haworthpress.com

Conference Proceedings

Dubas, K., Hershey, L., Nijhawan, I., Mehta, R. (2010). *BREAKEVEN AND PROFITABILITY ANALYSES USING LINEAR AND QUADRATIC PROFIT FUNCTIONS*. Allied Academies 2010 International Conference: Academy of Marketing Studies (AMS) Proceedings.

Hershey, L., Dubas, K., Wood, P. (2010). *DOCUMENTING ASSURANCE OF LEARNING (AoL) DATA OF TEAM WORK SKILLS ACQUISITION USING THE BLACKBOARD CMS IN THE UNDERGRADUATE MARKETING MANAGEMENT CLASS* (1st ed., vol. 3, pp. 172-178). Williamsburg, VA: 2010 American Institute of Higher Education's 4th International Conference.

Hershey, L., Wood, P. (2009). *Using the Blackboard CMS to Develop Team Work Skills in the Undergraduate Marketing Principles Class* (2nd ed., vol. 14, pp. 9). Proceedings of the Academy of Marketing Studies.

Dubas, K., Hershey, L. (2009). *Redesigning a Graduate Course in Marketing Planning & Strategy* (pp. in press). Allied Academies International Conference.

Hershey, L. (2008). *Using Blackboard CMS to Standardize a Multi-section Business Communications Class* (vol. V (1), pp. 387-390). Las Vegas, Nevada: Proceedings of the International Association for Business and Economics.

Chatterjee, A., Dubas, K., Hershey, L. (2008). *The Role of Financial Leverage in Service Organizations* (vol. 1 (1), pp. 334). Orlando, FL: Proceedings of the American Institute of Higher Education Conference.

Dubas, K., Chatterjee, A., Hershey, L. (2008). *The Role of Operating Leverage in Service Organizations* (vol. 1 (1), pp. 335). Orlando, FL: Proceedings of the American Institute of Higher Education Conference.

Hershey, L. (2008). *Using AuthorGen Lecturing Software to Improve Faculty Peer-Review Evaluations of Teaching* (vol. 1 (1), pp. 322-325). Orlando, Florida: Proceedings of the American Institute of Higher Education Conference.

Dubas, K., Hershey, L. (2007). *The Optimal Rate of Sales Force Turnover* (vol. 12 (2), pp. 27-32). Las Vegas, Nevada: Proceedings of the Academy of Marketing Studies.

Hershey, L. (2007). *Symbolic and Formal Appeal at the US Open Golf Championship: Towards an Integrated Theory of Consumer Behavior*. Coral Gables, FL: Academy of Marketing Science.

Hershey, L. (2007). *Using Blackboard CMS to Standardize a Multi-section Marketing Principles Course* (vol. 18, pp. 41-44). San Diego, CA: Southwestern Review of Business Research.

Presentations Given

Hershey, L. (Presenter & Author), Owens, T. (Presenter Only), Hecklethorun, E. (Presenter Only), Forum, "SENC Chapter Success," Society for Financial Services Professionals, Phoenix, AZ. (October 23, 2009).

Hershey, L., Proceedings of the International Association for Business and Economics, "Using Blackboard CMS to Standardize a Multi-section Business Communications Class," Las Vegas, Nevada. (October 2008).

Chatterjee, A., Dubas, K., Hershey, L., Proceedings of the American Institute of Higher Education Conference, "The Role of Financial Leverage in Service Organizations," Orlando, FL. (April 2008).

Dubas, K., Chatterjee, A., Hershey, L., Proceedings of the American Institute of Higher Education Conference, "The Role of Operating Leverage in Service Organizations," Orlando, FL. (April 2008).

Hershey, L., Proceedings of the American Institute of Higher Education Conference, "Using AuthorGen Lecturing Software to Improve Faculty Peer-Review Evaluations of Teaching," Orlando, Florida. (April 2008).

Dubas, K., Hershey, L., Proceedings of the Academy of Marketing Studies, "The Optimal Rate of Sales Force Turnover," Las Vegas, Nevada. (October 2007).

Hershey, L., Developments in Marketing Science, "Symbolic and Formal Appeal at the US Open Golf Championship: Towards an Integrated Theory of Consumer Behavior," Coral Gables, FL. (June 2007).

Hershey, L., Southwestern Review of Business Research, "Using Blackboard CMS to Standardize a Multi-section Marketing Principles Course," San Diego, CA. (March 2007).

Artistic and Professional Performances and Exhibits

Music Composition - Major Work, Publication

Hershey, L., Music Composition - Major Work, Publication, "Song of the Highlands Retrospective", Lewis Hershey, Apple Mountina Music, Non-Academic, National. (2010 - Present).

Contracts, Grants and Sponsored Research

Grant

Hershey, Lewis, Sponsored by Hershey Company, Private, \$25,000.00. (April 2011).

Hershey, Lewis, Sponsored by UNC General Administration, State, \$250,000.00. (July 2010).

Hershey, Lewis, "A Proposal to Create the FSU SBE Faculty Center for Community Service Initiatives Supporting Economic and Community Development," Sponsored by General Administration of the University of North Carolina, \$1,700,000.00. (2008).

Awards and Honors

Paul S. Mills Scholarship, Foundation for Financial Service Professionals. (October 2009).

