

Dr. Sarath A. Nonis
Arkansas State University
Department of Management & Marketing
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Education

Ph D, University of North Texas, 1992.
Major: Marketing
Dissertation Title: Factors Associated with Salespersons' Use of Influence Tactics and Their Outcomes: An Exploratory Study

MBA, University of North Texas, 1988.
Major: Marketing

BBA, University of North Texas, 1986.
Major: Marketing

Professional Positions

Academic - Post-Secondary

Professor, Arkansas State University. (August 1998 - Present).

Associate Professor of Marketing, Arkansas State University. (August 1995 - July 1998).

Assistant Professor of Marketing, Arkansas State University, College of Business. (August 1991 - July 1995).

Teaching Assistant, University of North Texas. (August 1988 - July 1991).

Awards and Honors

Fellow, Chartered Institute of Marketing (U.K.).

Reviewer of the Year, Marketing Education Review. (2014)

Marketing Educator of the Year, Federation of Business Disciplines. (2010).

Faculty Award for Teaching Excellence, Arkansas State University. (2010).

Faculty Award for Scholarship, Arkansas State University Board of Trustee's. (2006).

College of Business Faculty Award for Teaching. (2005, 2009, 2010)

College of Business Faculty Award for Research. (2002, 2007)

TEACHING

Teaching Experience

Graduate

Marketing in Emerging Markets
Services Marketing Strategy
Marketing Management

Undergraduate

Applied Research (now Business Research Tools)
International Marketing
Services Marketing Management
Marketing Research
Marketing Management
Healthcare Marketing.

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Nonis, S. A., Relyea, C., & Hunt, S. (2020). Developing Students Global Mindset: An Event-Based Approach. *Journal of Teaching International Business*, 31(2), 130–153.

<https://doi.org/10.1080/08975930.2020.1796894>

Nonis, S. A., Hudson, G. I., & Philhours, M. (2020). Differentiated: segmentation for improved learning strategies. *Journal of Marketing for Higher Education*.

<https://www.tandfonline.com/doi/full/10.1080/08841241.2020.1761931>

Nonis, S. A., & Hudson, G. I. (2019). Developing and Assessing Critical Thinking Skills in Marketing Students: The Power of Making Explicit Problem-Solving Processes. *Journal of Education for Business*, 94(3), 195–203. <https://www.tandfonline.com/doi/full/10.1080/08832323.2018.1504737>

Nonis, S. A., & Relyea, C. (2016). National Culture, Education, and Antecedent Values of Corporate Social Responsibility. *Journal of Business Diversity*, 16(1), 60–67. http://www.na-businesspress.com/JBD/NonisSA_Web16_1_.pdf

Nonis, S., Hudson, G., Philhours, M., Hu, B. K. (2015). Thinking patterns: An exploratory investigation of student perceptions of costs and benefits of college loan debt. *Journal of Financial Education*, 41 (summer): p. 24-48.

Nonis, S., Relyea, C. (2014). Identifying College Students Likely to Participate in a Travel Abroad Volunteer Project. *Journal of Teaching in International Business*, 25, 83-96.

Nonis, S., Relyea, C., Hudson, G. (2013). Influence Psychological and Situational Variables have on Community Leaders Intentions to Participate as a Volunteer Tourist. *Journal of Business and Policy Research*, 8(3), 146-160.

Nonis, S., Hudson, G. (2013). Segmenting the Genetically Modified Food & Pharmaceutical Markets Using a Cross Benefit Framework. *Journal of Accounting, Finance, & Economics*, 3(2), 1-11.

- Nonis, S., Fenner, G. (2012). An Exploratory Study of Student Motivation for Taking Online Courses & Learning Outcomes. *Journal of Instructional Pedagogies*, 7(February), 12.
- Nonis, S., Relyea, C. (2012). Business Innovations from Emerging Market Countries into Developed Countries: Implications for Multinationals from Developed Countries. *Thunderbird International Business Review*, 54(3), 291-298.
- Nonis, S. (2011). Conducting a Situational Analysis of Emerging Market Countries Using a Value Typology. *International Journal of Business Research Papers*, 7(5), 155-167.
- Nonis, S., Fenner, G., Sager, J. K. (2011). Revisiting the Relationship Between Time Management and Job Performance. *World Journal of Management*, 3(2), 153-171.
- Nonis, S., Hudson, G. (2010). Performance of College Students: Impact of Study Time and Study Habits. *Journal of Education for Business*, 85(4), 229-238.
- Nonis, S., Hudson, G., Hunt, S. (2010). Should we Label Products from Clones? An Exploratory Study of Beliefs, Attitudes and Food Safety Information on Consumer Purchase Intentions. *Journal of Marketing Development and Competitiveness*, 5(1), 95-106.
- Nonis, S., Hudson, G. (2009). Do Physicians' Beliefs About Genetic Engineering Influence Their Likelihood of Prescribing a Biopharmaceutical? An Empirical Investigation. *Health Marketing Quarterly*, 26(3), 224-240.
- Segall, R., Guha, G.-S., Nonis, S. (2008). Data Mining of Environmental Stress Tolerances for Plants. *Kybernetes: The International Journal of Systems and Cybernetics*, 37(1), 127 - 148.
- Nonis, S., Hudson, G., Philhours, M. (2006). "Where does the time go? A diary approach to Business and Marketing student time use.". *Journal of Marketing Education*, 28(2), 121-134.
- Nonis, S., Hudson, G. (2006). Academic Performance of College Students: Influence of Time Spent Studying and Working. *Journal of Education for Business*, 81(3), 151-159.
- Nonis, S., Hudson, G., Philhours, M., Teng, J. K. (2005). Changes in College Student Composition and Implications for Marketing Education: Revisiting Predictors of Academic Success. *Journal of Business Research*, 58(3), 321-329.
- Nonis, S., Hudson, G., Ford, C. (2005). Cross-Cultural Comparison of Value Systems and Consumer Ethics: Study of Middle Easterners. *International Journal of Cross-Cultural Management*, 12(4), 36-50.
- Nonis, S., Hudson, G., Philhours, M., Syamil, A. (2005). The Impact on Non-intellectual Variables on the Academic Success of Business Students: An Exploratory Study. *Marketing Education Review*, 15(3), 51-64.
- Nonis, S., Teng, J. K., Ford, C. W. (2005). A Cross-cultural Investigation of Time Management Practices and Job Outcomes. *International Journal of Intercultural Relations*, 29(4), 409-428.
- Nonis, S., Hoyt, D. (2004). Coping Strategies Used by Managers in the People's Republic of China: Relationship with Personal Characteristics and Job outcomes. *Journal of Asia Pacific Business*, 5(3), pp. 45-66.
- Guha, G.-S., Baral, A. K., Nonis, S., Segall, R. (2004). The Potential of Biotechnology: Promises, Perils, and Perplexities- A Survey of Impacts on Relevant Economic Sectors. *Economics and Economics Education Research Journal*, 5(2), 107 - 132.

