

*Richard A. Heiens, Ph.D.*  
*Adjunct Professor of Marketing*



**EDUCATION**

**Doctor of Philosophy in Marketing, Ph.D.**

***Florida State University***

College of Business Administration  
Tallahassee, Florida: 1993



**Bachelor of Science in Marketing, B.S.**

***Florida State University***

College of Business Administration  
Tallahassee, Florida: 1988

**TEACHING EXPERIENCE**



**The University of South Carolina Beaufort;** Bluffton, South Carolina  
***Professor of Marketing***  
2018-Present



**The University of South Carolina Aiken;** Aiken, South Carolina  
***Walter F. O'Connell Palmetto Professor of Marketing***  
2008 to 201  
***Associate Professor of Marketing***  
2003 to 2008  
***Assistant Professor of Marketing***  
Jan. 2000 to 2003



**The University of Texas at Tyler;** Tyler, Texas  
***Assistant Professor of Marketing***  
1994 to Dec. 1999  
*Approved for tenure and promotion for 2000-01 academic year*



**Barry University;** Miami, Florida  
International Executive MBA Program; Kingston, Jamaica  
***Adjunct Professor of Business Administration***  
Summer 1994



**Florida International University;** Miami, Florida  
***Visiting Assistant Professor of Marketing***  
1993 to 1994



**Florida State University;** Tallahassee, Florida  
***Instructor of Marketing***  
1990 to 1993

*Graduate Courses Taught:*

- ✓ Current Trends in Marketing
- ✓ Digital and Direct Marketing
- ✓ Globalization and Business
- ✓ Health Care Marketing
- ✓ Marketing Management
- ✓ Promotion Management
- ✓ Strategic Management

*Undergraduate Courses Taught:*

- ✓ Advertising Management
- ✓ Business Communications
- ✓ Consumer Behavior
- ✓ European Business Practices (*Budapest, Hungary; Bratislava, Slovakia; Ljubljana, Slovenia; Milan, Italy; Prague, Czech Republic; Vienna, Austria*)
- ✓ Health Care Marketing
- ✓ Marketing Management
- ✓ Marketing Research
- ✓ Personal Selling
- ✓ Principles of Marketing
- ✓ Retailing Management
- ✓ Sales Management
- ✓ Social, Ethical, and Legal Aspects of Business
- ✓ Sports Marketing
- ✓ Strategic Management

## **CONTINUING EDUCATION**

Seminar- "Are Your Students Learning What You're Teaching," Sloan Consortium Online Training Seminar, January 4-13, 2012.

Seminar- "Art and Craft of Discussion Leadership", Harvard Business Publishing, Harvard Business School Professor Emeritus William Bruns, February 18, 2011.

Seminar- "Conducting Business in the European Union", University of Antwerp, Belgium, May 12-24, 2002.

AACSB Continuous Improvement Symposium, Philadelphia, PA, October 1-4, 1995.

## HONORS AND AWARDS

*Awarded Research Initiative for Summer Engagement – Senior Campuses \$6000 Research Grant*, University of South Carolina Columbia, 2021

*Awarded Magellan Program Undergraduate Research Grant – \$2500*, University of South Carolina Columbia, 2021

*Awarded Research Initiative for Summer Engagement – Senior Campuses \$6000 Research Grant*, University of South Carolina Columbia, 2017

*Southern Bank and Trust Faculty Scholarship Excellence Award*, University of South Carolina Aiken, School of Business Administration, 2017, 2015, 2012

*Strategic Partner Award*, South Carolina Small Business Administration, 2014

*Distinguished Research Paper Award*, Allied Academies of Business, 2010, 2003, 2001

*Awarded Research Sabbatical*, University of South Carolina Aiken, 2009

*Awarded Endowed Chair in Business*, the Walter F. O'Connell Palmetto Professorship for Excellence in Technology, University of South Carolina Aiken, 2004

*Outstanding University Scholarly Activity Award*, University of South Carolina Aiken, 2003

*Awarded "College Teaching Fellowship" competitive stipend (one recipient per doctoral cohort)*, Florida State University, 1988

## REFEREED PUBLICATIONS

### ***Refereed Journal Articles:***

50. Heiens, Richard A. and Robert T. Leach (in press), "The Impact of Health Care Legislation on the Relationship between Intangible Investments and Investor Returns in the U.S. Pharmaceutical Industry," ***International Journal of Health Technology and Management***.

