

**PATRICK E. MURPHY**

**ADDRESS**

**Home**

17588 Bending Oaks Court  
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394 Mendoza College of Business  
University of Notre Dame  
Notre Dame, IN 46556  
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**PERSONAL DATA**

Birth Date:	January 13, 1948
Health:	Excellent
Marital Status:	Married (three children-- Robert, Brendan and James)

**EDUCATION**

Ph.D. University of Houston, Business Administration with Marketing concentration, December 1975.

M.B.A. Bradley University, Marketing concentration, December 1971.

B.B.A. University of Notre Dame, cum laude, Marketing major, June 1970.

**AWARDS AND GRANTS**

Outstanding Paper Award, European Journal of Marketing, 2008.

Charles C. Slater Award, Journal of Macromarketing, Best Article Award, 2007.

Speaker, Undergraduate Marketing Recognition Ceremony, University of Notre Dame, 2007.

Faculty Fellow, Kaneb Center, University of Notre Dame, 2006-07.

Kaneb Teaching Award, University of Notre Dame, 2006.

Teacher of the Year, Masters of Nonprofit Management Program, University of Notre Dame, 2005.

Best Paper Award, Journal of Advertising, 2004.

Faculty Advisor, Business Roundtable Ethics Institute, 2004-

Nanovic Institute for European Studies, U. of Notre Dame, 2003-

Invited Fellow, Ethics Resource Center, Washington, D.C., 2003-2008.

Kaneb Teaching Award, University of Notre Dame, 2002.

AWARDS AND GRANTS (continued)

Featured Speaker, Symposium on Corporate Responsibility, Mt. St. Mary's College, 2002.

Presidential Award, University of Notre Dame, 2001.

Finalist, John and Mary Goodyear Award, for the Best International Research Paper presented at an ESOMAR Conference, 2000.

One of the "Best Researchers in Marketing," *Marketing Educator*, 1997.

Winning Case, Multinational Organization Category, Irish Case Writing Competition, European Case Clearing House (with D. O'Sullivan), 1997.

Alpha Sigma Nu Book Award, Social Sciences and Professional Fields, For Ethical Marketing Decisions: The Higher Road (with G.R. Laczniak), 1996.

Commencement Speaker, University of Notre Dame August Commencement, 1995.

Fulbright Scholar Program, Council for International Exchange of Scholars and Ireland-United States Commission for Educational Exchange, Academic Year 1993-94.

Reinhold Niebuhr Faculty Award, University of Notre Dame, 1992.

Charles C. Slater Memorial Best Paper Award, Journal of Macromarketing, 1992.

Earl Dyess Lectureship in Marketing, Texas Christian University, November 1990.

Invited Participant, Ethics and the Professions: An Interdisciplinary Seminar, University of Nebraska, June 1989.

Research Grant, Marketing Science Institute, 1987.

Jesse Jones Faculty Research Grant, University of Notre Dame, 1987.

Federal Faculty Fellowship, Am. of Collegiate Schools of Business, 1980-81.

Outstanding Young Men in America, U.S. Jaycees, 1977.

Teaching Excellence Award, College of Bus. Admin., Marquette University, 1976.

Graduate Faculty Fellowship, University of Houston, 1974-75.

American Marketing Assn. Doctoral Consortium Fellow, University of Houston, 1974.

Mortar Board (National Senior Women's Honor Society) Outstanding Teacher, University of Houston, 1973-74 and 1974-75.

**EXPERIENCE**

2002- C.R. Smith Co-Director of the Institute for Ethical Business Worldwide, responsible for business ethics curriculum, academic speaker series, outreach activities in the business ethics area and teaching business and marketing ethics.

2001-2002 Professor of Marketing, taught undergraduate, MBA & EMBA courses in Business Ethics and Marketing Ethics

1994-2001 Professor and Chair, Department of Marketing, University of Notre Dame, responsible for fourteen person department and teaching Consumer Behavior, Principles of Marketing, Business Ethics and Marketing Ethics.

1993-94 Visiting Fulbright Scholar, Department of Management and Marketing, University College Cork, Ireland, conducted research in marketing and business ethics and lectured in Marketing and MBA classes on ethics and marketing topics.

1989-90 Professor of Marketing, University of Notre Dame, taught Marketing Management for MBAs.

1984-89 Associate Professor of Marketing, University of Notre Dame, taught Marketing Management, Marketing Strategy, Principles of Marketing and Consumer Behavior.

1982-84 Chairman, Marketing Department, Marquette University, responsible for managing an eight person department and taught Marketing Principles and Consumer Behavior.

1980-81 Consumer Behavior Specialist, Office of Management Planning, Bureau of Consumer Protection, Federal Trade Commission conducted long range planning projects.

1980-81 Associate Professor of Marketing, Marquette University (with tenure), on leave of absence.