- Nonis, S., Guha, G.-S., Segall, R. (2004). Relationship Between Consumer Knowledge and Attitude about Biotechnology and Their Purchase Behavior Intentions: Moderating Effects of Innate Consumer Innovativeness and Anxiety with Social Issues. *Journal of Business and Economic Research*, 2(5), pp. 65-78.
- Nonis, S., Sager, J. K. (2003). Coping Strategy Profiles Used by Salespeople: Their Relationships with Personal Characteristics and Work Outcomes. *Journal of Personal Selling and Sales Management*, 23(2), pp. 139-150.
- Nonis, S., Wright, D. (2003). Moderating Effects of Achievement Striving and Situational Optimism on the Relationship Between Ability and Performance Outcomes. *Research in Higher Education*, 44(3), pp. 327-346.
- Nonis, S., Swift, C. (2001). An Examination of the Relationship Between Academic Dishonesty and Workplace Dishonesty: A Multi-campus Investigation. *Journal of Education for Business*, 77(Nov/Dec), pp. 69-77.
- Nonis, S., Swift, C. (2001). Personal Value Profiles and Ethical Business Decisions. *Journal of Education for Business*, 76(May/June), pp. 251-256.
- Latanich, G., Nonis, S., Hudson, G. (2001). A Profile of Today's Distance Learners: An Investigation of Demographic and Individual Difference Variables of Distance and Non-Distance Learners. *Journal of Marketing for Higher Education*, 11(3), 1-16.
- Nonis, S., Hudson, G. (1999). The Second Course in Business Statistics and Its Role in Undergraduate Marketing Education. *Journal of Marketing Education*, Vol. 21(3), pp. 232-241.
- Swift, C., Denton, L., Nonis, S. (1998). Cheating Internet Style-Guarding Against On-Line term paper Mills. *Marketing Education Review*.
- Nonis, S., Swift, C. (1998). Detering Cheating Behavior in the Marketing Classroom: An Analysis of the Effects of Demographic, Attitudes, and In-Class Deterrent Strategies. *Journal of Marketing Education*, 20(Fall), pp. 188-199.
- Nonis, S., Hudson, G., Ford, C. W., Logan, L. B. (1998). Influence of Perceived Control over Time on College Students' Stress and Stress-Related Outcomes. *Research n Higher Education/Human Sciences Press, Inc.*, Vol. 35(5), pp. 587-605.
- Swift, C., Denton, L., Nonis, S. (1998). When No One Is Watching: Cheating Behavior on projects and Assignments. *Marketing Education Review*, 8(Spring), pp. 27-36.
- Nonis, S., Erdem, A. (1997). A Refinement of INDSALES to Measure Job Satisfaction of Sales Personnel in Generalized Marketing Settings. *Journal of Marketing Management*, 7(Spring/Summer), pp. 36-46.
- Nonis, S., Sager, J. K., Kumar, K. (1997). Salesperson's Use of Upward Influence Tactics (UIT's) in Coping with Role Stress. *Organizational Psychology*, III, pp. 131-143.
- Nonis, S. (1997). The Relationship of Perceived Stress and Academic Performance to Perceived Control of Time. *Marketing Education Review*, 7(Spring), pp. 27-32.
- Crawford, J., Nonis, S. (1996). An Investigation of Boundary Spanners' Job Satisfaction: A Formal Systems Approach. *Journal of Managerial Issues*, 8(Spring), pp. 118-131.

- Nonis, S., Ford, C. W., Logan, L., Hudson, G. (1996). College Student's Blood Donation Behavior: Relationship to Demographics, Perceived Risk, and Incentives. *Health Marketing Quarterly/The Haworth Press, Inc.*, 13(4), pp. 33-46.
- Nonis, S., Sager, J. K., Kumar, K. (1996). Salesperson's Use of Upward Influence Tactics (UIT's) in Coping with Role Stress. *Journal of the Academy of Marketing Science*, 24(Winter), pp. 44-56.
- Kumar, K., Nonis, S., Thibodeaux, M. (1996). Value Profiles of Students in the 1960s and the 1990s: Similarities and Differences. *Journal of Education for Business*, 72(Jan/Feb), pp. 140-143.
- Nonis, S., Erdem, A., Kumar, K. (1994). An Investigation of Structural Relationships Between Salespersons' Perception of Their Power Bases and Their Use of Influence Tactics. *Journal of Marketing Theory and Practice*, 2, pp. 74-79.
- Nonis, S., Kumar, K., Yauger, C. (1993). Cultural Approaches to Business Negotiations: Understanding Cross-Cultural Differences in Negotiating Behaviors. *International Research in the Business Disciplines*, 1, pp. 79-90.
- Kumar, K., Borycki, C., Nonis, S., Yauger, C. (1992). Does the Strategic Decision Framework Encourage Business Students to Ignore Ethical Dimensions of Business Situations? *Journal of Education for Business*, 67(2), pp. 74-79.

