

## David E. Griffith

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### Professional Experience

2013-present: Dean of Social Sciences

2013-Present: Jack Morris Chair of Entrepreneurial Studies

2010-2013: Chair of Department of Economics and Business Administration

2006-Present: Associate Professor of Business

Austin College, Sherman, Texas, USA

2002-2006: Heflin Chair and Associate Professor of Business

1996-2001: Chair of the Department of Marketing and Management

2005-2006: Chair of the Department of Marketing and Management

Hickingbotham School of Business, Ouachita Baptist University, Arkadelphia, Arkansas USA

2004-2005: Visiting Associate Professor of Marketing

1993-1994: Visiting Senior Lecturer

Department of Marketing, University of Auckland, Auckland, New Zealand

2001-2002: Associate Professor of Marketing

University of Louisiana at Lafayette, Lafayette LA USA

Summer 2001: Content Specialist for Marketing Research

On-line Course Development Project

Unext.com, Deerfield, Illinois USA

Summer 2000: Visiting Lecturer

Richmond American International University, Richmond upon Thames, London, England UK

1995-1996: Visiting Assistant Professor of Marketing

Washburn University, Topeka, Kansas USA

1988-1995: Assistant Professor of Marketing

College of Business Administration, University of Oklahoma, Norman, Oklahoma USA

1985-1988: Research and Teaching Assistant

University of Texas at Austin, Austin, Texas USA

1984-1985: Management Information Consultant

Arthur Andersen & Company, Dallas, Texas USA

## **Academic Training**

August, 1988: Ph.D. in Business Administration (Marketing)  
University of Texas at Austin, Austin, Texas

May, 1984: M.B.A. (Finance)  
University of Oklahoma, Norman, Oklahoma

May, 1981: B.S. (Chemistry)  
Southeastern Oklahoma State University, Durant, Oklahoma

## **Journal Publications**

David Griffith (2012), "Are Local Businesses or MNEs More Environmentally Sustainable? Some Evidence from Asia." In Press.

Geoff Wescott and David Griffith (2010), "Does it Pay to be a Bilingual Entrepreneur? The Effect of Language Acquisition on Income among Latino Entrepreneurs in the United States, *Journal of Comparative International Management*," 13, available online at <http://journals.hil.unb.ca/index.php/JCIM/article/view/18569>.

David Griffith and Bryan McKinney (2007), "Can Heather Gillette Save YouTube: Internet Service Providers and Copyright Liability," *Issues in Information Systems*, online at [http://www.iacis.org/iis/2007\\_iis/PDFs/Griffith\\_McKinney.pdf](http://www.iacis.org/iis/2007_iis/PDFs/Griffith_McKinney.pdf), 412-418, (also presented at the International Association for Computer Information Systems in Vancouver, WA)

David Griffith and Bryan McKinney (2006), "Marketing and the Law: Supreme Court Finds Marketing Activity Creates Liability in Peer-to-Peer (P2P) File-Sharing Case," *Journal of the Academy of Marketing Science* 34, 269-270.

McKinney, Bryan and David E. Griffith (2005), "University Internet Policies Under The Digital Millennium Copyright Act: Swift Judgment Or Due Process Denied? *Issues in Information Systems*, online at [http://www.iacis.org/iis/2005\\_iis/PDFs/McKinney\\_Griffith.pdf](http://www.iacis.org/iis/2005_iis/PDFs/McKinney_Griffith.pdf)., 225-231.

McKinney, Bryan and David E. Griffith (2003), "Are Mailing Lists Protected Free Speech? Despite Dissent, the Supreme Court Remains Silent," *Journal of the Academy of Marketing Science*, 31 (Spring), 214-215.

Griffith, David E. (2002) "The E-Tailer Challenge to Store Retailers: Disintermediation or Functional Remediation," *Journal of Internet Commerce*, 1 (4), 111-120.

T. Selwyn Ellis and David E. Griffith (2001), "A Multidimensional Analysis of Some Ethics Issues in Telecommuting," *DATABASE for Advances in Information Systems*, 32 (1).

Jack J. Kasulis, Fred W. Morgan, David E Griffith, and James M. Kenderdine (1999), "Managing Trade Promotions in the Context of Channel Power, *Journal of the Academy of Marketing Science*, 27 (Summer), 320-332.

Griffith, David E. and Roland T. Rust (1997), "The Price of Competitiveness in Competitive Pricing," *Journal of the Academy of Marketing Science*, 25 (2), 109-116.