49. Pleshko, Larry P. and Richard A. Heiens (2022), "The Explanatory Mechanisms Underlying the Double Jeopardy Phenomenon in Fast-Food Retailing," ***Journal of Empirical Generalizations in Marketing Science***, 22, 1, 1-17.
48. Narayanaswamy, Ravi and Richard A. Heiens (2022), "Finding the Optimal Social Media Marketing Mix to Drive Customer Attraction and Sales Performance: An Exploratory Study," ***International Journal of Electronic Marketing and Retailing***, 13, 1, 65-82.
47. Narayanaswamy, Ravi and Richard A. Heiens (2021), "The Impact of Digital Sales Channels on Web Sales: Evidence from the USA's Largest Online Retailers," ***International Journal of Electronic Marketing and Retailing***, 12, 3, 306-322.
46. Heiens, Richard A. and Ravi Narayanaswamy (2021), "The Impact of Digital Social Legitimization on Website Visits and Web Sales," ***International Journal of Electronic Commerce Studies***, 12, 1, 29-42.
45. Heiens, Richard A. and Larry P. Pleshko (2020), "The Impact of Brand Origin on Relationship Marketing Outcomes in a Market with a Large Migrant Population," ***International Journal of Services, Economics and Management***, 11, 3, 221-233.
44. Heiens, Richard A., Larry P. Pleshko and Ahmed A. Ahmed (2019), "A Comparison of the Relationship Marketing Outcomes of SMEs vs Large Enterprises in the Kuwait Fast Food Industry," ***British Food Journal***, 121, 10, 2442-2453. ***ABDC Journal Quality list - B rating.***
43. Pleshko, Larry P. and Richard A. Heiens (2019), "An Exploratory Examination of the Relationship between Time-In-Market and Market Share for Foreign Firms in a Consumer Ethnocentric Emerging Market," ***International Journal of Business and Emerging Markets***, 11, 2, 109-121.
42. Pleshko, Larry P., Richard A. Heiens and Adel Al-Wugayan (2018), "Chronological Age versus Cognitive Age: An Examination of Lifecycle and Gender Differences," ***Middle East Journal of Management***, 5, 3, 161-174.
41. Heiens, Richard A., Majdi A. Quttainah and Larry P. Pleshko (2018), "The Miles & Snow Typology Groups: A Comparison of Services and Manufacturing Samples," ***Arab Journal of Administrative Sciences***, 25, 1, 121-138.
40. Narayanaswamy, Ravi and Richard A. Heiens (2018), "Online Sales Promotion in Hedonic versus Utilitarian Product Categories," ***International Journal of Electronic Marketing and Retailing***, 9, 1, 77-88.

