

STEPHEN S. PORTER, PhD.

Department of Marketing
Barton School of Business
WICHITA STATE UNIVERSITY
1845 Fairmount
Wichita, KS 67260
(316) 978-7105

EDUCATION:

May-1994:	Ph.D.	Oklahoma State University Major Field: Marketing Minor Field: Communication
1980-1982	M.B.A.	Wichita State University
1972-1976	B.S.	Friends University Major Field: Business Administration. Minor Field: Marketing

ACADEMIC EXPERIENCE AND PROFESSIONAL WORK EXPERIENCE:

2008-Present Department Chair, Department of Marketing, Wichita State University

- ❖ Leadership and Administration: Responsible for leading, coordinating and facilitating the internal and external activities of the Department of Marketing while working with approximately 8 faculty and staff personnel.

Significant accomplishments and responsibilities

- Responsible for all aspects of departmental operations and strategy
- Coordinate activities of 5 full time faculty and 2 teaching faculty
- Elevated and built consensus around strategic departmental goals
- Enhanced efforts to build relationships with other departments within the Barton School
- Enhanced efforts to build relationships with other colleges on campus
- Successfully developed and implemented the minor in Personal Selling
- Maintained moral, productivity, and participation in an already high performing academic unit

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- Implemented a strategic succession plan for the retiring faculty in the Marketing department
- Successfully helped the Dean's Executive Council to navigate significant political issues within the college to maintain unity and morale

2001-Present *Associate Professor*, Wichita State University

- ❖ Taught classes in the Executive MBA program, the MBA program, undergraduate Marketing Management, Consumer Behavior and Personal Selling. Fully responsible for course design and delivery.

1995-2001 *Assistant Professor*, Wichita State University.

- ❖ Taught class in graduate Marketing Management, and undergraduate Consumer Behavior, Channels, and Promotion Strategy. Fully responsible for course design and instruction

1994-1995 *Assistant Professor*, Oklahoma City University

- ❖ Taught classes in graduate Marketing Management and International Marketing: Fully responsible for the development and delivery of my assigned classes

1991-1994 *Visiting Assistant Professor*, Oklahoma City University.

- ❖ Taught graduate level classes in Marketing Management and International Marketing. Fully responsible for course design and instruction.

1989-1991 *Graduate Teaching Assistant*, Oklahoma State University.

- ❖ Taught classes in Principles of Marketing, Marketing Communications, and Personal Selling. Fully responsible for course design and instruction.

1982-1988 *Assistant Professor of Marketing*, Friends University.

- ❖ Taught classes in Principles of Marketing, Personal Selling, Advertising, Marketing Management, Consumer Behavior, Small Business and Retail Management. Fully responsible for course design, instruction, and evaluation.

1983-1989 *Faculty Advisor to the University Bookstore*, Friends University. Advisory responsibilities included the staffing and training of the student manager. Also, was responsible for the merchandising and the marketing of retail products.

1979-1981 *Assistant Office Manager*, for John T. Arnold and Associates. Responsibilities included payroll and business expenditure disbursement.

1978-1979 *Sales Representative* for the John Harland Co., Atlanta, Georgia. Responsible for introducing Harland's bank services to the central and western regions of the state of Kansas.

1976-1978 *Territory Manager* for the Carnation Food Company.
Responsible for providing sales support services to the Fleming Company in
Wichita and Western Kansas, at McConnell Air Force Base, and approximately
100 independent grocery outlets in the central and western regions of the state of
Kansas.

TEACHING INTERESTS

- * Personal Selling/Sales Management
- * Marketing Management
- * Consumer Behavior

ACADEMIC AWARDS

2006 – *Present* - Received the Bill and Shelly Moore Family Faculty Fellowship
2004 Received the Undergraduate Instructor of the Year Award – Barton School of Business
2004 Received the Barton Fellowship
2001 Received Tenure and Promotion to the Rank of Associate Professor
2001 Received the Graduate Instructor of the Year Award - Barton School of Business
1999 Received the Board of Trustees Excellence in Teaching Award

RESEARCH INTERESTS

- * The dyadic communication process in personal selling.
- * Salesperson wellness lifestyle and selling effectiveness.
- * Sales manager’s coaching and its influence on salesperson effectiveness.
- * Adaptive selling strategy

PUBLICATIONS--JOURNAL ARTICLES

Porter, Stephen S. and Cindy Claycomb (1997), “The Influence of Brand Recognition on Retail Store Image,” in *Journal of Brand Management*, p. 373-387.

with Vencentia Claycomb and Charles Martin (2000), “Riding the Wave: Response Rates and the Effects of Time Intervals Between Successive Mail Survey Follow-Up Efforts,” *Journal of Business Research*, (May) p. 157-162.

Porter, Stephen S. and Lawrence W. Inks, (2000), “Cognitive Complexity and Salesperson Adaptability: An Exploratory Investigation,” *Journal of Personal Selling and Sales Management* (Winter), p. 15-22.