Griffith, David E. and Roland T. Rust (1993), "Effective Pricing Strategies under Varying Expectations of Competitor Behavior," *Marketing Letters: A Journal of Research in Marketing*, 4 (2) 113-126.

Griffith, David E., James S. Kenderdine, and Fred W. Morgan (1993), "Intermediate Sellers: Wholesaler Liability for Defective Products," *Journal of Marketing Channels* 3 (2) 47-71.

### **Work in Progress**

"Commercial Speech Since Central Hudson: A Review of the Evolving Standard"

### **Proceedings, Presentations, and Other Non-Journal Publications**

David Griffith (2015) "Interdisciplinary Models that Support Interconnectivity," panel session, Annual Meeting of the Association of American Colleges and Universities, Washington, DC, January 2015.

David Griffith and Bryan McKinney (2013), "Internet-Based Legal Software: Free Speech or Unauthorized Practice of Law?" *Proceedings of the Southwest Decision Sciences Institute Conference* in Albuquerque, New Mexico, March 2013.

"Are Local Businesses or MNEs More Environmentally Sustainable? Some Evidence from Asia." Presented at the *Multinational Enterprises and Sustainable Development Conference* in Dehli, India on 12-14 December 2012.

David Griffith and Bryan McKinney (2011), "I'm Not that Innocent: Recent Updates to File-Sharing Copyright Law," *Proceedings of the SWDSI 2011 Conference*.

Modelling Competitive Dynamics With Advertising Expenditures in the New Zealand Cell Phone Industry, David Griffith, 2005 *Australia New Zealand Marketing Academic Conference Proceedings*; published in CD form.

"Government Regulation of Commercial Speech," Bryan McKinney and David Griffith, Ouachita Baptist University Faculty Colloquium, November 12, 2003.

"Transforming Vocation Into Calling and Calling into Vocation: Austin Farrer's Double Agency Model" presented at the *Business as a Calling, The Calling of Business: The Fifth International Symposium on Catholic Social Thought and Management Education*, Universidad de Deusto, Bilbao, Spain, July 15-18, 2003.

"The Dark Side of Relationship Marketing," *Proceedings of the Midwest Management Association*, 2003 (with Kent Faught).

"The Analysis of Telecommuting Ethics Using a Multidimensional Ethics Scale," *Proceedings of the Association for Information Systems*, 1999 (with Selwyn Ellis).

"Linking EDI Implementation to Corporate Strategy," *Proceedings of the Association for Information Systems*, August 1998 (with Selwyn Ellis).

Griffith, David E., Jack J. Kasulis, James S. Kenderdine, and Fred W. Morgan (1995), "Predicting Retail Channel Power Using Consumer Measures of Store and Brand Loyalty: Theoretical Considerations and Research Propositions," Retail Patronage Conference Proceedings, Bill Darden, ed., 307-333.

Griffith, David E. and Jack Kasulis (1993), "Relationship Marketing: Perspectives from Game Theory," Enhancing Knowledge Development in Marketing, American Marketing Association , Volume 4, 231.

Griffith, David E., James S. Kenderdine, and Fred W. Morgan (1993), "Intermediate Sellers: Wholesaler Liability for Defective Products," in *Wholesale Distribution Channels: New Insights and Perspectives*, Bert Rosenblum, ed. Binghamton, NY: Hayworth Press, 47-71.

Kasulis, Jack J., James M. Kenderdine, and David E. Griffith (1991), "The Role of Trade Promotions in Channels of Distribution: A Supplier's Perspective," Marketing Theory and Applications, vol. 2, Scott McKensie and Terry Childers (ed.), American Marketing Association.

Gray, Gordon and David E. Griffith (1991), "The Competitive Cost of Delegating Pricing Responsibility to the Sales Forces," Enhancing Knowledge Development in Marketing, Mary C. Gilly, et. al. (ed.), American Marketing Association. (Best Overall Student Competitive Paper).

Griffith, David E., Jack Kasulis, and James M. Kenderdine (1991), "The Effect of Calendar Marketing Agreements on Trade Performance," Proceedings of the Third Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference.

Griffith, David E. (1994) "Predicting Competitive Price Reactions Using Scanner Data: Do Managers (Over) React to Changes in Sales or Market Share?" University of Auckland Marketing Workshop Presentation.

Griffith, David E. (1993) "The Price of Competitiveness in Competitive Pricing," University of Auckland Marketing Workshop Presentation, September, 1993.

Griffith, David E. and Roland T. Rust (1993), "The Price of Competitiveness in Competitive Pricing," presented at the New Zealand Marketing Educators Conference, Lincoln, Christchurch, New Zealand.

