

WILLIAM C. GREEN, Ph.D.

Professor of Marketing
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Education

- Ph.D. University of Houston; August, 1985; Major, Marketing;
Dissertation: "*An Investigation of Presentation Style in the
Rapport Building Stage of the Personal Selling Process*"
- M.B.A. California State University, Bakersfield, 1975
- B.S. California State University, Bakersfield, 1973; Business (Marketing)

Academic Experience

- 2020 – Pres. Sul Ross State University, Alpine – Professor
- 2014 – 2020 Sul Ross State University, Alpine – Professor & Interim Chair
- 2013 – 2013 Sul Ross State University, Alpine – (Interim Dean) – Summer
- 1994 - Pres. Sul Ross State University, Alpine – Professor & Chair (1995 - 1999)
- 1992 - 1994 University of North Carolina, Asheville - Associate Professor
- 1988 - 1992 California State University, Bakersfield - Associate Professor
- 1987 - 1988 Loyola Marymount University - Assistant Professor
- 1984 - 1987 University of North Texas - Instructor; Assistant Professor
- 1980 - 1984 University of Houston - Graduate Teaching Fellow
- 1974 - 1976 California State University, Bakersfield - Instructor

Industry Experience: (relevant selections)

- 1982 - 1987 Senior Consultant; *Laird Landon Consulting Inc.* - Supervised research studies for the banking and sporting goods industries. Installed computer based sales tracking programs and trained bank officers in their use.
- 1978 - 1980 Sales Representative; *Moore Business Forms, Inc.* All phases of industrial sales. Promoted to larger territory in first six months.

- 1977 - 1978 Research Analyst; *California Department of Real Estate*. Analysis of recreational facilities in remote California recreational subdivisions.
- 1973 - 1974 Assistant Systems Analyst; *H. M. Tenneco, Inc.* Documented and wrote procedures manual for the exportation of produce commodities.

Honors and Awards (career selections)

- *MBA 2018-2019 Top 10 Academic Assessment* (co-award-Dr. Terry Carson)
- *BBA 2017-20187 Top 10 Academic Assessment*
- *BBA 2016-2017 Top 10 Academic Assessment*
- *Who's Who Among America's Teachers*, 1996
- *Fred J. Heine Doctoral Dissertation Grant* - University of Houston; Houston, Texas; 4/84.
- "*Moore Professionalism Award*" - Award given during initial three week training school for Moore Business Forms. Chicago, Ill. 11/78.
- *Participant; Ninth Annual Intercollegiate Business Games Competition* University of Nevada, Reno; 4/73.

SELECTED RESEARCH ACTIVITIES AND INTERESTS

Publications and Symposia (career selections - listed alphabetically by title)

"A Report On A Cooperative Pedagogical Effort in Developing A Model for the Creation of Micro Enterprises in the State of Chihuahua." (co-author). Presented at the 39th Annual Mountain Plains Management Conference; Park City, Utah; 10/97; pp. 125-132.

"Characteristics of a Unique Market Segment: Implications for Grocery Retailers" (co-author). Journal of International Food and Agribusiness Marketing, Vol.2 (1) 1990; pp. 57-68.

"Designing Sales Force Compensation Plans for Better Results" (co-author). Southwestern Marketing Association; Dallas; 3/86; pp. 108-111.

"Emerging Trade Pattern Issues In Selected Pacific Rim Countries" (co-author). Presented at the Western Regional Science Association Meetings; San Diego; 2/89.

"Establishing a Foreign Trade Zone at Meadows Field Airport; (co-author). Feasibility report commissioned by the Kern County Department of Airports. 4/91; pp.1-186.

"Key Financial Indicators of Opportunities and Threats and Forecasting Future Sales and Demand" Published by the Professional Development Institute; University of North Texas; Denton, Texas. 4/86.

"Packaging: Cover-up or Cop-out?." Administrative Commentary; Vol.3, #4; 8/75; pp. 5-8.

Proceedings and Abstracts of the 1990 Annual Meeting of the Western Region Decision Sciences Institute (co-editor). Vancouver, British Columbia, Canada; March 13-16, 1990.

Recruiting In A Buyer's Market. (co-author). SWFAD 1994, Southwest Academy of Management. 3/94.

"Sales Force Compensation." A lecture included in the Lecture Enrichment Manual accompanying Pride, William C. and O.C. Ferrell; Marketing: Basic Concepts and Decisions (6th. ed.) Houghton Mifflin; 1989.

"Texas Blueberries - A Market Assessment" (co-author). Texas Blueberries: A Market Opportunity Assessment; Report commissioned by the Texas Department of Agriculture; 10/85; pp. 5-32.

"Texas Blues" (co-author). See Next Citation. Presented at the National Case Conference Workshop - Institute of Decision Sciences; Hawaii; 11/86.

"Texas Blues" (co-author). Published in J. Paul Peter and James H. Donnelly, Jr.; Marketing Knowledge and Skills (2nd ed.) BPI; 1989.

"The Effect of Requesting Commitment on Response Quality in a Mail Survey" (co-author). American Marketing Association Educator's Conference; Chicago; 8/86; pp.85-88.

"The Market Research Laboratory: A Major Update" (co-author). Presented at Southern Marketing Association Conference, Nov. 3-6, 1993.

"The Sul Ross State University - University of Chihuahua Cooperative Program" (co-author). Presented at the 38th Annual Mountain Plains Management Conference; Park City, Utah; 10/96; pp. 152-165.

OTHER ACTIVITIES AND INTERESTS

Reviews (career selections)

Editorial Review Board; Journal of Business and Entrepreneurship; 1998 - present.

Reviewer; Encyclopedia of Information Systems. Academic Press, 2001.

Reviewer; 2000 Winter Marketing Educator=s Conference.

Boone & Kurtz; Contemporary Marketing (5th. ed.) Dryden Press.
Reviewed entire text.

Ingram & LaForge; Sales Management: Analysis and Decision Making
Dryden Press. Reviewed prospectus for text.

Author not identified; Proposed text on Professional Selling; West
Publishing. Reviewed prospectus, table of contents and selected chapters.

Reviewer; 1990 Southern Marketing Association.

Professional Affiliations

American Marketing Association

Alpha Mu Alpha

Sales & Marketing Executives

Community Service (career selections)

Advisor to Junior Achievement on Marketing Strategy. (CSUB)

Advisor to UNCA - SAM (Society for Advancement of Management) student Chapter. (UNC)

Editor of BPA Alumni Newsletter "Business Impact." (CSUB)

Vice President of Membership for CSUB Alumni Association.

Board of Directors - CSUB Alumni Association.

Contest Judge; Junior Achievement of Bakersfield.

Co-director; First Annual "Sales Forum," University of North Texas.

Master of Ceremonies – Lobo Hall of Honor – 2013; SRSU

Master of Ceremonies – Lobo Hall of Honor – 2015; SRSU

Small Business Council; Asheville Area Chamber of Commerce. (UNC)

Speaker; Specialty Advertising Association's International Advanced Management Seminar; 86.

Speaker; Third Annual "Hilton Business Ethics Week," Loyola Marymount University.

Speaker; CSUB "Career Awareness Day."

Speaker; Asheville Chamber of Commerce - "First Impressions" (UNC)

Speaker; "An Informal Friday Afternoon Faculty Workshop on Wordperfect 5.0." (CSUB)

Speaker; "Problem Solving," Big Bend Regional Medical Center; (SRSU)

Speaker; "Customer Service," Big Bend Regional Medical Center; (SRSU)