

Dean E. Headley, Ph.D.
Associate Professor
Marketing
W. Frank Barton School of Business
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Professional Interests

Research Interests

Measurement of quality and its implications for consumers and providers of services.

Teaching Interests

Marketing Research; Services Marketing

Academic Background

Ph.D. Oklahoma State University, Stillwater, Oklahoma, Marketing, 1989

M.B.A. Wichita State University, Wichita, Kansas, Business, 1982

M.P.H. University of Oklahoma, Norman, Oklahoma, Health Administration, 1974

B.S. Emporia State University, Emporia, Kansas, Business, 1970

Work Experience

Academic Experience

Emeritus Associate Professor, Department of Marketing, Wichita State University, W. Frank Barton School of Business (2018).

Associate Professor, Department of Marketing, Wichita State University, W. Frank Barton School of Business (1994 - 2018).

Chair and Associate Professor, Department of Marketing and Entrepreneurship, Wichita State University, W. Frank Barton School of Business (2002 - 2008).

Assistant Professor, Department of Marketing and Entrepreneurship, Wichita State University, W. Frank Barton School of Business (1988 - 1994).

Lecturer, Department of Health, Administration, and Gerontology, Wichita State University (1987 - 1988).

Graduate Teaching Assistant, Department of Marketing, Oklahoma State University (1985 - 1987).

Chairperson and Visiting Instructor, Department of Business, Kansas Newman College (1982 - 1985).

Non-Academic Experience

Associate Director, Health Related Programs, Olive W. Garvey Center for the Improvement of Human Functioning (1980 - 1980).

Assistant Director, Health Care Outreach, University of Kansas School of Medicine Wichita (1978 - 1980).

Director of Planning, Health Systems Agency of Southeast Kansas (1976 - 1978).

HMO Project Coordinator, Inter Tribal Council, Inc. (1975 - 1976).

Credit Analyst, Phillips Petroleum Company (1970 - 1974).

Courses Taught

Cooperative Education, Marketing Analysis, Marketing Research, Marketing for Service and Nonprofit Organizations, Quantitative Decision Methods for Executives, Health Care Marketing.

Intellectual Contributions:

Refereed Articles

- Claycomb, C. & Headley, D. E. (in press, 2011). Clean Indoor Air: Public Demand for Smoking Bans. *European Journal of Marketing*.
- Bowen, B. D., Scarpellini-Metz, N., & Headley, D. E. (2005). Understanding Consumer Preference: Findings from the Airline Survey. *International Journal of Applied Aviation Studies*, 5 (2), 267-285.
- Bowen, B. D., Headley, D. E., & Lu, C. (2004). Developing a Standardized Mechanism for Measuring Airline Service Performance: A Preparation for Airlines and the Flying Public. *International Journal of Applied Aviation Studies*, 4 (2), 39-62.
- Bowen, B., Headley, D. E., & Lu, C. (2003). Benchmarking Airline Service Performance. *Public Works Management & Policy*, 7 (3), 188-204.
- Headley, D. E., Bowen, B. D., Kane, K., & Lutte, R. (1999). Enhancing Global Competitiveness: Benchmarking Airline Operational Performance in Highly-Regulated Environments. *Collegiate Aviation Review*.
- Headley, D. E. & Brown, B. D. (1997). International Airline Quality Measurement. *Journal of Air Transportation World Wide*.
- Headley, D. E. & Bowen, B. D. (1996). The Airline Quality Rating: Developing an Industry Standard. *Journal of Aviation/Aerospace Education and Research*.
- Headley, D. E. & Miller, S. J. (1994). Measuring Service Quality and its Relationship to Future Consumer Behavior. *Journal of Healthcare Marketing*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1992). A Quantitative Methodology for Measuring Airline Quality. *Journal of Aviation/Aerospace Education and Research*.
- Headley, D. E. & Choi, B. (1992). Achieving Service Quality: Some Suggestions for Using Gap Analysis and a Basic Statistical Approach. *Journal of Services Marketing*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1991). Response and Implications of a New Airline Quality Rating System. *Business and Economic Report*.