1975-80 Assistant Professor of Marketing, Marquette University, taught Consumer Behavior, Marketing and Public Policy, and Marketing Principles at the MBA and undergraduate level.

1974-75 Teaching Fellow in Marketing, University of Houston,  
1972-73 taught Marketing Principles.

1973-74 Instructor of Marketing, University of Houston, taught Marketing and Society.

**EXPERIENCE (continued)**

1971-72                   Instructor of Marketing, Bradley University, taught Marketing Principles, Consumer Behavior, and Marketing and Society.

**PUBLICATIONS**

**Books, Monographs and Proceedings**

Patrick E. Murphy and Gene R. Laczniak, (eds.) Marketing Ethics: Cases and Readings, Upper Saddle River, NJ: Pearson Prentice Hall, 2006.

Patrick E. Murphy, Gene R. Laczniak, Norman E. Bowie and Thomas A. Klein, Ethical Marketing, Upper Saddle River, NJ: Pearson Prentice-Hall, 2005.

Patrick E. Murphy, (ed.) Wiley/Fast Company Reader Series: Business Ethics, New York: John Wiley, 2004.

Gregory T. Gundlach and Patrick E. Murphy et. al., (eds.) Significant Marketing Contributions, Proceedings of AMA Summer Educators' Conference, 2000.

Gregory T. Gundlach, William L. Wilkie, and Patrick E. Murphy, (eds.), Marketing and Public Policy Conference Proceedings, 1999.

Patrick E. Murphy, Eighty Exemplary Ethics Statements, University of Notre Dame Press, 1998.

Gene R. Laczniak and Patrick E. Murphy, Ethical Marketing Decisions: The Higher Road, Needham Heights, MA: Allyn & Bacon, 1993.

Patrick E. Murphy and William L. Wilkie, (eds.), Marketing and Advertising Regulation: The Federal Trade Commission in the 1990s, Notre Dame, IN: University of Notre Dame Press, 1990.

Gene R. Laczniak and Patrick E. Murphy, (eds.), Marketing Ethics: Guidelines for Managers, Lexington, MA: D.C. Heath, 1986 (paper) & 1985 (cloth).

Patrick E. Murphy and Ben M. Enis, Marketing, Glenview, IL: Scott, Foresman, 1985.

Patrick E. Murphy, et. al., (eds.), 1983 AMA Educators' Proceedings, Chicago: American Marketing Association.

Bruce J. Walker, William O. Bearden, William R. Darden, Patrick E. Murphy, John R. Nevin, Jerry C. Olson and Barton A. Weitz, (eds.), An Assessment of Marketing Thought and Practice, 1982 Educators' Conference Proceedings, Chicago: American Marketing Association.

Patrick E. Murphy and Gene R. Laczniak, Marketing Education: Current Status And a View for the Future, Chicago: American Marketing Association, 1980.

**Books, Monographs and Proceedings (continued)**

Philip D. Cooper, William J. Kehoe and Patrick E. Murphy, (eds.), Marketing and Preventive Health Care: Interdisciplinary and Interorganizational Perspectives Chicago: American Marketing Association, 1978.

**Refereed Journal Articles**

Minette E. Druwright and Patrick E. Murphy, "The Current State of Advertising Ethics: Industry and Academic Perspectives," Journal of Advertising, Spring 2009, 7-20.

Gene R. Laczniak and Patrick E. Murphy, "Distributive Justice: Pressing Questions, Emerging Directions, and the Promise of a Rawlsian Analysis," Journal of Macromarketing, March 2008, 5-11.

Andrew Abela and Patrick E. Murphy, "Marketing with Integrity: Ethics and the Service Dominant Logic," Journal of the Academy of Marketing Science, Vol. 36, 2008, 39-53.

Patrick E. Murphy, Gene R. Laczniak and Graham Wood, "An Ethical Basis for Relationship Marketing: A Virtue Ethics Perspective," European Journal of Marketing, Vol. 41, No. 1/2, 2007, 37-57.

Gene R. Laczniak and Patrick E. Murphy, "Normative Perspectives for Ethical and Socially Responsible Marketing," Journal of Macromarketing, December 2006, 154-177.

Gene R. Laczniak and Patrick E. Murphy, "Marketing, Consumers and Technology: Perspectives for Enhancing Ethical Transactions," Business Ethics Quarterly, July 2006, 313-322.

Robert Audi and Patrick E. Murphy, "The Many Faces of Integrity," Business Ethics Quarterly, January 2006, 3-22.

Patrick E. Murphy, "Developing, Communicating and Promoting Corporate Ethics Statements: A Longitudinal Analysis," Journal of Business Ethics, Vol. 62, December, 2005, 183-189.

Patrick E. Murphy, "Sustainable Marketing," Business & Professional Ethics Journal, Vol. 24, Nos. 1 & 2, 2005, 171-198.

