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## Charles L. Martin, Ph.D.

Professor of Marketing  
W. Frank Barton School of Business  
Wichita State University  
Wichita, KS 67037  
USA

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[www.MarketinMarbles.com](http://www.MarketinMarbles.com)



April 12, 2019

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### Academic Background (degrees earned)

Ph.D. Texas A&M University, College Station, Texas, Marketing, 1986

M.B.A. West Texas State University, Canyon, Texas, Business, 1982

B.B.A. West Texas State University,

### ACADEMIC WORK EXPERIENCE

Professor of Marketing, Wichita State University (Present), Wichita, Kansas.

Visiting Professor, Griffith University (June 2011), Gold Coast, Australia.

Visiting Professor, Sogang University (Summer 2010), Seoul, Korea.

Visiting Editor, Queensland University of Technology (March 2010), Brisbane, Australia.

Visiting Professor, University of Westminster (July 2006-2012), London, United Kingdom.

Visiting Professor of Marketing, Bond University (May 1996-1996), Gold Coast, Australia.

Visiting Associate Professor, Comenius University (May 1992), Bratislava, Slovakia

Associate Professor of Marketing, Wichita State University (1998), -Wichita, Kansas.

Assistant Professor of Marketing, Wichita State University (1995), -Wichita, Kansas.

Instructor, Texas A&M (1984-1985), College Station, Texas.

Graduate Assistant, Texas A&M (1982-1983), College Station, Texas.

Student Special Services, West Texas State University (1981 -1982), Canyon, Texas. Tutor for a range of business courses.

Teaching/Graduate Assistant, West Texas State University (1981 -1982), Canyon, Texas.

Courses taught: Personal Selling, Sales Management, Directed Studies, Marketing Management (traditional, hybrid and online formats), Marketing Programs, Marketing for Service and Nonprofit Organizations, Marketing Research, Relationship Marketing, Marketing Ethics, Strategic and Tactical Planning for Marketers

INTELLECTUAL CONTRIBUTIONS: \_\_\_\_\_



Martin, C. L. (1998). Using Gap Analysis to Improve Customer Service.  
*JIT, R&P*

Martin, C. L. & Kraft, F. B. (1997). Customer Comment Cards in the Service Sector: An Empirical Investigation of Scope and Form.  
*JSD&C*

Martin, C. L. (1997).

- Martin, C. L. & Pranter, C. (1991). Compatibility Management: Roles in Service Performances. *JBSM*
- Martin, C. L. & Goodell, P. (1991). Historical, Descriptive, and Strategic Perspectives on the Construct of Product Commitment. *EPBM*
- Martin, C. L. & Goodell, P. (1991). It's Not Over 'Til It's Over: Tips for Surviving A Lingering Recession. *Bin* *Erp*
- Martin, C. L. (1990). Enhancing the Effectiveness of Student Oral Presentations. *ERv*
- Martin, C. L. & Ranson, D. (1990). Spelling Skills of Business Students: An Empirical Investigation. *JBS* *Ctn*
- Martin, C. L. (1990). The Employee/Customer Interface: An Empirical Investigation of Employee Behaviors and Customer Perceptions. *JBSM*
- Martin, C. L., Bowers, M., & Luker, A. (1990). Trading Places: Employees as Customers, Customers as Employees. *JBSM*
- Martin, C. L. & Pranter, C. A. (1989). Compatibility Management: Customer-Customer Relationships in Service Environments. *JBSM*
- Martin, C. L. & Smart, D. T. (1989). Consumer Correspondence: An Exploratory Investigation of Consistency Between Business Policy and Practice. *Ad*
- Martin, C. L. (1988). Enhancing Children's Satisfaction and Participation Using a Predictive Regression Model of Bowling Performance Norms. *JBSM*
- Martin, C. L. & Smart, D. T. (1988). Relationship Correspondence: Similarities and Differences in Business Response to Complimentary versus Complaining Consumers. *JBSM*
- Martin, C. L. (1985). Delineating the Boundaries of Marketing. *Mg*

#### Citation counts

According to Google Scholar, my refereed journal articles have been cited more than 3,500 times. I have not calculated the number of times my books, book chapters and other publications have been cited.

Books (including edited conference proceedings, as noted)

Martin, C. L. (forthcoming). *Marketing Myopia* (2019 Perennia Edition) – CIBER Publications.

Note that about 94 percent of the content for the 2019 edition of *Marketing Myopia* differs from that of the 2017 and 2018 editions.