39. Heiens, Richard A., Robert T. Leach, Paul Newsom, and Leanne C. McGrath (2017), "The Impact of Advertising, Goodwill and Other Intangibles in the Retail Foodservice Industry: Do Intangible Investments Bite into Investor Returns?" ***Journal of Foodservice Business Research***, 20, 2, 177-191.
38. Heiens, Richard A. and Larry P. Pleshko (2017), "An Empirical Validation of the Methodology for Measuring Self-Perceived Age in the Middle Eastern Market", ***People: International Journal of Social Sciences***, 3, 2, 495-511.
37. Heiens, Richard A. and Ravi Narayanaswamy (2016), "An Examination of the E-mail and Electronic Relationship Marketing Practices of the USA's Top 500 Online Retailers," ***International Journal of Electronic Customer Relationship Management***, 10, 2, 125-137.
36. Heiens, Richard A., Larry P. Pleshko and Abdullah Aldousari (2016), "Using Direct Observation to Examine the Relationship Between Religiosity, Demographics, and Consumption in a Middle Eastern Retail Services Setting," ***Journal of International Consumer Marketing***, 28, 4, 274-282. ***ABDC Journal Quality list - B rating.***
35. Heiens, Richard A., Robert T. Leach and Paul Newsom (2016), "Overcoming the Trend Toward Healthier Foods: The Impact of Advertising and Intangibles on Investor Returns in the Packaged Food Industry," ***Journal of Food Products Marketing***, 22, 7, 851-861. ***ABDC Journal Quality list - B rating.***
34. Heiens, Richard A. and Frank T. Xie (2016), "Reviving an American County via Technology & IMC: Aiken County, South Carolina and the Center for Hydrogen Research," ***Southeast Case Research Journal***, 13, 1, 11-30.
33. Pleshko, Larry P. and Richard A. Heiens (2015), "Customer Satisfaction and Loyalty in the Kuwaiti Retail Services Market: Why are Satisfied Buyers Not Always Loyal Buyers?" ***The International Review of Retail, Distribution and Consumer Research***, 25, 1, 55-71. ***ABDC Journal Quality list - B rating.***
32. Heiens, Richard A., Larry P. Pleshko and Awad Al-Zufairi (2015), "Making Up Lost Ground: The Relative Advantage of Achieving Relationship Marketing Outcomes versus Time-In-Market Effects," ***Journal of International Consumer Marketing***, 27, 1, 84-96. ***ABDC Journal Quality list - B rating.***
31. Pleshko, Larry P. and Richard A. Heiens (2015), "An Investigation of Chronological versus Cognitive Age Impact in the Kuwait Coffee Shop Market," ***Organizations and Markets in Emerging Economies***, 6, 11, 78-92.
30. Pleshko, Larry P., Richard A. Heiens, and Charles A. Rarick (2015), "An Investigation into the Profit and Market Share Performance of Porter's Generic Strategic Groups: Interactions with Alternative Strategic Groups," ***Academy of Business Research Journal***, 3, 8-25.

29. Pleshko, Larry P., Richard A. Heiens, and Plamen P. Peev (2014), "The Impact of Strategic Consistency on Market Share and ROA," *International Journal of Bank Marketing*, 32, 3, 176-193. ABDC Journal Quality list - A rating.
28. Heiens, Richard A. and Larry P. Pleshko (2014), "Double Jeopardy Patterns in a Mideast Retail Services Setting," *Asian Journal of Business Research*, 4, 1, 16-29.
27. Pleshko, Larry P., Plamen P. Peev, and Richard A. Heiens (2013), "The Relationship between Market Follower Status and the Overall Passivity of a Firm's Strategic Profile: Does Fit Relate to Profitability?" *Journal of Services Research*, 13, 2, 145-165
26. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2012), "Assessing the Importance of Brand Equity in the Health Services Market Through the Impact of Acquired Goodwill on Stockholder Returns," *Journal of Economics and Behavioral Studies*, 4, 6, 364-370.
25. Newsom, Paul D., Robert T. Leach, and Richard A. Heiens (2012), "An Exploratory Examination of the Relationship between Investment Levels in Intangible Market-Based Assets and Liquidation for Financially Distressed Firms," *International Journal of Innovation and Business Strategy*, 1, 49-69.
24. Pleshko, Larry P. and Richard A. Heiens (2012), "The Market Share Impact of the Fit between Market Leadership Efforts and Overall Strategic Aggressiveness," *Business and Economics Research Journal*, 3, 3, 1-15.
23. Heiens, Richard A. and Larry P. Pleshko (2011), "A Contingency Theory Approach to Market Orientation and Related Marketing Strategy Concepts: Does Fit Relate to Profit Performance?" *Management & Marketing: Challenges for the Knowledge Society*, 6, 1, 19-34.
22. Pleshko, Larry P. and Richard A. Heiens (2011), "Market Orientation and Related Marketing Strategy Concepts: Does Fit Relate to Market Share Performance?" *Academy of Banking Studies Journal*, 10, 1, 119-133.
21. Heiens, Richard A. and Larry P. Pleshko (2010), "The Relationship between Strategic Orientation, Growth Strategies, and Market Share Performance," *Regional Business Review*, 29, 16-30.
20. McGrath, Leanne C., Richard A. Heiens and Robert T. Leach (2009), "The Impact of Research Intensity on Holding Period Returns for Pharmaceutical Investments: An Analysis by Primary Line of Trade," *Journal of Business and Economic Perspectives*, 35, 2, 64-72.