Refereed Proceedings

- Bowen, B. D. & Headley, D. E. (in press, 2011). Evaluation of the U.S. Airline Industry: The Airline Quality Rating 2011. *Midwest Business Administration Association*.
- Bowen, B. D. & Headley, D. E. (2010). Optimizing Industry Performance with the Airline Quality Rating Methodology: 2010 Results. *International Conference on Aviation Information Technology in Engineering and Management*.
- Bowen, B. D., Headley, D. E., & Lu, C. (2003). Benchmarking Airline Performance in the Post-911 Operational Environment. *Air Transport Research Society International Conference*, 12.
- Headley, D. E., Bowen, B. D., & Kane, K. (1999). Defining Air Carrier Operational Reliability Using the Airline Quality Rating. *International Conference on Aviation Reliability*.
- Headley, D. E. (1993). Gender Differences in Long Term Nursing Care Services. *Business and Health Administration Association Conference Proceedings*.
- Headley, D. E. (1990). Perceived Service Quality of Medical Care Services: A Review of the Literature from a Marketing Perspective. *Business and Health Administration Association Proceedings*.

Non-Refereed Proceedings

- Headley, D. E. & Bowen, B. D. (1998). Air Transport in the New Millennium: Opportunities in a Competitive Market. *Air Transportation Research Group Symposium*.
- Headley, D. E. & Bowen, B. D. (1995). Evaluating Service Quality in the U.S. Airline Industry. *Southwest Business Symposium*.
- Headley, D. E. & Bowen, B. D. (1994). The Weighted Average as a Measure of Service Performance. *National Research Council / Transportation Research Board Workshop*.
- Headley, D. E. & Bowen, B. D. (1994). Desired Operational Performance Measures. *National Academy of Science*.
- Headley, D. E. & Bowen, B. D. (1993). Using a Weighted Average to Measure Service Quality. *Southwest Marketing Association*.
- Headley, D. E. & Bowen, B. D. (1993). Modeling a Quality Improvement System for the U.S. Major Airline Industry. *Nebraska Academy of Science*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1992). Proceedings of the International Forum on Airline Quality. *National Institute for Aviation*.
- Headley, D. E. & Bowen, B. D. (1992). Research Dividends: A Case for Media Exposure. *Midwest Marketing Association*.
- Headley, D. E. (1992). Physician Leadership and Patient Satisfaction. *Business and Health Administration Association Proceedings*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1991). Quality Issues Affecting an Airlines Position in the Airline Quality Rating. *National Conference on Aircraft Interiors*.
- Headley, D. E. & Bowen, B. D. (1991). The AQR: An Example of Issue Based Research at the National Institute for Aviation Research. *American Institute of Aeronautics and Astronautics*.
- Headley, D. E. (1991). Heuristics and Service Quality in Health Care. *Business and Health Administration Association Proceedings*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1990). A Survey of Current Case Activity in Business Schools. *Midwest Society for Case Research*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1989). Cases as a Learning Tool: The Student's Perspective. *Midwest Society for Case Research*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1988). The Educational Impact of Classroom Cases as an Experiential Learning Technique. *Midwest Society for Case Research*.
- Headley, D. E. (1988). Some Thoughts on Knowing as it Relates to a Philosophy of Science and Research. *Southern Marketing Association Educators Conference*.

Cases

- Headley, D. E. (2013). FlyAway Airways, *Business Research Methods*.
- Headley, D. E. (2010). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (2007). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (2007). FlyAway Airways, *Essentials of Marketing Research*.
- Headley, D. E. (2003). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (2003). Wichita Clinic: A Comprehensive Case, *Exploring Marketing Research*.
- Headley, D. E. (2003). FlyAway Airways, *Business Research Methods*.
- Headley, D. E. (2000). FlyAway Airways, *Exploring Marketing Research*.