Patrick E. Murphy, "Observations on Teaching Marketing Ethics," Marketing Education Review, Fall 2004, 15-21.

Minette E. Drumwright and Patrick E. Murphy, "How Advertising Practitioners View Ethics: Moral Muteness, Moral Myopia, and Moral Imagination," Journal of Advertising, Summer 2004, 7-24.

Manuel Guillen, Domence Mele and Patrick E. Murphy, "European vs. American Approaches to Institutionalization of Business Ethics: The Spanish Case," Business Ethics: A European Review, April 2002, 167-178.

**Refereed Journal Articles (continued)**

Eve M. Caudill and Patrick E. Murphy, "Consumer Online Privacy: Legal and Ethical Issues," Journal of Public Policy & Marketing, Spring 2000, 7-19.

James H. Leigh and Patrick E. Murphy, "The Role of Formal Policies and Informal Culture on Ethical Decision Making By Marketing Managers," Research in Marketing, Vol. 15, 1999, 69-99.

Gene Lacznik, Rick Burton and Patrick E. Murphy, "Sports Marketing Ethics in Today's Marketplace," Sports Marketing Quarterly, Winter 1999, Vol. 8 No. 4, 43-53

Patrick E. Murphy, "Character and Virtue Ethics in International Marketing: An Agenda for Managers, Researchers and Educators," Journal of Business Ethics, 1999, 107-124.

Paul O'Sullivan and Patrick E. Murphy, "Ambush Marketing: The Ethical Issues," Psychology and Marketing, July 1998, 349-366.

Patrick E. Murphy, "Corporate Ethics Statements: Current Status and Future Prospects," Journal of Business Ethics, 1995, 727-740.

Patrick E. Murphy and Georges Enderle, "Managerial Ethical Leadership: Examples Do Matter," Business Ethics Quarterly, January 1995, 115-126.

Patrick E. Murphy, "European Managers' Views on Corporate Ethics," Business Ethics: A European Review, July 1994, 137-144.

Debra A. Laverie and Patrick E. Murphy, "The Marketing and Public Policy Literature: A Look at the Past Ten Years," Journal of Public Policy & Marketing, Fall 1993, 258-267.

Gregory T. Gundlach and Patrick E. Murphy, "Ethical and Legal Foundations of Relational Marketing Exchanges," Journal of Marketing, October 1993, 35-46.

Gregory T. Gundlach, Ann R. Root and Patrick E. Murphy, "Corporate Political Action: The Erosion of the Political Speech Doctrine," Journal of Business Research, June 1992, 331-346.

Patrick E. Murphy and Dee Pridgen, "Ethical and Legal Issues in Marketing," Advances in Marketing and Public Policy, Volume 2, 1991, 185-244.

Oliver F. Williams and Patrick E. Murphy, "The Ethics of Virtue: A Moral Theory for Marketing," Journal of Macromarketing, Spring 1990, 19-29.

James H. Leigh, Patrick E. Murphy and Ben M. Enis, "Perceived Societal Benefit of Selected Product Classes: A Test of a Product Differentiation Framework," Journal of Macromarketing, Fall 1989, 44-54.

**Refereed Journal Articles (continued)**

Patrick E. Murphy, "Creating Ethical Corporate Structures," Sloan Management Review, Winter 1989, 81-87.

Patrick E. Murphy, "Implementing Business Ethics," Journal of Business Ethics, December 1988, 907-916.

James H. Leigh, Patrick E. Murphy and Ben M. Enis, "A New Approach to Measuring Socially Responsible Consumption Tendencies," Journal of Macromarketing, Spring 1988, 5-20.

Patrick E. Murphy and Steven C. Ross, "Evaluating Service Firms: Approaches With Policy Recommendations," Journal of Consumer Policy, December 1987, 363-381.

Patrick E. Murphy, Ben M. Enis and James H. Leigh, "Attitudes Toward Product Differentiation: A Social Utility Perspective," Journal of Public Policy & Marketing, Volume 6, 1987, 142-156.

Patrick E. Murphy and Steven C. Ross, "Local Consumer Information Systems for Services: A Test," Journal of Consumer Affairs, Winter 1986, 249-266.

Mark G. Dunn, Patrick E. Murphy and Gerald U. Skelly, "The Influence of Perceived Risk on Brand Preference for Supermarket Products," Journal of Retailing, Summer 1986, 204-216.

Patrick E. Murphy and Ben M. Enis, "Classifying Products Strategically," Journal of Marketing, July 1986, 24-42.

Joshua L. Wiener and Patrick E. Murphy, "A Case for Comparative Performance Information," Journal of Macromarketing, Fall 1985, 32-42.

Patrick E. Murphy, "Recruiting Blood Donors: A Marketing and Consumer Behavior Perspective," Advances in Nonprofit Marketing, Volume 1, 1985, 207-245.