Conference Proceedings

- Nonis, S. A. (2021). A Holistic Framework for Life-long Learning in College Students. In *Proceedings of the Association of the Collegiate Marketing Educators Conference* (Vol. 48th Annual Meeting, p. 2). Virtual: Proceedings of the Association of Collegiate Marketing Educators.
- Nonis, S. A., Philhours, M., & Hudson, G. I. (2019). Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago. In *Association of Collegiate Marketing Educators* (p. 3 (Summary Brief)). Houston, TX.
- Nonis, S. A., & Relyea, C. (2019). International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships. In *Association of the Collegiate Marketing Educators Conference, Federation of Business Disciplines*. Won the Best Paper at the Conference. The paper also received the best in the Consumer Behavior Track
- Nonis, S. A., Hudson, G. I., & Philhours, M. (2018). Segmenting Present Day Undergraduate College Students Using Values and Behaviors: Relationship with Performance and Satisfaction Outcomes. In *45th Annual Meeting of the Association of Collegiate Marketing Educators 2018* (pp. 52–54). Albuquerque, New Mexico.
- Nonis, S. A. (2017). Technology & Globalization: Impact on U.S. Trade Policy & Trans-Pacific Partnership. In *Association of Collegiate Marketing Educators Conference, Federation of Business Disciplines* (p. 3). Little Rock, Arkansas: Proceedings of the Association of Collegiate Marketing Educators. http://acme-fbd.org/Docs/ACME_2017_PROCEEDINGS_081817_FINAL.pdf
- Nonis, S. A., & Hudson, G. I. (2017). An Experiential Learning Exercise to Develop Critical Thinking in a Data Analysis Course. In *Association of Collegiate Marketing Educators Conference. Federation of Business Disciplines* (p. 3). Little Rock, Arkansas: Proceedings of the

Association of Collegiate Marketing Educators. http://acme-fbd.org/Docs/ACME_2017_PROCEEDINGS_081817_FINAL.pdf

Nonis, S. A., & Relyea, C. (2016). Enhancing the Global Mindset of College Students: Initial Evidence from a First Course in International. In *Academy of International Business* (Vol. 58, p. 1). New Orleans, LA: Academy of International Business.

https://documents.aib.msu.edu/events/2016/AIB2016_Proceedings.pdf

Nonis, S., Relyea, C. (2015). *National Culture, education, and Antecedent values of Corporate Social Responsibility*, (pp. 27-29). Houston, TX. Association of Collegiate Marketing Educators. http://acme-fbd.org/wp-content/uploads/2014/04/ACME_2015_Proceedings.pdf

Nonis, S. (2015). Trust, value, and Loyalty: An Investigation of Undergraduate and Graduate International Students.(pp. 45-47). Houston, TX. Association of Collegiate Marketing Educators. http://acme-fbd.org/wp-content/uploads/2014/04/ACME_2015_Proceedings.pdf

Nonis, S. (2014). *Creating Transformative Learning Experiences for Students in a Basic International Marketing Course* (pp. 114-115). Dallas, TX: Association of Collegiate Marketing Educators. http://acme-fbd.org/wp-content/uploads/2014/04/ACME_2014_Proceedings.pdf

Nonis, S., Hu, B. (. K., Hudson, G., Philhours, M. (2014). *Decision-making Style, College Student Debt, and Credit Card Misuse* (pp. 185-187). Dallas, TX: Association of Collegiate Marketing Educators. http://acme-fbd.org/wp-content/uploads/2014/04/ACME_2014_Proceedings.pdf

Nonis, S., Hudson, G. (2013). *Genetically Modified Food & Pharmaceuticals: Identifying Those Who Are Likely to Purchase, Their Beliefs & Attitudes, Using a Cost-Benefit Framework*. International Business Research Conference.

Nonis, S., Relyea, C., Hudson, G. (2013). *Volunteer Tourism: Local Community Leaders Intentions to Participate in a Travel Abroad Volunteer Program*. Melbourne, Australia: International Business Research Conference.

Nonis, S., Philhours, M., Hudson, G. (2013). *Re-investigating the Relationships Ability, Personal, and Behavioral Variables Have With Academic Performance: Role of Perception of Clustered Deadlines*. Association of Collegiate Marketing Educators Conference.

Nonis, S. (2013). *Volunteer Tourism: Increasing the Interaction Between College Students and Local Community Leaders by Travelling Abroad*. Association of Collegiate Marketing Educators Conference Proceedings.

Nonis, S., Philhours, M. (2012). *Clustered Deadlines: An Exploratory Investigation of Timing, Interventions, Performance, & Satisfaction*. Society for Marketing Advances.

Nonis, S., Fenner, G., Hunt, S. (2011). *An empirical examination of time management's influence on salesperson work-family conflict*. Society for Marketing Advances.

Nonis, S., Hudson, G., Philhours, M., Hu, B. (. K. (2011). In William J. Kehoe and Linda K. Whitten (Ed.), *An Exploratory Investigation of How Student Feelings (Affect) About the Costs and benefits of Debt Influence Important Student Outcomes*. Mobile, AL: Society for Marketing Advances. www.societyformarketingadvances.org

Nonis, S., Fenner, G. (2010). *An Exploratory Investigation of Motivations of College Students Taking Online/Web- Assisted Courses and Their Relationships with Learning Outcomes* (2nd ed., vol. 3, pp. 197-208). American Institute of Higher Education Conference.