Martin, C. L. (October 19, 2017). *Marketing Myopia* (2018 Edition) – CIBER Publications, 432 pages. Note: Sample excerpts and the book's detailed index (11,000+ entries) may be found on the book series' resource support website, [www.MarketingMarbles.com](http://www.MarketingMarbles.com)

Note that the 2018 edition of *Marketing Myopia* won the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association.

Also note that 98 percent of the content for the 2018 edition of *Marketing Myopia* differs from that of the 2017 edition.

Martin, C. L. (January 1, 2017). *Marketing Myopia* (2017 Edition) – CIBER Publications, 416 pages. Note: Sample excerpts and the book's detailed index (6,000+ entries) may be found on the book series' resource support website, [www.MarketingMarbles.com](http://www.MarketingMarbles.com)

Martin, C. L. (2011). *Small Business Survival*. Axzo Press.

Martin, C. L. (2010). *Marketing Myopia*. Seoul, South Korea: Sogang University Graduate School of Business.

Tyler, K., Martin, C. L., Harris, L. C., & Tan, D. J. (2008). *The Future of Marketing*. London: Academy of Marketing & Westminster Service Research Centre. (edited conference proceedings)

Tyler, K., Martin, C. L., Harris, L. C., Tan, J., & Benamraoui, A. (2007). *Small Business Survival*. London, England: Academy of Marketing & Westminster Service Research Centre. (edited conference proceedings)

Hackett, D. W. & Martin, C. L. (2006). *Marketing Myopia*. Crisp Learning.

Laroche, M. & Martin, C. L. (2003). *Marketing Myopia*. Montreal, Canada: Concordia University, John Molson School of Business. (edited conference proceedings)



Martin, C. L. (2015). Intangibility, Heterogeneity, Inseparability, and Perishability (IHIP). In Su Mi Dahlgaard-Park (Ed.), *The SAGE Encyclopedia of Service Operations Management* (pp. 312-317). Los Angeles:



Martin, C. L. (2001). In Search of Top Talent. *BHHH*88 (5) , 102-103.

Martin, C. L. (2001). The ABC's of eMail. *BHHH*88 (4) , 104-105.

Martin, C. L. (2001). The Ol' College Try. *BHHH*88 (3) , 116-117.

Martin, C. L. (2001). Lawsuits & Other Crises. *BHHH*88 (2) , 116-117.

Martin, C. L. (2001). Marking the Bench. *BHHH*88 (12) , 92-93.

Martin, C. L. (2001). Appearances Are Revealing. *BHHH*88 (11) , 102-103.

Martin, C. L. (2001). Marketing As Unusual. *BHHH*88 (10) , 100, 102.

Martin, C. L. (2001). Playing the Perfect Hand. *BHHH*88 (1) , 124, 126.

Martin, C. L. (2000). Whoops! And Thanks. *BHHH*87 (9) , 134-135.

Martin, C. L. (2000). On the Job Marketing. *BHHH*87 (8) , 102-103.

Martin, C. L. (2000). Bringin' Em Back. *BHHH*87 (7) , 113-114.

Martin, C. L. (2000). Lessons From Outside. *BHHH*87 (6) , 122-123.

Martin, C. L. (2000). Restaurant Marketing 101. *BHHH*87 (6) , 82, 84.

Martin, C. L. (2000). Bowling by the Numbers. *BHHH*87 (5) , 110-111.

Martin, C. L. (2000). Marketing to the Disabled. *BHHH*87 (4) , 102-103.

Martin, C. L. (2000). Let's Go Bowling. *BHHH*87 (3) , 130-131.

Martin, C. L. (2000). The Land of the Free. *BHHH*87 (2) , 130-131.

Martin, C. L. (2000). Dancing with Cinderella. *BHHH*87 (12) , 98, 100.

Martin, C. L. (2000). A Laughing Matter. *BHHH*87 (11) , 109-110.

Martin, C. L. (2000). Hitting the Bulls' Eye. *BHHH*87 (10) , 118-119.

Martin, C. L. (2000). In Search of Good Advice. *BHHH*87 (1) , 134-135.

Martin, C. L. (1999). The Book on Good Service. *BHHH*86 (9) , 150-152.

Martin, C. L. (1999). Things They Didn't Teach. *BHHH*86 (8) , 118-119.



Martin, C. L. (1997). Employees' Handbook. *BHHB84 (8)*, 133-135.

Martin, C. L. (1997). Case: The Network. *BHHB84 (7)*, 118-120.