Patrick E. Murphy, "Strategic Planning at the FTC," Journal of Public Policy & Marketing, Volume 3, 1984, 56-66.

Philip Kotler and Patrick E. Murphy, "Strategic Planning for Higher Education," Journal of Higher Education, Sept.-Oct. 1981, 470-489.

Patrick E. Murphy and Gene R. Laczniak, "Some Prescriptions for Marketing," National Forum, Winter 1981, 49-50+.

Patrick E. Murphy, "Consumer Buying Roles in College Choice: Parents' and Students' Perceptions," College and University, Winter 1980-81, 140-150.

Patrick E. Murphy and E. James Burton, "Accountants Assess the Social Audit," Business, September-October 1980, 33-40.

Robert F. Lusch, Gene R. Laczniak and Patrick E. Murphy, "The `Ethics of Social Ideas' Versus the `Ethics of Marketing Social Ideas'," Journal of Consumer Affairs, Summer 1980, 156-164.

**Refereed Journal Articles (continued)**

Patrick E. Murphy, "The Promises and Pitfalls of Marketing Research in Higher Education," Liberal Education, Spring 1980, 102-115.

Patrick E. Murphy and William A. Staples, "A Modernized Family Life Cycle," Journal of Consumer Research, June 1979, 12-22.

Patrick E. Murphy and Gene R. Laczniak, "Generic Supermarket Items: A Product and Consumer Analysis," Journal of Retailing, Summer 1979, 3-14.

Gene R. Laczniak, Robert F. Lusch and Patrick E. Murphy, "Social Marketing: Its Ethical Dimension," Journal of Marketing, Spring 1979, 29-38.

Patrick E. Murphy, "From Health Care to Self-Care?" Atlanta Economic Review, November-December 1978, 39-42.

Patrick E. Murphy, "An Evolution: Corporate Social Responsiveness," University of Michigan Business Review, November 1978, 19-25.

Patrick E. Murphy, Norman Kangun and William B. Locander, "Environmentally Concerned Consumers--Racial Variations," Journal of Marketing, October 1978, 6-10.

Gene R. Laczniak, Patrick E. Murphy and Richard K. Robinson, "Evaluating the Marketing of Energy Conservation by Utilities," Akron Business and Economic Review, Fall 1978, 6-10.

Patrick E. Murphy, Gene R. Laczniak and Robert F. Lusch, "Ethical Guidelines for Business and Social Marketing," Journal of the Academy of Marketing Science, Summer 1978, 195-205.

Patrick E. Murphy, "The Effect of Social Class on Brand and Price Consciousness for Supermarket Products," Journal of Retailing, Summer 1978, 33-42+.

Patrick E. Murphy and Richard A. McGarrity, S.J., "Marketing Universities: A Survey of Student Recruiting Activities," College and University, Spring 1978, 249-261.

Gene R. Laczniak and Patrick E. Murphy, "Marketing the Performing Arts," Atlanta Economic Review, November-December 1977, 3-9.

Patrick E. Murphy and Gene R. Laczniak, "Marketing and Ecology: Retrospect and Prospect," Business and Society, Fall 1977, 21-26.

Gene R. Laczniak and Patrick E. Murphy, "The Role of Business Schools in Educating Future Women Managers," AACSB Bulletin, Fall 1977, 26-34.

Patrick E. Murphy and Gene R. Laczniak, "Women Executives: Their Educational Needs in Marketing," Akron Business and Economic Review, Fall 1977, 51-55.

### **Refereed Journal Articles (continued)**

Patrick E. Murphy and Ben M. Enis, "Let's Hear the Case Against Brand X," Business and Society Review, Winter 1974-75, 82-89.

### **Invited Journal Articles**

Patrick E. Murphy, "Ethics in Advertising: Review, Analysis and Suggestions," Journal of Public Policy & Marketing, Fall 1998, 316-319.

Patrick E. Murphy, "The United States and the Right to Know," Ireland: A Journal of History and Society, 1, 1995, 145-153.

Patrick E. Murphy, "Top Managers' Views on Corporate Ethics," Irish Marketing Review, 8, 1995, 61-72.

Patrick E. Murphy and Gene R. Laczniak, "Emerging Ethical Issues Facing Marketing Researchers," and "Traditional Ethical Issues Facing Marketing Researchers," Marketing Research, July and March 1992.

Gene R. Laczniak and Patrick E. Murphy, "Fostering Ethical Marketing Decisions," Journal of Business Ethics, April 1991, 259-271.

Patrick E. Murphy and Gene R. Laczniak, "Marketing by Professionals: Some Issues and Prescriptions," Business Insights, Spring/Summer 1990, 5-10.

Gene R. Laczniak and Patrick E. Murphy, "International Marketing Ethics," Bridges, Fall/Winter 1990, 155-178.