- Nonis, S., Hudson, G., Hunt, S. (2010). *Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor, Technology* (vol. 2010, pp. 285-286). Advances in Marketing, Proceedings of the Association of Collegiate Marketing Educators.
- Nonis, S. (2010). *Segmenting the Global Market Using Two Value Typologies* (pp. 284). Dallas, TX: Advances in Marketing, The Association of Collegiate Marketing Educators.
- Nonis, S., Hunt, S., Hudson, G. (2009). *Should we Label? The Influence of Food Safety Information about Offspring of Cloned Animals on Consumer Purchase Intentions* (pp. 22-25). Oklahoma City, OK: Association of Collegiate Marketing Educators.
- Nonis, S., Hunt, S., Hudson, G. (2009). *Online Course Expectations in Graduate Business Courses: The Less Investigated Variables* (pp. 140-141). Society for Marketing Advances.
- Nonis, S. (2009). *Exploring Purchase Intentions of Consumers About Genetically Modified Food and Pharmaceuticals Using a Cost Benefit Framework* (pp. 46-47). Association of Collegiate Marketing Educators Annual Conference.
- Nonis, S., Hunt, S., Hudson, G. (2009). *Relationship of Student Perceptions of Instructor's Reference and Expert Power with their Learning/Course Experience: A comparison of Online and Traditional Classroom Learning Environments* (pp. p.236-238). Association of Collegiate Marketing Educators Annual Conference.
- Nonis, S. (2008). *Do Beliefs Physicians have About Genetically Modified Pharmaceuticals Influence Their Likelihood of Prescribing a Biopharmaceutical? An Empirical Investigation* (pp. 164-165). Association of Collegiate Marketing Educators.
- Nonis, S., Relyea, C., Hudson, G. (2007). *An Exploratory Investigation of the Impact Study Time and Study Habits have on Academic Performance of College Students*. AMA Winter Marketing Educators' Conference.
- Nonis, S., Relyea, C. (2007). *Investigating Beliefs, Attitudes, and Purchase Intentions of Chinese Consumers About Genetically Modified Pharmaceuticals* (pp. 213-214). Association of Collegiate Marketing Educators Annual Conference.
- Nonis, S., Hudson, G. (2007). *Study Skills (Tactics) and Performance of Business Students* (pp. 91-92). Marketing Management Association Annual Conference.
- Nonis, S., Philhours, M., Hudson, G. (2007). *The Banker to the Poor: Dr. Yunus's Vision of Achieving Peace by Reducing Poverty*. North American Case Research Association.
- Nonis, S., Relyea, C. (2007). *Perceptions about Genetically Modified Pharmaceuticals: A Cross-cultural Investigation of U.S. and Chinese Consumers* (pp. 213-214). Association of Collegiate Marketing Educators Annual Conference.
- Nonis, S. (2006). *Perceptions about Genetically Modified Pharmaceuticals: A Cross-cultural Investigation of U.S. and Chinese Consumers*. Society for Marketing Advances, Annual Conference.
- Nonis, S., Frey, L. (2005). *Patterns of Coping of Health-Care Personnel: Their Relationships with Personal Characteristics, Role Stress, and Work Outcomes* (pp. pp. 185-187). Association of Collegiate Marketing Educators Annual Meeting.

- Nonis, S., Philhours, M., Hudson, G. (2005). *Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables* (pp. 188-189). Association of Collegiate Marketing Educators Annual Conference.
- Nonis, S., Frey, L. (2005). *Coping Patterns of Health-Care Personnel: Their Relationship with Personal Characteristics, Role Stress, and Work Outcomes* (pp. 185-187). Dallas, TX: Association of Collegiate Marketing Educators Annual Conference.
- Philhours, M., Nonis, S., Hudson, G. (2005). *Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables*. Dallas, TX: Association of Collegiate Marketing Educators, Federation of Business Disciplines.
- Nonis, S. (2004). *Antecedents of Intentions to Purchase a Genetically Modified Pharmaceutical* (pp. 151-152 ed.). Society for Marketing Advances.
- Nonis, S., Guha, G.-S., Segall, R. (2004). In W.L. Cron and G.S. Low (Ed.), *Marketing Role in Creating Value in the Biotechnology Industry* (vol. 15). Winters Educators Conference Proceedings: Marketing Theory and Applications.
- Guha, G.-S., Rose, A. Z., Nonis, S., Segall, R. (2004). *An Input-Output Analysis of Biotech Impacts on the State of Arkansas*. Orlando, FL: Proceedings of the Southwestern Society of Economists.
- Segall, R., Guha, G.-S., Nonis, S. (2004). *Data Mining for Assessing the Impact of Environmental Stresses on Plant Geonomics* (pp. pp. 23-31). Orlando, FL: Proceedings of the Thirty-Fifth Annual Conference of the Southwest Decision Sciences Institute.
- Nonis, S., Guha, G.-S., Segall, R. (2003). *Relationship Between Consumer Knowledge and Attitude about Biotechnology and Their Purchase Behavior Intentions: Moderating Effects of Innate Consumer Innovativeness and Anxiety with Social Issues* (pp. p. 503). International Business and Economic Research Conference.
- Nonis, S., Hudson, G. (2003). *Time: How Do Students Use It and Does It Affect Their Academic Performance* (pp. pp. 162-163). Society for Marketing Advances.
- Guha, G.-S., Nonis, S., Baral, A., Segall, R. (2003). *The Potential of Biotechnology: Promises, Perils and Perplexities – A Survey of Impacts on Relevant Economic Sectors*. Las Vegas, NV: Proceedings of the Allied Academies International Conference.
- Nonis, S., Hudson, G. (2002). *Segmenting Students Based on Ability and Personal Variables: Implications for Marketing Instructors* (pp. pp. 32-34). Marketing Management Association Educators Conference.
- Nonis, S., Teng, J. (2002). *Time Management Practices and Job Outcomes: A Cross-Cultural Investigation* (pp. pp. 114-115). Society for Marketing Advances.
- Nonis, S., Dobbs, M. (2002). *Using the ETS Major Field Test in Business: Impact of Test Taking Motivation* (pp. pp. 66-68). Marketing Management Association Annual Fall Educators' Conference.
- Nonis, S., Philhours, M., Hudson, G. (2002). *Changes in College Student Composition and Implications for Marketing Education: Revising Predictors of Academic Success*. Society of Marketing Advances Conference.