- Headley, D. E. (2000). Wichita Clinic: A Comprehensive Case, *Exploring Marketing Research*.
- Headley, D. E. (1997). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (1997). Wichita Clinic: A Comprehensive Case, *Exploring Marketing Research*.
- Headley, D. E. (1994). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (1994). Wichita Clinic: A Comprehensive Case, *Exploring Marketing Research*.
- Headley, D. E. (1994). FlyAway Airways, *Business Research Methods*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1994). Navigating Through Airline Quality, *Source One /*
- Headley, D. E. (1991). Wichita Clinic: A Comprehensive Case, *Exploring Marketing Research*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1991). Navigating Through Airline Quality, *Annual Advances in Business Cases*.

Presentation of Non-Refereed Papers

- Headley, D. E. & Bowen, B. D. (1996). *International Determinants of Airline Quality*. World Aerospace Education International Congress, Casablanca, Morocco.
- Headley, D. E. & Bowen, B. D. (1993). *Measuring the Quality of the U.S. Major Airline Industry: The AQR Results*. Aerospace Education Leadership Symposium, Colorado Springs, Colorado.
- Headley, D. E., Luedtke, J. R., & Bowen, B. D. (1992). *Airline Quality Analysis: Applications of the AQR to a Global Industry*. Western Economic Association International, San Francisco, California.
- Headley, D. E., Luedtke, J. R., & Bowen, B. D. (1991). *An Overview of the Airline Quality Rating*. Fall Aviation Symposium, Edmund, Oklahoma.

Research Reports

- 2019: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2018: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2017: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business
- 2016: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2015: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2014: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2013: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
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- 2008: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2007: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
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- 2003: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2002: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2001: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
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- 1997: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1996: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1995: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1994: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1993: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to NIAR.
- 1992: Headley, D. E., & Bowen, B.D., Consumer Interest in the Air Safety Data of the Airline Quality Rating., submitted to NIAR.
- 1992: Headley, D. E., & Bowen, B.D., International Forum on Airline Quality Teaching Guide., submitted to NIAR .
- 1992: Headley, D. E., & Bowen, B.D., Airline Quality Rating., submitted to NIAR .
- 1991: Headley, D. E., Bowen, B.D., & Luedtke, J.R., Airline Quality Rating., submitted to NIAR .

Contribution to Practice

- 2001: Other Publications. Numerous live and taped programs (TV & radio) due to terrorist attacks and related issues as an aviation expert.
- 2000: Other Publications. KFDI Radio. Comments regarding the hiring of new basketball coach at WSU.
- 2000: Other Publications. Tape segment ran as part of ABC 20/20 story on airline delays; cited as an airline expert.

Citations of Scholarship/Work

- 2009-2019: Citation of Work in Other Publications. Live press conference to announce results of AQR research resulted in numerous citations and quotes by national and international media.
- 2008: Citation of Work in Other Publications. Live press conference to announce the AQR results. National media coverage by print and electronic outlets.
- 2007: Citation of Work in Other Publications. Taped segments for Good Morning America and CBS Early Show. Live segment on CNN. News stories ran on Jim Lehrer News Hour, all major network evening news.
- 2007: Citation of Work in Other Publications. Live press conference at National Press Club, Washington, D.C. to announce AQR results. All major media attended (CNN, Cox, CNBC, ABC, CBS, NBC, USA TODAY)
- 2006: Citation of Work in Other Publications. Taped segments for TODAY Show and Good Morning America regarding AQR results. Live segment on CNBC. Taped interviews for AP, CBS, and CNN radio use.
- 2006: Citation of Work in Other Publications. Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating research. All Major media attended (TODAY Show, GMA, CNN, PBS, COX, CNBC, AP Radio).
- 2005: Citation of Work in Other Publications. Live interview on CNN Headline News regarding AQR research results.
- 2005: Citation of Work in Other Publications. Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating research. All major media attended (ABC, CBS, NBC, FOX, CNN, PBS, AP, Bloomberg)
- 2004: Citation of Work in Other Publications. Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating research. All Major media attended (ABC, CBS, NBC, FOX, CNN, AP).
- 2004: Citation of Work in Other Publications. Articles reporting AQR research appeared in Aviation Week and Space Technology, Wall Street Journal, USA TODAY, Christian Science Monitor, and TIME (print and website).
- 2003: Citation of Work in Other Publications. Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating research. All major media attended (ABC, CBS, NBC, FOX, AP)
- 2003: Taped comments were aired as part of CBS Evening News with Dan Rather.
- 2003: Comments from 4/7/03 AQR press conference aired on CNN and other electronic and print media.
- 2002: Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating research. All major media attended.
- 2002: C-Span live coverage of AQR 2002 press conference.
- 2001: Live press conference at National Press Club, Washington, D.C. to announce results of AQR. Numerous live and taped segments for national and regional radio stations, CBS News Radio and NPR.
- 2001: Taped interview aired on NPR, All Things Considered. Live segments on CBS Morning News, Fox News, CNN News. Taped segments on CNN News, CNN Headline News, NBC Nightly News, and all local Wichita television news programs. Taped comments on NBC Nightly News and ABC Good Morning America.
- 2000: Live discussion of AQR results on Fox News program. Live discussion of AQR results on MSNBC afternoon news program. Live press conference at National Press Club, Washington, D.C. to announce results of Airline Quality Rating for 2000. All major media attended (ABC, CBS, NBC, Fox, CNN, PBS). Live TODAY Show appearance to discuss AQR results and industry trends.