19. Heiens, Richard A., Leanne C. McGrath and Robert T. Leach (2008), "The Impact of Intangible Assets and Expenditures on Holding Period Returns in the Pharmaceutical Industry," ***Journal of Medical Marketing***, 8, 2, 151-158.
18. Pleshko, Larry P. and Richard A. Heiens (2008), "The Contemporary Product-Market Strategy Grid and the Link to Market Orientation and Profitability," ***Journal of Targeting, Measurement, and Analysis for Marketing***, 16, 2, 108-114.
17. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2007), "The Contribution of Intangible Assets and Expenditures to Shareholder Value," ***Journal of Strategic Marketing***, 15, 2, 149-159. ***ABDC Journal Quality list - A rating.***
16. Heiens, Richard A., Larry P. Pleshko and Leanne C. McGrath (2006), "An Exploratory Investigation of Brand Insistence in Retailing," ***Review of Business Research***, 6, 5, 60-69.
15. Heiens, Richard A., Larry P. Pleshko and Robert T. Leach (2004), "Examining the Effects of Strategic Marketing Initiative and First-Mover Efforts on Market Share Performance," ***Marketing Management Journal***, 14, 1, 63-70.
14. Pleshko, Larry P. and Richard A. Heiens (2004), "Strategic Considerations in the Financial Services Industry: Does Strategic Consistency Influence Performance?" ***Academy of Strategic Management Journal***, 3, 65-75.
13. McGrath, Leanne C. and Richard A. Heiens (2003), "Beware the Internet Panacea: How Tried and True Strategy Got Sidelined," ***Journal of Business Strategy***, 24, 6, 24-28. ***ABDC Journal Quality list - B rating.***
12. Pleshko, Larry P., Richard A. Heiens and Leanne C. McGrath (2002), "A Methodology Towards Measuring the Strategic Profile of First-Mover Firms in Industrial Markets," ***Academy of Marketing Studies Journal***, 6, 1, 1-8. ***ABDC Journal Quality list - B rating.***
11. Heiens, Richard A., Mark Kroll and Peter Wright (2001), "Macro-Economic Risk Factors in Industrial Markets: Are Elite Firms Less Susceptible?" ***Journal of Business & Industrial Marketing***, 16, 4, 246-255. ***ABDC Journal Quality list - A rating.***
10. McGrath, Leanne C. and Richard A. Heiens (2001), "The Integration of Computer Technology in Small Businesses," ***Journal of Small Business Strategy***, 12, 1, 62-69.
9. Heiens, Richard A. (2000), "Market Orientation: Toward an Integrated Framework," ***Academy of Marketing Science Review***, 4, 1, 1-5.

8. Pleshko, Larry P. and Richard A. Heiens (2000), "Customer-Focus or Competitor-Focus? A Financial Services Example," ***Services Marketing Quarterly***, 20, 2, 19-32.
7. Heiens, Richard A. and Ron Lennon (2000), "Profiling Customer Loyalty: A Comparison of U.S. and Caribbean Consumers," ***Journal of the Association of Marketing Educators***, 3, 2, 68-78.
6. Kroll, Mark, Peter Wright, and Richard A. Heiens (1999), "The Contribution of Product Quality to Competitive Advantage: Impacts on Systematic Variance and Unexplained Variance in Returns," ***Strategic Management Journal***, 20, 4 (April), 375-384. ***ABDC Journal Quality list - A\* rating.***
5. Heiens, Richard A. (1999), "The Influence of Product Publicity on Product Sales in a Noncompetitive Environment," ***Academy of Marketing Studies Journal***, 3, 1, 1-10. ***ABDC Journal Quality list - B rating.***
4. Heiens, Richard A. and Larry P. Pleshko (1997), "A Preliminary Examination of Patient Loyalty," ***Journal of Hospital Marketing***, 11, 2, 105-114.
3. Heiens, Richard A. and Deborah B. Hulse (1996), "Two-Way Interactive Television: An Emerging Technology for University-Level Business School Instruction," ***Journal of Education for Business***, 72, 2, (November/December), 74-77.
2. Heiens, Richard A. and Larry P. Pleshko (1996), "Categories of Customer Loyalty: An Application of the Customer Loyalty Classification Framework in the Fast Food Market," ***Journal of Food Products Marketing***, 3, 1, 1-12. ***ABDC Journal Quality list - B rating.***
1. Goldsmith, Ronald E. and Richard A. Heiens (1992), "Subjective Age: A Test of Five Hypotheses," ***The Gerontologist***, 32, 3 (June), 312-317.