### **Contributions to Books**

Georges Enderle and Patrick E. Murphy, "Ethics and Corporate Social Responsibility for Marketing in the Global Marketplace," in Handbook of International Marketing, M. Kotabe, ed. New York: Sage Publications, 2008.

Joshua Wiener and Patrick E. Murphy, "Marketing and Society: An Historical Analysis," in Explorations of Marketing in Society, G. Gundlach, L. Block and W. Wilkie, eds. Mason, OH: Thomson, 2007, 209-223.

Gene R. Laczniak and Patrick E. Murphy, "Ethical Leadership for Improved Corporate Governance and Better Business Education," in Business Ethics: New Challenges for Business Schools and Corporate Leaders, R.A. Peterson and O.C. Ferrell, eds., Armonk, NY: M.E. Sharpe, 2005, 175-195.

Patrick E. Murphy, "Marketing Ethics at the Millennium: Review, Reflections and Recommendations," in the Blackwell Guide to Business Ethics, N. Bowie, ed, Oxford: Blackwell, 2002, 165-185.

Patrick E. Murphy, "Privacy in Market Research," in M. Shepstone, ed. Excellence in International Research 2001, The Netherlands, ESOMAR, 2001.

### Contributions to Books (continued)

Patrick E. Murphy, "Past FTC Participation of Marketing Academics," in Marketing and Advertising Regulation: The Federal Trade Commission in the 1990s, Notre Dame Press, 1990, 205-215.

Patrick E. Murphy, "Ethical Issues Facing Hospitals in Their Advertising," in Ethical Issues in Healthcare Marketing, St. Louis, MO: Catholic Health Association of the United States, 1990, 61-70.

Catherine A. Cole and Patrick E. Murphy, "Motivating People to Donate Blood: Does Direct Marketing Work in the Health Care Sector?" in Marketing Strategies for the Health Care Administrator, G. Kindra and J. Lloyd-Jones, eds., Ottawa, Ontario: Canadian Hospital Association Press, 1990, 129-141.

Patrick E. Murphy and Paul N. Bloom, "Ethical Issues in Social Marketing," in Seymour H. Fine, (ed.), Promoting the Causes of Public and Nonprofit Agencies: Social Marketing, Boston: Allyn and Bacon, 1989, 68-78.

Ben M. Enis and Patrick E. Murphy, "Marketing Strategy Implementation," in G. F. Frazier and J. N. Sheth, (eds.), Contemporary Views on Marketing Practice, Lexington, MA: Lexington Books, 1987, 159-173.

Patrick E. Murphy, "Pricing in Higher Education: A Marketing Perspective," in L. H. Litten (ed.), New Directions in Institutional Research: Pricing in Higher Education, San Francisco: Jossey Bass, 1984, 77-90.

Patrick E. Murphy, "Family and Household Changes: Developments and Implications," in M. L. Roberts and L. H. Wortzel (eds.), Marketing to the Changing Household: Management and Research Implications, Cambridge, MA: Ballinger, 1984, 3-23.

Patrick E. Murphy, "Analyzing Markets," in L. Frederickson, et al. (eds.), Marketing Health Behavior, New York: Plenum Publishing Company, 1984, 41-58.

Patrick E. Murphy and Gene R. Laczniak, "Marketing Ethics: A Review with Implications for Managers, Educators and Researchers," in B. M. Enis and K. J. Roering (eds.), Review of Marketing 1981, Chicago: American Marketing Association, 251-266.

Patrick E. Murphy, "Marketing Research for the Arts," in M. P. Mokwa, W. D. Dawson and E. A. Prieve (eds.), Marketing the Arts, New York: Praeger Publishers, 1980, 169-181.

### Papers Published in National/International Proceedings

Patrick E. Murphy and John Commiskey, "Green Marketing: American and European Perspectives," presented and published in CD-ROM, Sustainable Marketing Conference sponsored by ESOMAR, Berlin, Germany, May 2004.

**Papers Published in National/International Proceedings (continued)**

Sylvia Long-Tolbert and Patrick E. Murphy, "Competitive Intelligence on the Net. A multinational perspective on ethical practices," presented at Net Effects<sup>4</sup>, ESOMAR Conference, Barcelona Spain, February 2001.

Patrick E. Murphy, "Privacy in Market Research: Rights, Responsibilities and Redress," presented at Net Effects, ESOMAR Conference, Dublin, Ireland, April 2000.

Patrick E. Murphy, Graham Wood and Gene Lacznik, "Relationship Marketing=Ethical Marketing," in ESOMAR/EMAC Symposium, U. Schoneberg, ed., Research Methodologies For 'The New Marketing', (Amsterdam, The Netherlands: ESOMAR, 1996.), 21-40.

Patrick E. Murphy, "The Expanding Role of Ethics in the Marketing Curriculum," in M. Davies, et. al. Emerging Issues in Marketing, Proceedings of the 1993 Annual Conference of the Marketing Education Group, Volume 2, 1993, 712-721.