Service:**Service to the University**

2007-Present: Advisory Board Member: Dean's Advisory Council, College of Health Professions, WSU
2012-2013: School of Oral Health, Strategic Planning Committee
2009-2016: Sunflower Publications Board
2007-2008: WSU Marketing Advisory Council: University Communications
2004-2007: WSU Alumni Association, Board of Directors
2004-2005: Baldrige Task Force, College of Health Professions
2004-2005: ICAA NCAA Self-Study Committee on Academic Integrity
1998-2004: Intercollegiate Athletics Association, Board of Directors

Department Assignments:

2010-2015 MKT Curriculum Committee

College Assignments:

2005-2013 Retrenchment Committee
2009 – 2013 Technology Committee
2005-2013 Undergraduate Programs Committee
2011-2016 Faculty Affairs Committee

Academic Service:

2006-2007: Editorial Board, Journal of Air Transportation.: International Aviation Journal
2006-2007: Business Economic Report, Center for Economic Development and Business Research: Editorial Board.

Thesis Committee Member:

2005-2006: Ms. Leslie Blythe: MS in Communication: Elliott School of Communication
2002-2003: Ms. Lori Nelson: MS in Communication: Elliott School of Communication
2001-2002: Mr. Jeff Christensen: M.S. in Marketing: Barton School of Business
1998-1999: Ms. Gayle Thronbrough: M.S. in Marketing: Barton School of Business
1996-1997: Mr. David Brax: Doctoral (Ed.D.) candidate: College of Education Doctoral Committee
1995-1996: Ms. Kim Houk: M.S. in Health and Physical Education
1993-1994: Susan Agel: M.S. in Communication: Elliott School of Communication
1992-1993: John DuVall: M.H.S. College of Health Professions

Other Institutional Service Activities:

2007-2008: Ulrich Museum: 10/27/07 Served as panel member for Who are You? Branding and Identity in the 21st Century. Part of Ulrich Museum Branded on Display exhibit.
2007-2008: Ulrich Museum: 10/13/07 Led faculty lecture series Who, What, Where, Why, When? for Ulrich Museum Branded on Display exhibit. Presented generational marketing issues.
2004-2005: WSU Faculty Grievance Review Pool: Convener