Griffith, David E. and Jack Kasulis (1993), "Relationship Marketing: Perspectives from Game Theory," American Marketing Association 1993 Summer Educator's Conference, Boston, Massachusetts.

Griffith, David E. and Roland T. Rust (1989), "Incorporating Expected Competitor Behavior in a Bayesian Pricing Model," presented at the October, 1989 ORSA/TIMS Joint National Meeting in New York, New York.

Griffith, David E. and Roland T. Rust (1988), "Pricing Strategies for Survival," presented at the October, 1988 ORSA/TIMS Joint National Meeting in Denver, Colorado.

Griffith, David E. and Roland T. Rust (1988), "Pricing Strategies for Profit Maximization under Varying Expectations of Competitor Behavior: A Behavioral Experiment," presented at the March, 1988 ORSA/TIMS Marketing Science Conference in Seattle, Washington.

Griffith, David E. and Roland T. Rust (1987), "Effective Pricing Strategies for Profit under Varying Expectations of Competitor Behavior," presented at the October, 1987 ORSA/TIMS Joint National Meeting in St. Louis, Missouri.

### **Invited International Presentations**

Griffith, David (2011), "Branding and Brand Management," presented to students and faculty of the Graduate Diploma in Marketing Communications, Universidad de Piura, Lima, Peru, Oct. 4-5, 2011.

Griffith, David (2008), "A Model of Retail Atmosphere and Decision-Making in The UK Environment" presentation at the University of Bath, UK., June 15 – 16, 2008.

### **Local Presentations and Articles**

Griffith, David, "Entrepreneurship: The Link Between Science and Economic Progress" Presented at Austin College Alumni College Celebration of a Century of Science, Oct 28, 2011.

David Griffith, (2009), "Washington Means Business," **Austin College Magazine**, Fall, 32.

[Griffith, David \(2008\), "Authenticity: It's the Real Thing," presented at the Tuesday afternoon with Faculty seminar at Austin College, December 6, 2008.](#)

Griffith, David (2008), "Social Darwinism in the Gilded Age," presented at the [Darwin 200: Bridging Disciplines/Breaking Boundaries](#) conference at Austin College, Sherman, Texas, April 24-25, 2008

Griffith, David (2008), "(When) Will this Recession End?," presented to the Sherman Noon Rotary Club, April 14, 2008.

### **Student Research Supervision**

Will Radke, "Intellectual Property Piracy in China," received a Mellon Grant in the Social Sciences for Summer 2007. Presented at Austin College during Entrepreneurship Week 2007; continuing supervision of this research project as an Honors Thesis; presented at the Eastern Economics Association Student Research Session and. Paper accepted at *Issues in Political Economy*.

Geoffrey Westcott, "The Effect of Self-Identified Primary Language upon Entrepreneurship and Self-Employment Income among Hispanics in the United States," presented at Austin College during Entrepreneurship Week 2007; continuing supervision of this research project as an

Honors Thesis; presented at the Eastern Economics Association Student Research Session the Dallas Federal Bank/Austin College Economic Research Program.

Nadeen Siddiqui, "Food Retail Density and Health Outcomes among Texas High School Students," Honors thesis, under review at the Dallas Federal Reserve Bank/Austin College Economics Scholars Program, scheduled March 2011.

## **Service**

*Service to the Profession*

Area Editor and Manuscript Reviewer for *Marketing Science*

Ad Hoc Manuscript Reviewer for *Journal of Marketing* and *Journal of World Business*

*Service to Austin College*

Chair, Faculty Hearing Committee, 2011-Present

CI Steering Committee, 2010-Present

Posey Leadership Institute Committee, 2006-2011

Austin College Campus Mass Transit Research Group (2009): developed and analyzed a focus group of students to analyze campus transportation needs; qualified as a matching grant for federal funds

Coordinator for the Williams Executive-in-Residence Speaker Series: 2007-Present (2007, Todd Maclin of JP Morgan Chase), (2008, Dana Garmany of Troon Golf), (2009, Kirk Rimer, Goldman Sachs) (2010, Dennis Gonier, Tarp International), (2011, Garrett Boone, Container Store)

Marketing class service/ research activities: Fall 2009 (Re-branding initiative for Grayson County Crisis Center Thrift Store), Spring 2009 (Feasibility analysis for Habitat for Humanity Re-Store Retail initiative)

Community Service and Policy Advisory Board

Faculty Search Committee for Political Science

*Service to Grayson County Community*

Grayson County Habitat for Humanity Board of Directors