Patrick E. Murphy, "Approaches to Integrating Ethical Issues into Marketing and Business Cases," in Hans Klein ed. Forging New Partnerships with Cases Simulations, Games and Other Interactive

Methods, Boston, MA: World Association for Case Method Research & Applications, 1992, 247-255.

Patrick E. Murphy, "How Can Marketing Research Contribute to the Consumer Interest?" in E. S. Maynes and ACCI Research Committee, (eds.), The Frontier of Research in the Consumer Interest, Columbia, MO: American Council on Consumer Interests, 1988, 659-664.

Patrick E. Murphy, Ben M. Enis, Jon S. Millenson and Morris Holbrook, "Marketing Education in the 1980's and Beyond: The Rigor/Relevance Rift," in J. Guiltinan and D. Achabal (eds.), Marketing Education:

Knowledge Development, Dissemination and Utilization, Chicago: American Marketing Association, 1986, 1-4.

Kenneth L. Bernhardt and Patrick E. Murphy, "Will There Be Consumer Protection in the Federal Government in the 1980's?" in P. N. Bloom (ed.), Consumerism and Beyond: Research Perspectives on the Future Social Environment, Cambridge, MA: Marketing Science Institute, 1982, 33-37.

Patrick E. Murphy and Richard K. Robinson, "Concept Testing for Services," in J. H. Donnelly and W. R. George (eds.), Marketing of Services, Chicago: American Marketing Association, 1981, 217-220.

Ronald Stiff and Patrick E. Murphy, "Federal Trade Commission Activities in the Service Sector: Recent Experiences and Potential Future Directions," in J. H. Donnelly and W. R. George (eds.), Marketing of Services, Chicago: American Marketing Association, 1981, 178-181.

Patrick E. Murphy, "Marketing Nonprofit Organizations: Problems and Prospects for the 1980's," in R. P. Bagozzi, et al. (eds.), 1980 AMA

**Papers Published in National/International Proceedings (continued)**

Educators' Conference Proceedings, Chicago: American Marketing Association, 1980, 278-281.

Gene R. Laczniak and Patrick E. Murphy, "Fine-Tuning Organizational Buying Models," in C. W. Lamb and P. M. Dunne (eds.), Theoretical Developments in Marketing, Chicago, American Marketing Association, 1980, 77-80.

Patrick E. Murphy, Gene R. Laczniak, and Richard K. Robinson, "An Attitudinal and a Behavioral Index of Energy Conservation," in Karl E. Henion and Thomas C. Kinnear (eds.), The Conserver Society, Chicago: American Marketing Association, 1979, 82-91.

Patrick E. Murphy, "The Need for Consumer Research in Higher Education," in Neil Beckwith, et al. (eds.), 1979 AMA Educators' Conference Proceedings, Chicago: American Marketing Association, 1979, 110-115.

Patrick E. Murphy and Gene R. Laczniak, "Marketing Education in the 1980's: Educators' Views," in Neil Beckwith, et al. (eds.), 1979 AMA Educators' Conference Proceedings, Chicago: American Marketing Association, 1979, 153-157.

Richard K. Robinson, Patrick E. Murphy and Gene R. Laczniak, "The Energy Problem: Consumers' and Utilities' Views with Marketing Implications," H. Gitlow and E. Wheatley (eds.), Developments in Marketing Science, Vol. 2, Miami, Florida: Academy of Marketing Science, 1979, 275-278.

Patrick E. Murphy, "Environmentally Concerned Consumers: Demographic Dimensions," in Subhash C. Jain (ed.), Research Frontiers in Marketing: Dialogues and Directions, Chicago: American Marketing Association, 1978, 316-320.

Patrick E. Murphy, Philip D. Cooper and William J. Kehoe, "Reflections on Preventive Health Care and Marketing," in Marketing and Preventive Health Care: Interdisciplinary and Interorganizational Perspectives, Chicago: American Marketing Association, 1978, 128-132.

Patrick E. Murphy, "Observations on Teaching Consumer Behavior," in William D. Perreault, Jr. (ed.), Advances in Consumer Research, Volume IV, Atlanta: Association for Consumer Research, 1977, 272-273.

Gene R. Laczniak and Patrick E. Murphy, "Planning and Control for Performing Arts' Marketing: A Summary," in Barnett A. Greenberg and Danny N. Bellenger (eds.), Contemporary Marketing Thought, Chicago: American Marketing Association, 1977, 532.

William A. Staples and Patrick E. Murphy, "Growing Government Regulation--A New Challenge to Marketing Education," in Kenneth L. Bernhardt (ed.), Marketing: 1776-1976 and Beyond, Chicago: American Marketing Association, 1976, 593-596.