Service to the Profession

Invited Lecture

- 2008 – 2010: University of Oklahoma aviation students (spring and fall), Norman, Oklahoma.
- 2008: U. S. Department of Transportation Aviation Consumer Forum, Chicago, Illinois. Speaker and panelist
- 2008: American Institute of Aeronautics and Astronautics, Wichita, Kansas. Guest speaker
- 2007: University of Oklahoma aviation students (fall semester), Norman, Oklahoma. AQR overview and industry observations
- 2006: University of Oklahoma aviation students (spring and fall), Norman, Oklahoma. AQR overview and industry observations
- 2005: University of Oklahoma aviation students (spring and fall), Norman, Oklahoma. AQR overview and industry observations
- 2004: 25th Economic Outlook Conference, Wichita, Kansas. State of the aviation industry
- 2004: Oklahoma University aviation students, Norman, Oklahoma. AQR overview and industry observations
- 2003: Downtown Lions Club, Wichita, Kansas. AQR and industry observations
- 2003: Hutchinson Community College Economic outlook panel. Commercial aviation industry observations
- 2003: WSU Society of 1895, Wichita, Kansas. AQR and WSU involvement
- 2003: Financial Executives International, Wichita chapter, Wichita, Kansas. Breakfast speaker
- 2003: Retired Professional and Business Men's Club, Wichita, Kansas. Lunch speaker
- 2002: 63rd National ASPA Conference on Systematic Operational Performance in U.S. Major Airline Industry, Phoenix, Arizona. AQR methodology as a tool for monitoring operational performance.

Presentations

- 2016-2019: WSU Accounting and Auditing Conference. AQR story and latest findings.
- 2012: Bombardier Learjet Professionals Association, Wichita, Kansas.
- 2009: American Society for Quality, Wichita, Kansas. Presented AQR research
- 2009: WSU Hugo Wall School Nonprofit Seminar, Wichita, Kansas. Presented research perspectives to nonprofit executives.
- 2006: Wichita Chamber Small Business Working Lunch, Wichita, Kansas. Presented an overview of marketing research and it's usefulness to the small business owner.
- 2006: American Society for Quality, Wichita, Kansas. AQR overview and aviation industry observations
- 2003: WSU Accounting and Auditing Conference. AQR story and latest findings
- 2002: AQR, Fall Conference, University Aviation Association, Orlando, Florida. AQR methodology and application
- 2001: CASE Division VI Conference, Kansas City, Missouri. Presented background of AQR development re: media issues
- 2001: Aviation Management Education and Research Conference, Montreal, Canada. Presented AQR methodology as applied to international arena
- 2001: American Society for Quality, Wichita, Kansas. Airline quality and related industry issues
- 2000: WSU Dames , Wichita, Kansas. AQR story and latest findings
- 2000: Wichita Downtown Rotary, Wichita, Kansas. AQR story and latest findings
- 2000: WSU Board of Trustees, Wichita, Kansas. AQR recent findings and history
- 2000: Wichita Lions Club (Downtown), Wichita, Kansas. AQR story and latest findings

Service to the Community

2008 - 2012: Senior Service, Inc. Board of Directors

2009 & 2011: Senior Service of Wichita, Inc., Chair, Board of Directors

Honors/Awards

2019: WSU Academy for Effective Teaching.

2016: Laura Cross Distinguished Service Award WSU Alumni Association.

2010: WSU Community Research Award Wichita State University.

2008: University Recognition Award WSU Alumni Association.

2007: Commencement speaker at WSU College of Health Professions spring 2007 commencement ceremonies. WSU College of Health Professions.

2007: Designated as a Senior Leadership Fellow in the Leadership Academy of the College of Health Professions. WSU College of Health Professions.

2000: Designated as Barton Fellow, two year term W. Frank Barton School of Business.

2000: Instructor of the Year Award W. Frank Barton School of Business.

1993: Educator Appreciation Award, Mortar Board Wichita State University.

1992: Special Recognition Award for Scholarly Activity that Increased the External Visibility of the W. Frank Barton School of Business W. Frank Barton School of Business.

1992: Excellence in Marketing Merit Award for Airline Quality Rating Objectives and Execution American Marketing Association.

1990: Distinguished Paper Award for "Perceived Service Quality of Medical Care Services: A Review of the Literature from a Marketing Perspective Business and Health Administration Association.

1994: Researcher/Writer of the Year, Honorable Mention W. Frank Barton School of Business.

1994: Designated as Barton Fellow, two year term W. Frank Barton School of Business.

1993: TTRA International Travel Research Award Competition, Honorable Mention (2nd place) Travel and Tourism Research Association.

1990: National Business Administration Scholastic Honors Society Beta Gamma Sigma.