- Philhours, M., Nonis, S., Hudson, G. (2002). *Changes in College Student Composition and Implications for Marketing Education: "Revising Predictors of Academic Success,"*. St. Pete Beach, FL: Society for Marketing Advances Conference.
- Ford, C. W., Nonis, S. (2001). *Cross-cultural Comparison of Value Systems and Consumer Ethics* (pp. pp. 126-127). *Advances in Marketing*.
- Nonis, S., Philhours, M. (2001). *Exploratory Study on Skill Development in Principles of Marketing Course: Comparison of Non-distance Learning Class, Send Site, and Remote Site* (pp. pp. 197-202). *Advances in Marketing*.
- Nonis, S., Wright, D., Philhours, M. (2001). *Moderating Effects of Motivation and Optimism on the Relationship Between Ability and Performance Perceptions Among College Students* (pp. pp. 126-127). *Society for Marketing Advances*.
- Nonis, S., Sager, J. K. (2001). *Personal Control as a Moderator of Relationships Between Time Management Practices and Job Performance* (pp. pp. 327-328). *American Marketing Association Winter Educators' Conference*.
- Nonis, S., Teng, J. (2001). *Predicting Academic Achievement of College Students* (pp. pp. 12-13). *Academy of Business Administration Conference*.
- Nonis, S., Liyanage, U. (2001). *Time Management Practices in a Non-western Culture: Relationship with Job Performance, Job Satisfaction, and Burnout*. *The Tenth Biennial World Marketing Congress*.
- Nonis, S., Ford, C. (2001). *Value Systems and Consumer Ethics: Study of Middle Easterners* (pp. pp. 45-46). *The Society for Marketing Advances*.
- Nonis, S., Hudson, G. (1999). *Preparing Students for the Undergraduate Marketing Research Course* (pp. pp. 137-138). *Southern Marketing Association*.
- Nonis, S., Logan, L. (1999). *Value Profiles and Ethical Business Decisions Among College Students* (pp. pp. 116-118). *The Society for Marketing Advances Annual Conference*.
- Nonis, S., Hudson, G. (1998). *Business Statistics II and its role in the undergraduate marketing education* (pp. pp. 54-55). *American Marketing Association Summer Educators Conference*.
- Philhours, M., Nonis, S. (1998). *Fish or Cut Bait* (pp. p. 10). *Durham: North American Case Research Association*.
- Nonis, S., Hudson, G., Logan, L. (1998). *Making Statistics more effective: Evidence from a year long experience* (pp. pp. 1129-1131). *Decision Sciences Institute Annual Meeting*.
- Nonis, S., Swift, C. O. (1998). *Managing Academic Misconduct in the Classroom: A Discriminant Analysis of Subject and Situational Differences Between Cheaters and Non Cheaters* (21st ed., pp. pp. 56-61). *Managing Academic Misconduct in the Classroom: A Discriminant Analysis of Subject and Situational Differences Between Cheaters and Non Cheaters*.
- Hudson, G., Nonis, S. (1998). *Measuring Student Perceptions of Teaching Effectiveness* (pp. pp. 64-69). *Southwestern Marketing Association*.
- Williams, E., Nonis, S., Bevill, S. (1997). *Compulsive Buying: An Alternative Way of Segmenting the Market* (pp. pp. 96-98). *Southern Marketing Association Annual Conference*.

- Nonis, S. (1997). *Demographic, Perceived Risk, Incentives as Predictors of College Students Likelihood of Donating Blood* (pp. pp. 491-497). Contemporary Business Readings.
- Nonis, S., Logan, L. (1997). *Framework to Better Handle Customer Complaints: An Action Grid Approach* (vol. 4, pp. pp. 614-618). Business Research Yearbook--Global Perspective. International Academy of Business Disciplines.
- Nonis, S. (1997). *Increasing Student Involvement and Learning in a Medium Size Undergraduate Marketing Research Class* (pp. pp. 205-208). Southern Marketing Association Annual Conference.
- Wirz, B., Nonis, S. (1996). *Consumer Leapfrogging* (vol. 4, pp. pp. 518-522). Business Research Yearbook--Global Perspectives. International Academy of Business Disciplines.
- Logan, L., Nonis, S. (1996). *Relationship Marketing: Is it a Strategy?* (vol. 3, pp. pp. 533-636). Business Research Yearbook--Global Perspectives/International Academy of Business Disciplines Conference.
- Nonis, S. (1996). *Salespersons Use of Upward Influence Tactics and their Satisfaction with Supervision* (vol. 3, pp. pp. 568-572). Business Research Yearbook--Global Perspectives/International Academy of Business Disciplines National Conference.
- Nonis, S. (1996). *The Relationship of Perceived Stress and Academic Performance to Perceived Control of Time* (pp. pp. 217-220). Southern Marketing Association Annual Conference.
- Kumar, K., Nonis, S., Yauger, C. (1996). *Value Profiles of Students in the 1960s and the 1990s: Similarities and Differences* (pp. pp. 109-116). Contemporary Business Readings/Academy of Business Administration Conference.
- Nonis, S. (1996). *Why and How to Handle Consumer Complaints in the Service Industry--Advances in Marketing* (pp. pp. 231-236). Southwestern Marketing Association.
- Nonis, S. (1995). *Comparing Consumer Compliant Intentions and Complaint Behavior of Different Services* (pp. pp. 21-24). Comparing Consumer Compliant Intentions and Complaint Behavior of Different Services.
- Nonis, S., Hudson, G., Ford, C., Logan, L. (1995). *Measuring the Expectations of a Declared Major: Comparing Marketing Majors with Non Business Majors* (pp. pp. 227-231). Southern Marketing Association Annual Meeting.
- Nonis, S. (1995). *Nonis, Sarath A. (1995) "Perceptions of Risk and Blood Donation Behavior of College Students," Business and Health Administration Conference, 59-63.* (pp. pp. 59-63). Business and Health Administration Conference.
- Nonis, S., Logan, L. (1995). *Personal Characteristics of Salespersons' and their Use of Upward Influence Tactics* (pp. pp. 118-122). Southern Marketing Conference.
- Nonis, S., Erdem, A. (1994). *Acquiring Computer Skills in Spite of Computer Fear: An Exploratory Study*. American Society of Business and Behavioral Sciences.
- Hudson, G., Nonis, S., Ford, C. (1994). *Exploring Factors that Differentiate Marketing Majors from Non Marketing Majors and Their Implications* (pp. pp. 246-250). Southern Marketing Association Annual Meeting.