***Refereed Conference Proceedings:***

33. Heiens, Richard A. and Ravi Narayanaswamy (2022), "An Exploratory Investigation of the Effectiveness of Digital Marketing Channels for Utilitarian Versus Hedonic Products", in Proceedings of the 52<sup>nd</sup> Annual Meeting of the Southeast Decision Sciences Institute, Jacksonville, FL: ***Southeast Decision Sciences Institute.***



32. Heiens, Richard A., Ravi Narayanaswamy and Emily Siegfried (2021), "An Exploratory Examination of the Impact of Customer Service Features on Conversion Rates for Online Retailers" in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Julia Blose, Ismail Karabas, and Gallayanee Yaoyuneyong (Eds.), Virtual Conference: **Association of Marketing Theory and Practice**, 10-20.
31. Narayanaswamy, Ravi and Richard A. Heiens (2021), "An Exploratory Examination of the Relationship between Digital Traffic Channels and Web Sales for Hedonic Products in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Julia Blose, Ismail Karabas, and Gallayanee Yaoyuneyong (Eds.), Virtual Conference: **Association of Marketing Theory and Practice**, 26-32.
30. Heiens, Richard A. and Ravi Narayanaswamy (2020), "Using Social Legitimacy Theory to Understand the Likely Impact of Digital Direct Marketing on Web Sales," in Proceedings of the 50<sup>th</sup> Annual Meeting of the Southeast Decision Sciences Institute, Leigh A. Mutchler (Ed.), Charleston, SC: **Southeast Decision Sciences Institute**, 773-782.
29. Pleshko, Larry P. and Richard A. Heiens (2019), "Analyzing True Loyalty in the Middle Eastern Market: Brand Preference and Brand Insistence," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Rick Mathisen (Ed.), Charleston, SC: **Association of Marketing Theory and Practice**, 13-23.
28. Heiens, Richard A., Ravi Narayanaswamy, and John Engel (2016), "A Preliminary Examination of Online Sales Promotion in Hedonic versus Utilitarian Product Categories" in Proceedings of the Atlantic Marketing Association Annual Meeting, Aberdeen L. Borders and Carol Roddenberry (Eds.), Charleston, SC: **Atlantic Marketing Association**, 1-12.
27. Heiens, Richard A., Robert T. Leach, Leanne C. McGrath and Paul D. Newsom (2016), "A Preliminary Examination of the Impact of Advertising on Investor Returns in the Packaged Food and Beverage Industry" in Proceedings of the Marketing Management Association Spring Conference, Lisa Lindgren and Brent Smith (Eds.), Chicago, IL: **Marketing Management Association**, 20-24.
26. Heiens, Richard A., Robert T. Leach, Paul D. Newsom, and Leanne C. McGrath (2015), "An Investigation into the Impact of Advertising, Intangible Assets, and Goodwill on Investor Holding Period Returns in the Retailing Industry," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Rick Mathisen (Ed.), Savannah, GA: **Association of Marketing Theory and Practice**, 1-13.