Martin, C. L. (1997). The Value of Trade Groups. *BHHB84 (6)*, 132-135.

Martin, C. L. (1997). League Play: The Future. *BHHB84 (5)*, 132-135.

Martin, C. L. (1997). Motivational Secrets. *BHHB84 (4)*, 128-131.

Martin, C. L. (1997). Promotional Keys. *BHHB84 (3)*, 178-182.

Martin, C. L. (1997). Great Service Mystery. *BHHB84 (2)*, 137-139.

Martin, C. L. (1997). NBC's Plan: A Look Back. *BHHB84 (12)*, 132-134.

Martin, C. L. (1997). The Landscaping Impact. *BHHB84 (11)*, 125-127.

Martin, C. L. (1997). Is Anybody Listening? *BHHB84 (10)*, 133-135.

Martin, C. L. (1997). Lessons From Lane of Life. *BHHB84 (1)*, 147-149.

Martin, C. L. (1996). The Marketing Center. *BHHB83 (9)*, 164-168.

Martin, C. L. (1996). Stop, Look & Think. *BHHB83 (8)*, 128-129.

Martin, C. L. (1996). Resurrecting Instruction. *BHHB83 (7)*, 114-116.

Martin, C. L. (1996). How to Create Flow. *BHHB83 (6)*, 140-142.

Martin, C. L. (1996). Service: Re-Engineering. *BHHB83 (5)*, 126-128.

Martin, C. L. (1996). Marketing Maladies. *BHHB83 (4)*, 118-120.

Martin, C. L. (1996). Targeting is the Game. *BHHB83 (3)*.

Martin, C. L. (1996). Tournament B. Targeting is the Game. How 3 (na)-4 (m)1 (e)-3 (nt)2 ( B)

Martin, C. L. (1995). A Changing Clientele.

- Martin, C. L. (1994). Profit Starts with 'P' ~~BHH~~81 (1) , 166168.
- Martin, C. L. (1993). The World Picture ~~BHH~~80 (9) , 165167.
- Martin, C. L. (1993). On Guaranteed ~~BHH~~80 (8) , 8688.
- Martin, C. L. (1993). The Competition ~~BHH~~80 (7) , 108110.
- Martin, C. L. (1993). New Smoke Signals. ~~BHH~~80 (6) , 140143.
- Martin, C. L. (1993). Bowling's 'C' Word ~~BHH~~80 (5) , 116118.
- Martin, C. L. (1993). Will the Plan Fly ~~BHH~~80 (4) , 113115.
- Martin, C. L. (1993). The Dreaded R Word ~~BHH~~80 (3) , 110111.
- Martin, C. L. (1993). 20 Satisfying Tips. ~~BHH~~80 (2) , 126127.
- Martin, C. L. (1993). The Art of Recognition ~~BHH~~80 (12) , 120122.
- Martin, C. L. (1993). How to Lose Wars ~~BHH~~80 (11) , 250252.
- Martin, C. L. (1993). All Star Centers. ~~BHH~~80 (10) , 102.
- Martin, C. L. (1993). Tools of Retention ~~BHH~~80 (10) , 100102.
- Martin, C. L. (1993). The Winds of Change ~~BHH~~80 (1) , 148150.
- Martin, C. L. (1992). How to Keep Those First Year Bowlers ~~BHH~~79 (9), 160162.
- Martin, C. L. (1992). The Basics are Always Effective. ~~BHH~~79 (8) , 100102.
- Martin, C. L. (1992). The Big Survey. ~~BHH~~79 (7) , 100102.
- Martin, C. L. (1992). New Concepts. ~~BHH~~79 (6) , 118123.
- Martin, C. L. (1992). Confess, Ye Sinners and Market Well. ~~BHH~~79 (5), 108110.
- Martin, C. L. (1992). How to Succeed in the Bowling Business ~~BHH~~79 (4), 108110.
- Martin, C. L. (1992). Getting a Bead on Today's World ~~BHH~~79 (3) , 116118.
- Martin, C. L. (1992). The Other Triangle ~~BHH~~79 (2) , 124126.
- Martin, C. L. (1992). History Lessons ~~BHH~~79 (12) , 100103.

Martin, C. L. (1992). The Bottom Line *BHH*79 (11) , 124125.

Martin, C. L. (1992). Winning and Losing the Pricing Game *BHH*79 (10), 103105.

Martin, C. L. (1992). The Elusive Search for Industry Quality *BHH*79 (1), 148150. *Hh*

Martin, C. L. (1991). Ancient Principle in the New Age *BHH*78 (9) , 172174.