- Nonis, S., Logan, L., Kumar, K. (1994). *Salespersons' Use of Influence Styles and their Level of Job Performance* (vol. 1, pp. pp. 587-593). Salespersons' Use of Influence Styles and their Level of Job Performance/International Academy of Business Disciplines.
- Nonis, S., Logan, L., Kumar, K. (1994). *Salespersons' Use of Influence Styles and Their Level of Job Performance* (vol. 1, pp. pp. 587-593). International Academy of Business Disciplines.
- Nonis, S., Kumar, K., Kambiz, M. (1994). *Salespersons' Use of Influence Tactics and Their Level of Job Satisfaction: An Exploratory Study* (pp. pp. 189-196). Southwestern Marketing Association, Annual Conference.
- Hudson, G., Nonis, S., Logan, L. (1994). *The Relationship between Perception of Performance Rewards, Job Satisfaction and Propensity to Leave: A Study of Purchasing Managers* (pp. pp. 1198-1206). National Conference of the Academy of Business Administration.
- Nonis, S., Kumar, K., Erdem, A. (1994). *Upward Influence Styles Used by Salespersons: Relationship with Job Performance* (pp. pp. 408-411). Southern Marketing Association, Annual Conference.
- Nonis, S., Mix, R., Logan, L. (1993). *A systems Approach to Bridging the Gap Between Marketing Academicians and Practitioners* (pp. pp. 103-110). Academy of Business Administration, Annual Conference.
- Nonis, S., Kumar, K., Erdem, A. (1993). *Relationship Between Salespersons' Use of Upward Influence Tactics and Perception of Power Bases* (pp. pp. 360-363). Southern Marketing Association, Annual Conference.
- Nonis, S., Kumar, K., Logan, L. (1993). *Relationship Between Salespersons' Use of Upward Influence Tactics and Role Conflict, Role Ambiguity, Job Satisfaction, and Propensity to Leave* (vol. 2, pp. pp. 34-43). International Academy of Business Disciplines.
- Nonis, S., Kumar, K., Motwani, J., Subramanian, R. (1992). *Measurement of Job Satisfaction: Refinement of INDSALES for Use in Marketing Job-Settings* (pp. pp. 694-699). International Academy of Business Disciplines, National Conference.
- Erdem, A., Massey, T., Nonis, S. (1992). *Normative Concerns About the Use of Terns "Disturbances" Versus "Residual" in Multiple Regression Analysis* (pp. pp. 224-226). Southern Marketing Association, Annual Conference.
- Kumar, K., Nonis, S., Yauger, C. (1991). *A Cross-Cultural Difference in Negotiations: How Differences in Negotiations Styles Affect the Negotiation Process* (pp. pp. 170-174). International Academy of Marketing and Management, National Conference.
- Kumar, K., Thibodeaux, M. S., Nonis, S., Nasif, E. (1991). *Cross-Cultural Business Ethics: Differences in Approach to Ethical Issues* (pp. pp. 175-179). International Academy of Marketing and Management, National Conference.
- Kumar, K., Subramanian, R., Nonis, S. (1991). *Cultural Diversity's Impact on Group Processes and Performance: Comparing Culturally Homogeneous and Culturally Diverse Work Groups Engaged in Problem Solving Tasks* (pp. pp. 332-336). Southern Management Association, Annual Conference.
- Kumar, K., Borycki, C., Nonis, S., Yauger, C. (1991). *Does the Strategic Decision Framework Encourage Business Students to Ignore Ethical Dimensions of Business Situations? A Longitudinal Simulation* (pp. pp. 197-200). Southwest Academy of Management, National Conference.

Kumar, K., Nonis, S., Yauger, C. (1991). *Group Interaction Behaviors and Their Relationship with Risk Taking Propensities of Groups* (pp. pp. 112-114). Southwest Academy of Management, Annual Conference.

Other

Nonis, S. (2010). *Getting Students to Take Responsibility for Their Own Learning and Academic Success* (pp. 1-4). Dallas, TX: Advances in Marketing.

Segall, R., Nonis, S. (2004). "Data Mining for Assessment of Environmental Stress on Plants – A Case Study using OSMID,". Acxiom Data Engineering Laboratory Working Paper Series.

Presentations Given

Nonis, Sarath A. (2017). "Technology & Globalization: Impact on U.S. Trade Policy & Trans-Pacific Partnership," in the proceedings of the Association of Collegiate Marketing Educators Conference, in Little Rock, AR.

Nonis, S., & Hudson, G. (2017) "An Experiential Learning Exercise to Develop Critical Thinking in a Data Analysis Course," in the proceedings of the Association of Collegiate Marketing Educators Conference, in Little Rock, AR.

Nonis, S. & Relyea, C. (2016) "Enhancing the Global Mindset of College Students: Initial Evidence from a First Course in International," in a presentation at the Academy of International Business, in New Orleans. (June 28).

Nonis, S. & Hudson, G. (2015). "Trust, Value, and Loyalty: An Investigation of Undergraduate and Graduate International Students," in proceedings of the Association of Collegiate Marketing Educators Conference. March 13, 2015 in Houston, TX.

Nonis, S., "An Exhibition of Regions & Countries of the World: A Group Project in an International Marketing Course." Selected for presentation at the *AxcessCapon Teaching Innovation Competition Award*, at the 2015 Association of Collegiate Marketing Educators Conference. March 13, 2015 in Houston, TX. **Second Place Winner.**

Nonis, Sarath A. & Clint Relyea. "National Culture, Education, and Antecedent Values of Corporate Social Responsibility," in Federation of Business Disciplines, Houston, TX (March 2015).

Nonis, S., Association of Collegiate Marketing Educators, "Creating Transformative Learning Experiences for Students in a Basic International Marketing Course," Federation of Business Disciplines, Dallas, TX. (March 2014).

Nonis, S., Hu, B. (. K. (Author Only), Hudson, G. (Author Only), Philhours, M. (Author Only), Association of Collegiate Marketing Educators, "Decision Making Style, Student Loan Debt, & Credit Card Misuse," Federation of Business Disciplines, U.S.A. (March 2014).

Nonis, S. (Author Only), Relyea, C. (Presenter & Author), Academy of International Business Annual Conference, "Segmenting College Students by Demographic, Psychological, and Situational Variables as Predictors of Their Intentions to Travel Abroad for a Volunteer Project," Academy of International Business, Istanbul, Turkey. (July 4, 2013).