25. Pleshko, Larry P. and Richard A. Heiens (2015), "Applying a Method for Measuring Cognitive Age to the Kuwait Market," in Proceedings of the Academy of Marketing Studies, Vol. 20, No. 2, Las Vegas, NV: **Allied Academies International Conference**, 81.
24. Heiens, Richard A., Robert T. Leach, and Paul D. Newsom (2013), "The Relationship between Investment Levels in Intangible Resources and Liquidation for Financially Distressed Firms," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Rick Mathisen (Ed.), Charleston, SC: **Association of Marketing Theory and Practice**, 1-16.
23. Matson, James and Richard A. Heiens (2012), "Food Hubs: Issues, Opportunities, and Propositions for Practitioners," in Global Competitiveness in a Time of Economic Uncertainty and Social Change: Current Issues and Future Expectations, Vol. 23, Erdener Kaynak and Talha D. Harcar (Eds.), Helsinki Finland, **International Management Development Association**, 86-93.
22. Heiens, Richard A. Robert T. Leach, Leanne C. McGrath and Frank Tian Xie (2011), "The Impact of Purchased Goodwill on Stockholder Returns in the Health Services Industry," in Proceedings of the Atlantic Marketing Association Annual Meeting, Jerry Wilson (Ed.), Charleston, SC: **Atlantic Marketing Association**, 71-77.
21. Heiens, Richard A. and Frank Tian Xie (2011), "Aiken County, South Carolina and the Center for Hydrogen Research: A Vehicle for Economic Development," in Proceedings of the Case Research Association Nineteenth Annual Meeting, Christopher M. Cassidy (Ed.), Myrtle Beach, SC: **Southeast Case Research Association**, 15.
20. Foote, Stephanie M., David S. Harrison, Richard A. Heiens, and Kathleen Wates (2010), "An Exploratory Investigation of Business Education Critical Inquiry Programs and the Creation of a Related Faculty Development Agenda," Proceedings of the 10<sup>th</sup> Global Conference on Business and Economics, Rome, Italy: **Association for Business and Economic Research**, 1-16.
19. Pleshko, Larry P. and Richard A. Heiens (2010), "A Contingent Approach to Market Orientation and Product-Market Growth Strategy: Does Fit Relate to Share?" in Proceedings of the Academy of Banking Studies, Vol. 10, No. 2, Las Vegas, NV: **Allied Academies International Conference**, 1-6. [*Distinguished Paper Award*]
18. Heiens, Richard A. and Larry P. Pleshko (2009), "An Examination of Strategic Orientation and Growth Strategies among Credit Unions," in Proceedings of the Southeast Decision Sciences Annual Conference, Albert Avery (Ed.), Charleston, SC: **Southeast Decision Sciences Institute**, 632-646.

17. Pleshko, Larry P., Nizar Souiden, Richard A. Heiens, and Michael J. Fekula (2006), "The Operation of Double Jeopardy in the Fast Food Services Market," in Proceedings of the Thirteenth Annual Meeting, Pani Chakrapani and Gary G. Parks (Eds.), Las Vegas, NV: **American Society of Business and Behavioral Sciences**, 1626-1637.
16. Heiens, Richard A. and Larry P. Pleshko (2005), "The Impact of First-Mover Efforts on Market Share Performance in the Financial Services Industry," in Expanding Marketing Horizons, Into the 21<sup>st</sup> Century, Joe Chapman (Ed.), Jekyll Island, GA: **Association of Marketing Theory and Practice**, 320-325.
15. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2005), "Examining the Contribution of Intangible Assets, Resources, and Expenditures on Shareholder Wealth," in Proceeding of the Society for Advancement of Management, Moustafa H. Abdelsamad (Ed.), Las Vegas, NV: **Society for Advancement of Management**, 609-615.
14. Pleshko, Larry P. and Richard A. Heiens (2003), "Pure Forms of Strategic Marketing: An Investigation of Leadership and Performance," in Proceedings of the Academy of Marketing Studies, Jo Ann Carland and Jim Carland (Eds.), Las Vegas, NV: **Allied Academies International Conference**, 61-68. [*Distinguished Paper Award*]
13. Pleshko, Larry P., Richard A. Heiens and Leanne C. McGrath (2001), "The Development and Validation of the Strategic Marketing Initiative Scale as a Comprehensive Measurement Instrument for First-Mover Efforts," in Proceedings of the Academy of Marketing Studies, Jo Ann Carland and Jim Carland (Eds.), Las Vegas, NV: **Allied Academies International Conference**, 1-5. [*Distinguished Paper Award*]
12. Pleshko, Larry P. and Richard A. Heiens (1999), "Customer-Focus or Competitor-Focus? A Sample of Product Firms", in Enhancing Knowledge Development in Marketing, Peter J. Gordon and Bert J. Kellerman (Eds.), San Francisco, CA: **American Marketing Association Summer Educators' Conference**, 198-203.
11. Lennon, Ron and Richard A. Heiens (1999), "Profiling Jamaican Customer Loyalty within the FCB Grid," in Marketing for the Millennium, Jerry W. Wilson (Ed.), Annapolis, MD: **Atlantic Marketing Association**, 324-330.
10. Heiens, Richard A. (1998), "Profiling Customer Loyalty within the FCB Grid," in The Changing World of Corporate and Marketing Communications: Towards the Next Millennia, Philip J. Kitchen (Ed.), Glasgow, Scotland: **Global Institute for Corporate and Marketing Communications**, 205-212.