Martin, C. L. (1991). Variety is the Spice of Business *BHH*78 (8) , 102105.

Martin, C. L. (1991). Reaching Out and Touching Everyone *BHH*78 (5), 110112.

Martin, C. L. (1991). Bowling Does Not Have a Media Problem *BHH*78 (4) , 126128.

Martin, C. L. (1991). Modern Tournament Marketing Dynamics *BHH*78 (2) , 124126.

Martin, C. L. (1991). Late Night Without David Letterman *BHH*78 (12), 100103.

Martin, C. L. (1991). Molding a Culture *BHH*78 (11) , 118120.

Martin, C. L. (1991). 20 Tips for Your Marketing Game *BHH*78 (10), 100102.

Martin, C. L. (1990).

- Martin, C. L. (1990). Congratulations! You're a New Bowling Proprietor. *IB* 77 (11) , 124127.
- Martin, C. L. (1989). The Problem that Hasn't Gone Away. *IB* 76 (9), 170473.
- Martin, C. L. (1989). Scoring's Space Age. *IB* 76 (8) , 9697.
- Martin, C. L. (1989). Marketing Isn't Mickey Mouse to Walt Disney. *IB* 76 (6) , 132135.
- Martin, C. L. (1989). Playing to Win. *IB* 76 (5) , 116418.
- Martin, C. L. (1989). Rolling the Dice on the Dropouts. *IB* 76 (4) , 8891.
- Martin, C.L. (1989). Fostering the Art of Getting Along. *IB* 76 (12), 108410.
- Martin, C. L. (1989). Taking the Plunge. *IB* 76 (11) , 116419.
- Martin, C. L. (1989). Resolve to Promote Your Favorite Sport. *IB* 76 (1), 164167.
- Martin, C. L. (1988). Giving the Customer the Smoothest Ride. *IB* 75 (9), 148451.
- Martin, C. L. (1988). Spreading the Good Word. *IB* 75 (8), 82-84.
- Martin, C. L. (1988). New Dimensions in Mail Mania. *IB* 75 (6) , 9699.
- Martin, C. L. (1988). The Hidden Benefits of Beating the Dealer. *IB* 75 (5), 8688.
- Martin, C. L. (1988). Bowling's Marketing Arsenal of Success. *IB* 75 (4), 120423.
- Martin, C. L. (1988). How The Bowling Market Differs. *IB* 75 (2) , 112415.
- Martin, C. L. (1988). Marketing Mishaps, Mistakes and Myths. *IB* 75 (12), 336341.
- Martin, C. L. (1988). Bowling Survey is Prophet Afoot. *IB* 75 (11) , 98.
- Martin, C. L. (1987). The Complex Issue of Compatibility. *IB* 74 (9), 148451.

- Martin, C. L. (1987). Positioning's Role in Market Strategy. *BHHB* 74 (8), 110-113.
- Martin, C. L. (1987). Why Keep Throwing the Needles? *BHHB* 74 (6), 96-99.
- Martin, C. L. (1987). How Can You Create Great Counter Heats? *BHHB* 74 (5), 80-83.
- Martin, C. L. (1987). Is Bowling Really a Contact Sport? *BHHB* 74 (4), 94-97.
- Martin, C. L. (1987). Six Building Blocks Needed to Develop a Pricing Philosophy. *BHHB* 74 (11), 96-99.
- Martin, C. L. (1987). Lifestyle Trends: Strategy Bridge. *BHHB* 74 (1), 108-112.
- Martin, C. L. (1986). Bringing Them In and Keeping Them. *BHHB* 73 (10), 116-120.
- Martin, C. L. (1985). A New Way to Improve Bowling's Image. *BHHB* 72 (6), 104-105.
- Martin, C. L. (1984). Generating Bowling Ball Speed. *BHHB* 71 (9), 38-39.
- Martin, C. L. (1984). Imaginary Wall Boosts Scores in Real World. *BHHB* 71 (10), 41-42.



Martin, C. L. (1986). Hershey Foods. ~~Teaching Management Knowledge~~ (pp. 98-103). Jr. Plano, TX: Business Publications, Inc.

Martin, C. L. (1986). Xerox Corporation. ~~Teaching Management Knowledge~~ (pp. 108-112). Jr. Plano: Business Publications, Inc.