- Nonis, S. (Presenter & Author), Hudson, G. (Author Only), 20th International Business Research Conference, "Genetically Modified Food & Pharmaceuticals: Identifying Those Who Are Likely to Purchase, Their Beliefs & Attitudes, Using a Cost-Benefit Framework," World Business Institute, Australia. (April 2013).
- Nonis, S., 20th International Business Research Conference, "Volunteer Tourism: Local Community Leaders Intentions to Participate in a Travel Abroad Volunteer Program," World Business Institute, Australia. (April 2013).
- Nonis, S. (Author Only), Fenner, G. (Presenter & Author), Academic & Business Research Institute Conference Nashville 2011, "An empirical examination of time management's moderating influence on job performance," AABRI, Nashville, TN. (March 25, 2011).
- Fenner, G. (Presenter & Author), Nonis, S. (Author Only), American Institute of Higher Education, "An exploratory investigation of motivations of college students taking online/web-assisted course and their relationships with learning outcomes," Orlando, FL. (September 30, 2010).
- Nonis, S. (Presenter & Author), Relyea, C. (Author Only), Innovations from Developing Countries to Developed Countries, "Business Innovations from Developing Countries into Developed Countries: Implications for Multinationals from Developed Countries," Brunel University,, Uxbridge, London, U.K. (July 2010).
- Nonis, S., Relyea, C., Hudson, G., Association of Collegiate Marketing Educators, "Ability and Performance of College Students: The Role of Effective Study Habits," San Diego, California. (2007).
- Relyea, C., Nonis, S., Association of Collegiate Marketing Educators, "Investigating Beliefs, Attitudes, and purchase Intentions of Chinese Consumers about Genetically Modified Pharmaceuticals," San Diego, California. (2007).
- Nonis, S., Relyea, C., Hudson, G., Winter Educators' Conference, "An Exploratory Investigation of the Impact Study Time and Study Habits Have on Academic Performance of College Students," The American Marketing Academy. (2007).
- Nonis, S., Annual Conference, "Perceptions about Genetically Modified Pharmaceuticals: A Cross-cultural Investigation of U.S. and Chinese Consumers," Society for Marketing Advances, Nashville, TN. (November 2, 2006).
- Nonis, S., Frey, L., Association of Collegiate Marketing Educators, "Patterns of Coping of Health-care Personnel: Their Relationships with Personal Characteristics, Role Stress, and Work Outcomes." (2005).
- Nonis, S., Annual Conference, "Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables," Association of Collegiate Marketing Educators, Dallas, TX. (March 4, 2005).
- Nonis, S., Annual Conference, "Coping Patterns of Health-Care Personnel: Their Relationship with Personal Characteristics, Role Stress, and Work Outcomes," Association of Collegiate Marketing Educators, Dallas, TX. (March 3, 2005).
- Nonis, S., Annual Conference, "Antecedents of Intentions to Purchase a Genetically Modified Pharmaceutical," Society for Marketing Advances, St. Pete's Beach, FL. (November 5, 2004).
- Guha, G.-S. (Presenter & Author), Rose, A. Z. (Author Only), Nonis, S. (Author Only), Segall, R. (Author Only), Southwestern Society of Economists, "An Input-Output Analysis of Biotech

- Impacts on the State of Arkansas," Federation of Business Disciplines, Orlando, FL. (March 2004).
- Guha, G.-S., Rose, A. Z., Nonis, S., Segall, R., Southwestern Society of Economists, "An Input-Output Analysis of Biotech Impacts on the State of Arkansas," Orlando, FL. (March 5, 2004).
- Segall, R., Guha, G.-S., Nonis, S., Thirty-Fifth Annual Conference of the Southwest Decision Sciences Institute, "Data Mining for Assessing the Impact of Environmental Stresses on Plant Geonomics", (March 5, 2004).
- Segall, R., Nonis, S., Conference on Applied Research in Information Technology, "Data Mining for Assessment of Environmental Stress on Plants – A Case Study using OSMID", Acxiom Corporation, University of Arkansas at Little Rock (UALR). (February 27, 2004).
- Nonis, S., Winter Educators' Conference, "Marketing's Role in Creating Value in the Biotechnology Industry," American Marketing Association, Scottsdale, AZ. (February 7, 2004).
- Nonis, S., Society for Marketing Advances Annual Conference, "Time: How Do Students Use It and Does It Affect Their Academic Performance," New Orleans, LA. (November 8, 2003).
- Guha, G.-S., Nonis, S., Baral, A., Segall, R., Allied Academies International Conference, "The Potential of Biotechnology: Promises, Perils and Perplexities – A Survey of Impacts on Relevant Economic Sectors", Las Vegas, NV. (October 2003).
- Nonis, S., Guha, G.-S., Segall, R., International Business and Economics Conference, "Relationship Between Consumer Knowledge and Attitude about Biotechnology and Their Purchase Behavior Intentions: Moderating Effects of Innate Consumer Innovativeness and Anxiety with Social Issues", Las Vegas, NV. (October 2003).
- Nonis, S., Society for Marketing Advances Annual Conference, "Changes in College Student Composition and Implications for Marketing Education: Revisiting Predictors of Academic Success," St. Pete's Beach, FL. (November 2002).
- Nonis, S., Marketing Management Association 7th Annual Fall Educators' Conference, "Segmenting Students Based on Ability and Personal Variables: Implications for Marketing Instructors," Memphis, Tennessee. (September 2002).
- Nonis, S., Marketing Management Association Annual Fall Educators' Conference, "Using the ETS Major Field Test in Business: Impact of Test Taking Motivation," Memphis, Tennessee. (September 2002).
- Nonis, S., Society for Marketing Advances Annual Conference. (November 2001).
- Nonis, S., The Tenth Biennial World Marketing Congress, "Time Management Practices in a Non-western Culture: Relationship with Job Performance, Job Satisfaction, and Burnout," Wales, United Kingdom. (June 2001).
- Nonis, S., American Marketing Association Winter Educators' Conference, "Personal Control as a Moderator of Relationships Between Time Management Practices and Job Performance," Scottsdale, Arizona. (February 2001).
- Nonis, S., International Academy of Business Disciplines, National Conference, "Salespersons Use of Upward Influence Tactics and their Satisfaction with Supervision." (April 1996).