**Papers Published in National/International Proceedings (continued)**

Patrick E. Murphy, "Measuring the Effect of Ecological Information and Social Class on Selected Product Choice Criteria Importance Ratings," in Karl E. Henion and Thomas C. Kinnear (eds.), Ecological Marketing, Chicago: American Marketing Association, 1976, 145-156.

Patrick E. Murphy and William A. Staples, "Health Maintenance Organizations: A Marketing Perspective," in Edward M. Mazze (ed.), 1975 Combined Proceedings, Chicago: American Marketing Association, 1975, 580-584.

Patrick E. Murphy, "A Cost/Benefit Analysis of the Oregon 'Bottle Bill'," in Ronald C. Curhan (ed.), 1974 Combined Proceedings, Chicago: American Marketing Association, 1975, 347-352.

**Cases**

John E. Bargetto and Patrick E. Murphy, "Basta Pasta Case," in Murphy and Laczniak, Marketing Ethics: Cases and Readings, 143-155.

Patrick E. Murphy and Don O'Sullivan, "Murphy Brewery Ireland," European Case Clearing House, 1997.

John E. Bargetto and Patrick E. Murphy "The California Valley Wine Case" in Kenneth L. Bernhardt and Thomas C. Kinnear, Cases in Marketing Management, 5th ed., Homewood, IL: Irwin, 1991.

Norman Bowie and Patrick E. Murphy, "The Natural Cereals Case" (Case and Teaching Note), PACE Program in Business Ethics, Arthur Andersen, 1988.

Patrick E. Murphy and Ron Franzmeier, "The Milwaukee Blood Center" (Case and Teaching Note), Intercollegiate Clearing House, 1980.

**Book Reviews**

Patrick E. Murphy, "A Review of Setting Global Standards: Guidelines for Creating Codes of Conduct in Multinational Corporations," Journal of Macromarketing, December 2005, 226-228.

Patrick E. Murphy, "A Review of Ethics in Social Marketing," Journal of Public Policy & Marketing, Spring 2002, 168-169.

Patrick E. Murphy, "A Review of Trust," Journal of Macromarketing, 1998.

Patrick E. Murphy, "Business Ethics: A Mature Product--A Review of Ethics and the Conduct of Business," Business Ethics Quarterly, July 1994, 383-389.

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**Book Reviews (continued)**

Patrick E. Murphy, "A Review of Ethics and Values in Applied Social Research," Journal of Marketing Research, November 1989, 482-483.

Patrick E. Murphy, Marketing Government and Social Services, by J. L. Crompton and C. W. Lamb, Jr., Journal of Marketing, July 1987, 142-143.

Patrick E. Murphy, Marketing for Public and Nonprofit Managers, by C. H. Lovelock and C. B. Weinberg, Journal of Academy of Marketing Science, Summer 1985, 328-329.

**Abstracts**

Patrick E. Murphy and Gregory T. Gundlach, "A Typology of Trust in Business" in New and Evolving Paradigms: The Emerging Future of Marketing, AMA Special Conference, 1997.

Gregory T. Gundlach and Patrick E. Murphy, "Ethical and Legal Foundations of Exchange," in David Lichtenthal et al., eds., 1990 AMA Winter Educators' Conference Proceedings, Chicago: American Marketing Association, 1990, 188.

Gene R. Laczniak and Patrick E. Murphy, "Marketing Management in the 1990s: Ethical and Strategic Considerations," in Stanley Shapiro, (ed.), Marketing: A Return to the Broader Dimensions, 1989, Chicago: American Marketing Association.

James H. Leigh, Patrick E. Murphy and Ben M. Enis, "Product Class Differences in Perceived Societal Welfare: A Test of an Alternate Product Differentiation Framework," in Stanley Shapiro, (ed.), Marketing: A Return to the Broader Dimensions, 1989, Chicago: American Marketing Association.

Oliver F. Williams, C.S.C. and Patrick E. Murphy, "The Challenge to Marketing Ethics: Can Virtue be Sold as Easily as Vice?" in R. Belk, et al., (eds.), 1987 AMA Winter Educators Conference, 1987, 77.

Gene R. Laczniak and Patrick E. Murphy, "Implementing Ethics in the Marketing Organization," in G. P. White (ed.), 1982 AIDS Proceedings, Vol. 1, 218.

Patrick E. Murphy, "Services Marketing Workshop: Theory and Applications," in J. F. Hair (ed.), 1979 AIDS Proceedings, Vol. 1, 177.

Patrick E. Murphy, "Environmental Labeling: An Idea Whose Time Has Not Come," in R. C. Haring, G. E. Kiser and R. D. Whitt, 1979 Proceedings of Southwestern Marketing Association Conference, Charleston, S.C.: The Citadel Press, 1979, 34-35.