9. Heiens, Richard A. and Larry P. Pleshko (1996), "Customer Loyalty in the Service Sector," in Proceedings of the Third Annual Meeting, Jack L. Howard (Ed.), Las Vegas, NV: **American Society of Business and Behavioral Sciences**, 39-43.
8. Pleshko, Larry P., Peter A. Stanwick and Richard A. Heiens (1995), "Market Leadership Profiles of the Miles and Snow Typology Groups," in Advances in Marketing, Lou E. Pelton, David Strutton, and John F. Tanner (Eds.), Houston, TX: **Southwestern Marketing Association**, 232-236.
7. Heiens, Richard A. and Larry P. Pleshko (1995), "An Empirical Examination of Customer Loyalty in a Convenience-Driven Market," in Transforming Marketing: On-Line and Integrating, Donald L. Thompson and Cathy Owens Swift (Eds.), New Orleans, LA: **Atlantic Marketing Association**, 232-236.
6. Pleshko, Larry P. and Richard A. Heiens (1994), "An Investigation into the Relationship between Consumer Satisfaction, Market Performance, and Firm Performance in a Services Environment," in Enhancing Knowledge Development in Marketing, Ravi Achrol and Andrew Mitchell (Eds.), Chicago, IL: **American Marketing Association Summer Educators' Conference**, 410.
5. Goldsmith, Ronald E., Steven J. Newell and Richard A. Heiens (1993), "A Reexamination of Some Black/White Consumption Differences," in Developments in Marketing Science, Michael Levy and Dhruv Grewal (Eds.), Miami Beach, FL: **Academy of Marketing Science**, 20-23.
4. Taylor, Steven A., Randall Hansen and Richard A. Heiens (1992), "Service Quality: An Examination Using Multi-Dimensional Scaling," in Marketing: Perspectives for the 1990s, Robert L. King (Ed.), New Orleans, LA: **Southern Marketing Association (Society for Marketing Advances)**, 401-405.
3. Heiens, Richard A. (1992), "Management-By-Objectives: An Actionable Framework for the Efficient Management of Nonprofit Organizations," in Contemporary Business Issues, Sammy G. Amin (Ed.), Las Vegas, NV: **Academy of Business Administration**, 644-649.
2. Heiens, Richard A. and Richard W. Mizerski (1991), "Modifying the Behavioral Intentions Paradigm for the Prediction of Gift-Giving Behavior," in Retailing: Reflections, Insights, and Forecasts, Robert L. King (Ed.), Richmond, VA: **Academy of Marketing Science**, 55-59.
1. Heiens, Richard A. (1991), "A Methodology towards Measuring the Cognitive Age Construct," in Proceedings of the Twenty-Second Annual Meeting, Enar A. Tunc and Jatinder N.D. Gupta (Eds.), Indianapolis, IN: **Midwest Decision Sciences Institute**, 357-360.

***Unpublished Conference Presentation:***

Mizerski, Richard W., Katherine Straughn, Richard A. Heiens and Jacqueline A. Williams (1997), "The Influence of Lottery Marketing Efforts on Sales and Decision-Making," Special Session Presentation, St. Petersburg, FL: ***American Marketing Association Winter Educator's Conference.***

**ADMINISTRATIVE, BUSINESS, AND PROFESSIONAL EXPERIENCE**

***Director of Graduate Studies in Business***

**The University of Texas at Tyler;** Tyler, Texas (1995 to 1998)

Responsible for advising MBA students and coordinating graduate programs in the College of Business Administration, including the Master of Business Administration, the Master of Business Administration-Health Care Track, and the joint Master of Science in Nursing-Master of Business Administration degree programs.

***Marketing Representative***

**Med-Access International;** Miami, Florida (1993 to 1994)

Recruited primary care physicians, specialists, and ancillary providers for Miami-based managed health care programs, including the Managed Care of America PPO and the Independent Living Care Medicare HMO.