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Frankwick, Gary L., Stephen S. Porter, and Lawrence A. Crosby (2001), "Dynamics of Relationship Selling: A Longitudinal Examination of Changes in Salesperson-Customer Relationship Status," *Journal of Personal Selling and Sales Management* (Spring), 135-146.

with Joshua L. Wiener, and Gary L. Frankwick (2003), "The Moderating Effect of Selling Situation on the Adaptive Selling - Sales Effectiveness Relationship," *Journal of Business Research*, 56, p. 275-281.

with Frederic B. Kraft and Cindy Claycomb (2003), "The Practice of a Wellness Lifestyle in a Selling Environment: A Conceptual Exploration," *Journal of Personal Selling and Sales Management*, 23, (Summer), 189-202.

with Cindy Claycomb and Frederic Kraft (2008), "Wellness Lifestyle: A Measurement Perspective," *Journal of Personal Selling and Sales Management*, 28, (Winter), 53-66 .

with Frederic B. Kraft and Devdeep Maity (April 2019), "The Salesperson Wellness Lifestyle, Coping with Stress and the Reduction of Turnover," *Journal of Business and Industrial Marketing* , Vol. 34 Issue 2, pp. 347-359

PUBLICATIONS -- PROCEEDINGS AND CONFERENCE PRESENTATIONS

with Frederic B. Kraft, Devdeep Maity and Cindy Claycomb (2015), "A Lifestyle Check-Up: Does Salesperson Wellness Influence Individual and Organizational Outcomes?" *Proceedings, 2015, Summer Marketing Educators' Conference*.

with Frederic B. Kraft and Cindy Claycomb (2005), "The State of Wellness of the Salesperson Wellness Life Style Scale: An Examination of the Scales Research Fitness." *Proceedings, National Conference in Sales Management*, p. 23-26.

Porter, Stephen S., Cindy Claycomb, and Frederic B. Kraft (2004), "An Exploratory Investigation of Salesperson Wellness Lifestyle," *Proceedings, National Conference in Sales Management*, p. 21-26.

Porter, Stephen S., Frederic B. Kraft, and Cindy Claycomb (2002), "Antecedents and Consequences of Health and Wellness in a Selling Environment: An Exploratory Investigation," *Proceedings, National Conference in Sales Management*, p.14-18.

Porter, Stephen S. (1998), "An Exploratory Investigation of the Relationship Between Communication Competence and the Practice of Adaptive Selling," *Proceedings, The National Conference in Sales Management*, p.161-165.

Porter, Stephen S. (1997), "Salesperson Knowledge Structure and the Practice of Adaptive Selling," *Proceedings, The National Conference in Sales Management*, p.146-151.

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Porter, Stephen S. and Gary L. Frankwick (1996), "A Scale to Measure Selling Situation," *Proceedings, The National Conference in Sales Management*

Minor, Michael and Stephen S. Porter (1991), "Political Risk: A Simulation for Business Practitioners," *Proceedings*, Association for Business Simulation and Experiential Learning, p. 66-71.

Porter, Stephen S. (1992), "Communication in Personal Selling: An Investigation of Communication Style Flexing," *Proceedings*, The Nebraska Marketing Doctoral Symposium.

Porter, Stephen S. and Michael Minor (1990), "Understanding Political Risk: International Marketing Simulation for Experiential Learning," *Proceedings*, Southern Marketing Association; Received "**Outstanding Paper, Marketing Education Track.**"

RESEARCH IN PROGRESS

"Sales Manager Coaching and its influence on Salesperson Behavior." Targeted to the *Journal of Personal Selling and Sales Management*, Status – first round of data collected and analyzed; second data collection process is finished – evaluation is underway.

"An Exploratory Investigation of Emotional Intelligence and Salesperson Effectiveness." Status: Data is collected. Targeted to: *The Journal of Personal Selling and Sales Management*.

"A Descriptive Model for Teaching Product Positioning," Status: Working paper. Targeted to: *Journal of Marketing Education*.

SELECTED LIST OF GRADUATE COURSEWORK

Title:

Seminar in Marketing Strategy	Stephen J. Miller
Seminar in Consumer Behavior	John C. Mowen
Seminar in Marketing Theory and History	Jerry R. Goolsby
International Marketing	B. Curtis Hamm
Promotion Strategy	Ajay Sukhdial
Multivariate Statistical Methods	H. Safizadeh (Wichita State)
Advanced Multivariate Methods in Marketing	Clifford Young
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Measurement Theory and Experimental Design	Joshua L. Wiener
Sample Survey Design	William Warde

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Persuasion and Communication Theory
Organizational Communication Theory

Paul Harper
Paul Harper

COLLEGE SERVICE

Wichita State University:

Elected to serve on the Dean's Search Committee - 2014
Graduate Programs Committee - Fall 2000 to *Present*
University-wide: Bookstore Effectiveness Committee - Fall 2001 to *Present*
Marketing Department Curricula Review Committee - 1996
Barton School of Business Student Placement Committee - 1996
Barton School of Business AACSB Review Committee - 1997-98
Untenured Faculty Representative (elected) to Faculty Affairs Committee 1997-98
Faculty Advisor AKP, A Business Fraternity - 1997 to 2002
Barton Scholarship Committee - 1997-99

Oklahoma City University:

College Committee Service - Faculty Life Committee Chairperson, 1994-95.
Comprehensive Exam Advisor, Marketing Department, 1993-95.

PROFESSIONAL ASSOCIATIONS

American Marketing Association