Research in Progress

"A Narrative Theory of Experiential Consumption: Symbolic and Formal Appeal at the US Open Golf Championship"

"An Exploratory Investigation of Differences in Continuing Education Topics Between Novice and Veteran Financial Service Professionals"
Fall

"Characteristics of Retail Mega-Events"
Summer

"Deconstructing the ELM Construct"
Fall

"Hypothetical Models for Re-organizing a School of Business"
Fall

"The Marketer as Narrator: Ontological and Epistemological Dimensions of Narrative Theory for Marketing Theory and Practice"
Fall

"The Rhetoric of Peripheral Persuasion"
Spring

"Using Information Seminars as a Strategic Personal Selling Tool to Identify Prospects in Financial Services"
Fall

"Why Marketing Students are NOT Customers (and why it is important not to call them that)"
Fall

SERVICE

Department Service

Committee Chair, Marketing Position Search Committee. (August 2010 - April 2011).

Committee Member, Marketing Position Search Committee. (August 2009 - April 2010).

College Service

Recruited Tom Petsch, President, Society of Financial Services Professionals Visit. (November 2010 - Present).

Recruited Paul Hagerty, HR VP, Hershey Foods, Visit. (November 2010 - Present).

Committee Member, Graduate Faculty AQ Standards Ad Hoc Committee. (August 2010 - Present).

Recruited Hershey Company CEO Dave West to Partner with FSU. (July 2009 - Present).

Special Institutional Assignment, Administrator, Scholar Systems Database. (July 2008 - 2011).

Special Institutional Assignment, Administrator, Sedona Faculty Database. (2005 - 2008).

Committee Chair, Reorganization Committee. (2007).

University Service

Guest Speaker, FSU Dinner Honoring Felton J. Capel. (July 2010).

Professional Service

Reviewer, Journal Article, Judge, Article of the Year, Kenneth Black, Jr. Journal Author Award Program, Journal of Financial Service Professionals, Vol 64 (2010). Review of all 28 articles published in Volume 64 with recommendations for best articles, Summer 2011..

Reviewer, Journal Article, "A Low Cost, Highly Effective Method of Delivering Lecture-based Classes to In-class and Web-based Students," Marketing Education Review, Fall 2010, Special Issue on Teaching Innovations..

Reviewer, Journal Article, "A Recruiting and Hiring Role-Play: An Experimental Simulation," Marketing Education Review, Special Issue on Teaching Innovations, Fall 2011..

Reviewer, Conference Paper, "Effect of Product Category Characteristics on the Accuracy of Brand Share Estimates Derived from Survey-Based Brand Performance Indicators," AMA Winter Educator's Conference 2011.

Reviewer, Journal Article, "Equipping Future Marketers to Meet the Emerging Demand for Videos" Marketing Education Review, Special Issue on Teaching Innovations, Fall 2011..

Reviewer, Conference Paper, "Hello iPad. Goodbye Textbooks?," Midwest Marketing Association Conference, Marketing Education Track, Fall 2011..

Reviewer, Conference Paper, "Learning the Questionnaire Design Topic with Real Clients," American Marketing Association, "AMA Winter Educator's Conference 2011.

Reviewer, Journal Article, "Marketing Teaching Innovations: The 1894 Challenge and Studio Blue," Marketing Education Review, Special Issue on Teaching Innovations, Fall 2011..

Reviewer, Conference Paper, "The Role of Perceived Control in Customers' Justice Perceptions of Service Recovery: A Dual Process Model," AMA Winter Educator's Conference 2011.

Reviewer, Journal Article, Editorial Advisory Board, Services Marketing Quarterly. (2007 - Present).

Board of Advisors of a Company, Editorial Review Board, Journal of Business and Leadership. (2007 - Present).

Reviewer, Journal Article, Business Studies Journal, "Adding Value through Investment (a Case of Xrike Company Nigeria Ltd)," . (August 2011).

Reviewer, Conference Paper, "Match/Mismatch of the College Business Student Service-Learning Experiences: Drivers of Perceived Attitude Change, Satisfaction, and Future Volunteer Intentions," Society for Marketing Advances Conference. (August 2011).

Reviewer, Journal Article, Business Strategy Journal. (February 2011).

Reviewer, Journal Article, Allied Academies. (2009 - 2010).

Reviewer, Conference Paper, American Institute of Higher Education. (2009 - 2010).

Reviewer, Conference Paper, IABE. (2009 - 2010).

Reviewer, Journal Article, Journal of Business & Leadership. (November 2010).

Reviewer, Journal Article, Marketing Education Review. (November 2010).

Reviewer, Conference Paper, Advances in Business Research. (October 2010).

Reviewer, Journal Article, Journal of Business Strategy. (July 2010).

Reviewer, Book, Arens, Advertising, 11th edition. McGraw-Hill/Irwin. (2008).

Reviewer, Book, Focus Group for M Marketing Textbook, McGraw-Hill/Irwin. (2008).

Reviewer, Paper or Article, IABE International Conference. (February 2008).

Reviewer, Ad Hoc Reviewer, Services Marketing Quarterly. (2007).

Public Service

Officer, President/Elect/Past, Southeast Chapter of the Society for Financial Service Professionals, Fayetteville, NC. (July 2010 - Present).

Position in Civic Organization, Board of Adjustment, Town of Southern Pines, NC. (October 2008 - Present).

Board Member, University Partners Program, SFSP. (2008 - Present).

Board Member, Southeast Chapter of the Society for Financial Service Professionals. (January 2005 - Present).

Rotary Club of Southern Pines. (January 2004 - Present).

Committee Member, Handicap Citizens Committee, Southern Pines Elks Club. (January 2003 - Present).

Sargeant at Arms, Rotary Club of Southern Pines, Southern Pines, NC. (January 2002 - Present).

Business Strategy Plan, Elks Club of Southern Pines. (January 2008 - August 2009).

Consulting

Survey Research for Community Client, BPOE Southern Pines Elks Lodge, Southern Pines, NC. (May 15, 2009 - August 15, 2009).