***Marketing Representative***

**Medical Management Group;** Tallahassee, Florida (1988 to 1990)

Worked on the marketing of generic pharmaceutical products to HMO medical centers, and the development of a statewide PPO network and physician credentialing system.

***Service Representative***

**International Medical Centers, HMO;** Miami, Florida (1984 to 1985)

Assisted in the marketing of HMO group health care contracts to small businesses. Also responsible for prospecting and qualifying activities and for coordinating the distribution of promotional support material to statewide affiliated medical centers.

**CONSULTING and APPLIED PROJECTS**

University of South Carolina Aiken (2015)

Developed television commercial as a course project in undergraduate Marketing Management class which aired in the Augusta, GA/Aiken, SC market during halftime of Super Bowl XLIX.

Aero Pursuit Aviation Project, Aiken, SC (2011)

Developed a marketing plan and related promotional materials for an aviation venture

Graniteville, SC Strategic Planning Committee (2010)

Developed a summary report on the results of the "Granite Vision Mission Workshop"

Aiken-Edgefield Economic Development Partnership, Aiken, SC (2010)

Developed a positioning theme, slogan, and logo for the Aiken County Center for Hydrogen Research

University of South Carolina Aiken, Aiken, SC (2002)

Statistically analyzed, profiled, and reported on alumni survey data

Bennett-Cochran PLC, Houston, TX (1998)

Provided expert witness testimony on the impact of advertising, promotion and overall product positioning strategy on consumer behavior and product usage

Florida Lottery Commission, Tallahassee, FL (1993)

Determined the impact of advertising, promotion, and publicity on state Lottery sales

Florida Department of Transportation, Tallahassee, FL (1991)

Developed a strategic theme, slogan, and logo for FDOT Ride Sharing Program

## **PROFESSIONAL AND INSTITUTIONAL SERVICE**

### ***Manuscript Reviewer***

European Accounting Review

International Journal of Electronic Marketing and Retailing

International Journal of Information Technology and Management

Journal of Foodservice Business Research

Journal of Managerial Issues

Management Research Review

### ***Session Chair- Marketing Research Track***

Southeast Decision Sciences Institute Annual Conference 2022; Jacksonville, FL

### ***Session Chair- Marketing Education Track***

Association of Marketing Theory and Practice Annual Conference 2015; Savannah, GA

### ***Track Chair- Advertising, Direct Marketing, and Promotion***

Atlantic Marketing Association Annual Conference 2011; Charleston, SC

**Session Chair- Teaching Pedagogy Track**

Global Conference on Business and Economics 2010; Rome, Italy

**Discussant**

Southeast Decision Sciences Institute Annual Conference 2009

Society for the Advancement of Management International Conference 2005

**Chair**

University Graduate Advisory Council 2014-2015

University of South Carolina Aiken

**Chair**

University Promotion and Tenure Committee 2011-2012

University of South Carolina Aiken

**Chair**

University Academic Services Committee 2008

University of South Carolina Aiken

**Chair**

Governance, Planning, and Faculty Development Committee 2003-2018

University of South Carolina Aiken School of Business Administration

**Chair**

Admissions Committee 2007

University of South Carolina Aiken School of Business Administration

**Chair**

Faculty Intellectual Contributions Committee 2000-2003

University of South Carolina Aiken School of Business Administration

**Member**

Institute for Supply Management Augusta Area Chapter 2000-2018

**Member**

Board of Directors 1998-1999

East Texas Lighthouse for the Blind

**Faculty Senator**

The University of Texas at Tyler College of Business Administration 1999

## REFERENCES

Dr. Clifton Jones (*former Dean at USC Aiken*)  
Vice Provost  
Angelo State University  
San Angelo, TX 76909  
(325) 942-2337  
clifton.jones@angelo.edu

Dr. Ravi Narayanaswamy  
Walter F. O'Connell Palmetto Professor of Management  
School of Business Administration  
University of South Carolina Aiken  
Aiken, SC 29801  
(803) 641-3655  
ravin@usca.edu

Dr. Plamen Peev (*former student at USC Aiken*)  
Associate Professor of Marketing  
Towson University  
8000 York Road  
Towson, Maryland 21252  
(410) 704-3348  
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