## Presentation of Non-Refereed Papers

International (keynote presentations indicated with \*)

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## Research Grants

19852007: Approximately \$54,000 in research support grants from W.S.U., the American Bowling Congress, and several bowling chains and associations, Principal Investigator, Wichita State University

## Other miscellaneous articles



19911992 – 19921993: Faculty Affairs Committee

19871988 – 19891990: Faculty Senate

Other Institutional Service Activities:

19951996 – 2002003: Varsity Bowling Classes: Annual Research

20002001: Bowling Lanes Management

### Editor: Academic PRJ

1990-2014: Editor, *JSM*. I served as the JSM Editor from November 1990 until August 1, 2014. During these 24 years the Journal grew significantly, both in terms of impact, distribution and number of submissions. During the latter years, an average of more than 350 manuscripts submitted to the Journal annually and more than 300,000 JSM articles were downloaded from the website annually. Largely in my role as Editor, I attended several conferences during the latter years, made several presentations at “meet the editor” sessions, and even made a few keynote presentations at international conferences.

Note: From August 1, 2014 through April 2016, I remained involved with the Journal on a limited basis as part of the transition plan to handoff the Journal’s editorial duties to the new editorial team. Since April 2016 I have not been involved with *JSM*.

### Editorial: Non-PRJ

1991 – 2001: Marketing Editor *BJI*, Chicago, Illinois. *BJI* is a trade/consumer magazine – the oldest sports magazine in the country.

### Other Professional Service Activities

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

1996-2014: Participated in about a dozen “meet the editor” panel presentations at various conferences in the U.S. and overseas.

1992-Present: Served as an external reviewer about 30 times for academics around the world seeking promotion.

2010: Athens University of Economics and Business, Athens, Greece. Participated in the Bais Research Funding Program, evaluating a research proposal: Linking Internal Marketing, Employee Attitudes & Customer Consequences

2010: Sogang University, Seoul, Korea. As a Visiting Professor, I taught a graduate course: Marketing and the Service Challenge

2010: Queensland University of Technology, Brisbane, Australia. Visiting Editor (March 2010) involved teaching multiple classes/seminars to students and faculty, and working individually with faculty and graduate students regarding their research projects.

2010: Westminster University, London, United Kingdom. Visiting Professor in 2010 in preparation for upcoming conference in 2011 hosted by Westminster University

2007: London, United Kingdom. -Chair for the 21st Service Workshop (sponsored by the Academy of Marketing Services SIG) hosted by Westminster University (London), November 15-17, 2007. The other two chairs are Katherine Tyler and Lloyd Harris. Noted service scholars and cutting edge practitioners from four continents and 13 countries were represented at the conference.

2006: Westminster University, London, United Kingdom. Reviewed the proposed curriculum and recommended revisions for a new masters program in International Service Management.

1992 – 2006: T&P Candidates and International Doctoral Students. Served as an external reviewer for Doctoral students and faculty at other institutions around the world.

1992 – 1994: Bowling Proprietors Association of America. Marketing Committee

#### Misc Presentations at various universities (incomplete list)

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

### Reviews: Book / Textbook

2010: Cengage Learning, Wichita, KS. Reviewed Iachobbi's (oslt) Marketing Management text for the publisher, Cengage Learning.

### Other Community Service Activities

1988 – 1992: volunteer for Big Brothers & Sisters of Sedgwick County, Big Brother

## Honors-Awards-Grants

### Awards

2018: Received the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association for the 2018 edition of *ME FAME*.

2018: Received the BSOB "Researcher/Writer of the Year" award, for intellectual contributions published in 2017.

2017: Received the BSOB "Researcher/Writer of the Year" award, for intellectual contributions published in 2016.

2010: Emerald Publishing Group. Leading Editor Award for 2010 bestowed for my work as Editor of the *JBSM* (editors of only four of Emerald's 200+ journals were so recognized in 2010).

1998: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1998 for the 1997 calendar year)

1997 – 1998: Wichita State University. Barton Fellow, two year term

1995: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1995 for the 1994 calendar year)

1979 – 1981 West Texas State University: Received multiple academic and bowling scholarships.

1978: Vincennes University. Issac K. Beckes Leadership Award.

1976 – 1978: Vincennes University: Received multiple academic and bowling scholarships.

### Honors

2010: WSU Bender Of Twigs.

2007: WSU Academy for Effective Teaching. Nominated for the AET award.

2007: WSU Barton School of Business. Finalist for the Graduate Instructor of the Year  
Award for 2006 (bestowe06 9 (to6 9 (e /P)a0e91(e /P)a01 ( I f)4.21 ( I Td ( )Tj EMC /P <</MCI