

## Dwane H. Dean

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### Office:

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### Residence:

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### Education:

Ph.D.	Business Administration Major: Marketing Minor: Management	August, 2000	Louisiana State University
M.S.	Experimental Pathology	July, 1983	Univ. Of Alabama at Birmingham
D.D.S.	Dentistry	December, 1977	University of Oklahoma
B.S.	Pre-Dental Science	July, 1974	Oklahoma State University

### Teaching Experience:

Assistant Professor, Department of Marketing, Information Systems and Decision Science, Anderson Schools of Management, University of New Mexico, Albuquerque, New Mexico, August 2005 to present.

Assistant Professor, Department of Marketing, College of Business, East Carolina University, Greenville, North Carolina, August 2000 through May, 2005.

Graduate Student, Department of Marketing, E. J. Ourso College of Business Administration, Louisiana State University, Baton Rouge, Louisiana, taught Spring and Fall semesters, 1999.

Assistant Professor, Department of Diagnostic Sciences, School of Dentistry, University of Mississippi Medical Center, Jackson, Mississippi, January 1989 through June, 1991.

### Courses Taught:

Principles of Marketing  
Advertising and Promotions

Marketing Research  
Consumer Behavior

## **Publications:**

**Dean, Dwane H.** (1999), "Brand Endorsement, Popularity, and Event Sponsorship as Advertising Cues Affecting Consumer Pre-Purchase Attitudes," Journal of Advertising, 28(3), 1-12.

Boles, James S, **Dwane H. Dean**, Joe M. Ricks, Jeremy C. Short, and Guangping Wang (2000), "The Dimensionality Of the Maslach Burnout Inventory Across Small Business Owners and Educators," Journal of Vocational Behavior, 56(February), 12-34.

**Dean, Dwane H.** and Abhijit Biswas (2001), "Third-Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Prepurchase Evaluation of Goods and Services," Journal of Advertising, 30(4), 41-57.

Biswas, Abhijit, Chris Pullig, Mehmet I. Yagci, and **Dwane H. Dean** (2002), "Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image," Journal of Consumer Psychology, 12(2), 107-118.

**Dean, Dwane H.** (2002), "Associating the Corporation with a Charitable Event Through Sponsorship: Measuring the Effects on Corporate Community Relations," Journal of Advertising, 31(4), 77-87.

**Dean, Dwane H.** (2004), "Consumer Perception of Corporate Donations: Effects of Company Reputation for Social Responsibility and Type of Donation," Journal of Advertising, 32(4), 91-102.

Netemeyer, Richard G., Balaji Krishnan, Chris Pullig, Guangping Wang, Mehmet Yagci, **Dwane H. Dean**, Joe Ricks, and Ferdinand Wirth (2004), "Developing and Validating Measures of Facets of Customer-Based Brand Equity," Journal of Business Research, 57(February), 209-224.

**Dean, Dwane H.** (2004), "Consumer Reaction to Negative Publicity: Effects of Corporate Reputation, Response and Responsibility for a Crisis Event," Journal of Business Communication, 41(2), 192-211.

**Dean, Dwane H.** (2004), "Perceptions of the Ethicality of Consumer Insurance Claim Fraud," Journal of Business Ethics, 54(1), 67-79.

**Dean, Dwane H.** (2004), "Evaluating Potential Brand Associations through Conjoint Analysis and Market Simulation," Journal of Product & Brand Management, 13(7), 506-513.

**Dean, Dwane H.** "The Unethical Ad: Comparing Advertiser Response Strategies," Business and Society Review, (in press, scheduled to appear in print in early 2006).

### **Research in Progress:**

**Dean, Dwane H.** "Comparing Three Signals of Service Quality," (will submit to Journal of Services Marketing in Fall, 2005).

### **Presentations and Conference Proceedings:**

**Dean, Dwane H.** "Charitable Donations with Economic Versus Non-Economic Objectives for the Firm: Consumer Attributions and Context Effects," at the 2002 AMA Summer Educators' Conference, San Diego, CA; published as long abstract, Vol. 13, 433-434.

**Dean, Dwane H.** "Effects of Source and Type of Recommendation on Consumer Evaluation of a Hedonic Product," at the 2003 AMA Summer Educators' Conference, Chicago, IL; published as full paper, Vol. 14, 59-65.

**Dean, Dwane H.** "Comparing Three Signals of Service Quality," at the 2005 AMA Summer Educators' Conference, San Francisco, CA; published as long abstract, Vol. 16, 274-275.

### **Research Interests:**

Promotions (advertising, sponsorship, cause-related marketing, public relations)  
Services Marketing  
Ethics

### **Committee Service:**

Scholarship Committee, ECU College of Business, Fall 2000, Fall 2001, Fall 2002, Spring 2004

Coordinator, Marketing Department, SACS Assessment of Learning Outcomes (an on-line test of basic marketing knowledge administered to 650 undergraduate and graduate students each semester)

### **Service to Profession:**

ad hoc reviewer, Journal of Advertising, 2000, 2002, 2003, 2004

ad hoc reviewer, Social Behavior and Personality, 2004

ad hoc reviewer, Journal of Business Ethics, 2004

ad hoc reviewer, Journal of Business Research, 2005

### **Professional Development:**

East Carolina University, General College Advising Workshop, August, 2000, 1 session

East Carolina University, New Faculty Mentoring Project, Fall semester, 2000, 7 sessions

East Carolina University, General College Advising Workshop, August, 2001, 1 session

East Carolina University, Tenure and Promotion Workshop, February, 2002, 1 session

East Carolina University, Teaching to Different Learning Styles, September, 2002, 1 session  
ECU, How To Create a Webpage Using Netscape Composer, October, 2002, 1 session  
ECU, Online Assessment and GradeBook using BlackBoard, November, 2002, 1 session  
ECU, Advising Workshop on Preparing Senior Summaries, December, 2002, 1 session  
ECU, IRB On-Line Course on Protection of Human Subjects in Research, July, 2003  
ECU, Workshop on Peer Observation of Teaching, October, 2003, 1 session  
University of New Mexico, Introduction to WebCT, August, 2005, 2 sessions

### **Student Advising:**

Fall 2001, 41 advisees  
Spring 2002, 50 advisees  
Fall 2002, 47 advisees  
Spring 2003, 44 advisees  
Fall 2003, 32 advisees  
Spring 2004, 30 advisees  
Fall 2004, 26 advisees  
Spring 2005, 14 advisees

### **Professional Associations:**

Member, American Marketing Association

### **Honors and Awards:**

Selected to represent LSU at the SMA Doctoral Consortium, Atlanta, GA, October 1999  
ECU College of Business Summer Research Stipend, 2001, 2002, 2003 (competitive application)

### **Place of Birth:**

Stillwater, Oklahoma

### **Vitae Current To:**

July, 2005

### **References:**

Dr. Ken Anselmi  
East Carolina University  
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Dr. Abe Biswas  
Wayne State University  
(313) 577-4525  
[A.Biswas@wayne.edu](mailto:A.Biswas@wayne.edu)

Dr. Larry Seese  
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