- Nonis, S., Southwestern Marketing Association, "Why and How to Handle Consumer Complaints in the Service Industry." (March 1996).
- Nonis, S., Southern Marketing Conference, "Comparing Marketing Majors with Non Business Majors: How Different Are They." (November 1995).
- Nonis, S., Southern Marketing Conference, "Personal Characteristics of Salespersons' and their Use of Upward Influence Tactics." (November 1995).
- Nonis, S., Atlantic Marketing Association, Annual Conference, "Comparing Consumer Compliant Intentions and Complaint Behavior of Different Services." (April 1995).
- Nonis, S., Business and Health Administration Conference, "Perceptions of Risk and Blood Donation Behavior of College Students." (March 1995).
- Nonis, S., Southern Marketing Association, Annual Conference, "Exploring Factors that Differentiate Marketing Majors from Non-marketing Majors and their Implications." (November 1994).
- Nonis, S., Southern Marketing Association, Annual Conference, "Upward Influence Styles Used by Salespersons: Relationship with Job Performance." (November 1994).
- Nonis, S., International Academy of Business Disciplines, "Salespersons' Use of Influence Styles and their Level of Job Performance." (April 1994).
- Nonis, S., Southwestern Marketing Association, Annual Conference, "Salespersons' Use of Influence Tactics and Their Level of Job Satisfaction: An Exploratory Study." (April 1994).
- Nonis, S., Academy of Business Administration National Conference, "The Relationship Between Perception of Performance Rewards, Job Satisfaction, and Propensity to Leave: A Study of Purchasing Managers." (February 1994).
- Nonis, S., Southern Marketing Association, Annual Conference, "Relationship Between Salespersons' Use of Upward Influence Tactics and Perception of Power Bases." (November 1993).
- Nonis, S., International Academy of Business Disciplines, "Relationship Between Salespersons' Use of Upward Influence tactics and Role Conflict, Role Ambiguity, Job Satisfaction, and Propensity to Leave." (April 1993).
- Nonis, S., Academy of Business Administration, Annual Conference, "A Systems Approach to Bridging the Gap Between Marketing Academicians and Practitioners." (February 1993).
- Nonis, S., International Academy of Business Disciplines, National Conference, "Measurement of Job Satisfaction: Refinement of INDSALES for Use in Marketing Job-Settings." (April 1992).

Research Paper Awards

- McGraw Hill Best Paper Award at the Association of Collegiate Marketing Educators Conference, Federation of Business Disciplines (2019).

Best Paper Award in Marketing Education Track, Association of Collegiate Schools of Business. (March 2015). Houston Texas.

Best Paper Award in Marketing Education Track, Association of Collegiate Schools of Business. (March 2015). Houston Texas.

Best Paper Award in Consumer Behavior Track, Association of Collegiate Schools of Business. (March 2014). Dallas, Texas

Best Paper Award, International Business Research Conference. (April 2013). Dubai, U.A.E.

Best Paper Award in the Experiential and Service Learning Track, Association of Collegiate Marketing Educators. (March, 2013). Albuquerque, New Mexico.

Best Paper Award in the Marketing Education Track, Association of Collegiate Marketing Educators. (March, 2010). Dallas, Texas

Best Paper Award in the Marketing Education Track, Association of Collegiate Marketing Educators Annual Conference. (2009).

Best Paper Award, Association of Collegiate Marketing Educators Annual Conference. (2005). Dallas, Texas.

McGraw-Hill/Irwin Distinguished Paper Award, Association of Collegiate Marketing Educators Annual Conference. (2005).Dallas, Texas.

Best Paper Award, Center for International Business and Economic Research. (2003). Las Vegas, Nevada.

Distinguished Research Award, Allied Academies. (2003). Oklahoma City, Oklahoma.

Best Paper Award in the Marketing Education Track, Society for Marketing Advances. (2002). Steven J. Shaw Award for Outstanding Conference Paper (Best at the Conference), Society of Marketing Advances. (2002). St. Petersburg, Florida.

Outstanding Paper in the Ethics Track, Society for Marketing Advances. (1999).

Outstanding Paper Award in the Marketing Education Track, Southern Marketing Association. (1996). New Orleans, Louisiana.

Best Paper Award, Business & Health Administration Conference-Healthcare Marketing Track. (1995). Houston, Texas.

Richard D. Irwin Award for Best Paper at the Conference, Southern Management Association. (1991). New Orleans, Louisiana.

Research in Progress

"Stress & Coping Among Law Enforcement Officers (On-Going)

"Holistic Thinking for Lifelong Learning" (On-Going)

SERVICE

Department Service

- Committee Chair, Promotion, Retention, and Tenure Committee. (2014 – 2015).
- Committee Chair, Promotion, Retention, and Tenure Committee. (1999 - 2000).
- Committee Member, Promotion, Retention, and Tenure. (2000 – 2015; 2021 - resent).
- Committee Member, Grievance. (2009 - Present).
- Committee Member, Program Promotion. (2007 - 2012).
- Committee Member, Graduate Curriculum Committee. (2006 - 2013).
- Committee Member, Faculty Search. (2005 - Present).
- Committee Member, Professional Productivity Committee. (1999 - 2007).
- Committee Chair, Productivity Scholarship Committee. (1995 - 2007).
- Committee Member, Productivity Teaching Committee. (1995 - 2007).
- Committee Chair, Curriculum Committee. (2000 - 2002).

College Service

- Committee Chair, Faculty Development. (2009 - 2013).
- Assessment Sub-committee - Ethics. (2009 - Present).
- Committee Member, Graduate Curriculum. (2005 - 2014).
- Committee Member, Summer Research Awards Committee. (2004 - Present).
- Committee Member, Promotion, Retention, and Tenure Committee. (2001 - Present).
- Founder & Coordinator, College of Business Teaching Conference. (2004 - 2011).
- Committee Chair, Faculty Development Committee. (2004 - 2007).
- Committee Chair, Assessment/Student Competencies Committee. (2000 - 2003).
- Committee Chair, Faculty Development Committee. (1995 - 1997).

Professional Service

- Reviewer, Journal of Marketing Education. (2006 - Present).
- Reviewer, Marketing Education Review. (1999 - Present).

Reviewer, Association of Collegiate Marketing Educators. (2005 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Managerial Issues. (1998 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing for Higher Education (2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Applied Psychology. (2020 - Present).

Public Service

Board Member, Blessed Sacrament School, Jonesboro, AR. (August 2012 - 2018).

Committee Member, Saint Vincent De Paul Society. (2004 - Present).

Volunteer, Habitat for Humanity International, Negombo, Sri Lanka. (August 5, 2012 - August 11, 2012).

Board Member, Blessed Sacrament Church, Jonesboro, AR. (2003 - 2007).

Volunteer, Interfaith Food Pantry, Jonesboro, AR. (1994 - 1999).