Patrick E. Murphy, "An Investigation of the Effect of Ecological Information and Social Class on Importance Rating, Rank Ordering and Brand Choice," in Donald L. Shawver, Marketing Doctoral Dissertation Abstracts, 1974-75, Chicago: American Marketing Association, 1977, 228-229.

## Reprints

"Ethical and Legal Foundations of Relational Marketing Exchanges," reprinted in G. Gundlach, L. Block and W. Wilkie, eds. Explorations of Marketing in Society, Mason, OH: Thomson, 2007, 893-916.

"Managerial Ethical Leadership: Examples Do Matter," (with G. Enderle) reprinted in Kevin Gibson, ed. Business Ethics: People, Profits and the Planet, Boston: McGraw Hill, 2006, 148-157.

"Irish Managers' Views on Corporate Ethics," in Brian Leavy and James S. Walsh, eds. Strategy and General Management: An Irish Reader, Dublin: Oak Tree Press, 1995, 235-258.

"The Ethics of Virtue: A Moral Theory for Marketing," (with O. Williams) reprinted in J.E. Richardson, ed., Business Ethics '92/93, Guiliford, CT. Dushkin, 1992, 175-184; J. Bol et al, eds., Readings in Marketing Ethics, Needham Heights, MA: Ginn Press, 1991, 28-40.

"Marketing By Professionals: Some Ethical Issues and Perceptions" (with Gene Laczniak) reprinted in J.E. Richardson, ed., Business Ethics 97/98, 96/97, 95/96, 94/95, 93/94, 92/93 and 91/92, Guiliford, CT: Dushkin, 1992, 188-193.

"Implementing Business Ethics," reprinted in J.E. Richardson, ed., Business Ethics 97/98, 96/97, 95/96, 94/95, 93/94, 92/93, 91/92 and 90/91, Guiliford, CT: Dushkin, 1992, 105-113.

"Creating Ethical Corporate Structures," reprinted in J.E. Richardson, ed., Business Ethics 97/98, 96/97, 95/96, 94/95, 93/94, 92/93, 91/92 and 90/91, Guiliford, Ct: Dushkin, 1992, 221-227.

"Strategic Planning for Higher Education" (with P. Kotler) reprinted in P. Kotler, O. C. Ferrell and C. Lamb, Strategic Marketing for Nonprofit Organizations: Cases and Readings, third edition, Englewood Cliffs, NJ: Prentice-Hall, 1987, 120-134.

"The Milwaukee Blood Center" (with R. Franzmeier) reprinted in A. Burns and D. Cravens, Readings and Cases in Marketing Management, Homewood, IL: Irwin, 1987, 358-362; P. Kotler, O. C. Ferrell and C. W. Lamb, Strategic Marketing for Nonprofit Organizations: Cases and Readings, third edition, Englewood Cliffs, N.J.: Prentice Hall, 1987, 354-359 and second edition, 1982, 317-322; L. E. Boone, and D. L. Kurtz, Contemporary Marketing, fourth edition, Hinsdale, IL: Dryden Press, 1983, C4-C7; C. W. Lamb, O. C. Ferrell and W. M. Pride (eds.), Marketing Cases, Boston: Houghton Mifflin, third edition, 1987, 539-546 and second edition, 1983, 416-423.

"A Modernized Family Life Cycle" (with W. A. Staples) reprinted in Ben M. Enis and Keith K. Cox, Marketing Classics: A Selection of Influential Articles, Boston: Allyn and Bacon, seventh edition, 1991, 156-173, sixth edition, 1988, 161-178; M. Wallendorf and G. Zaltman, Readings in Consumer Behavior, second edition, New York: John Wiley, 1984, 118-126; R. Wendel (ed.), Marketing 1981-82, Guiliford, CT: Dushkin Publishing Company, 1981, 106-116.

**Reprints (continued)**

"Let's Hear the Case Against Brand X" (with Ben M. Enis), and "A Cost-Benefit Analysis of the Oregon 'Bottle Bill'," reprinted in D. A. Aaker and G. S. Day, Consumerism: Search for the Consumer Interest, third edition, New York: The Free Press, 1978, 259-267 and 286-293.

**Editorials**

Patrick E. Murphy, "Introduction to Special FTC Issue," Journal of Public Policy and Marketing, Volume 7, 1988.

Patrick E. Murphy, "Health Marketers Need to Reinforce Behavior Changes," Journal of Health Care Marketing, Spring 1982, 5-6.

**PAPERS PRESENTED**

Minette Drumwright and Patrick E. Murphy, "Moral Muteness, Moral Myopia and Moral Imagination: Views from the Ad Agency," presented at the Society for Business Ethics Annual Conference, Denver, Colorado, August 2002.

Minette Drumwright and Patrick E. Murphy, "Advertising Ethics" presented at the 2002 AMA Winter Marketing Educators' Conference, Austin, Texas, February 2002.

Patrick E. Murphy, "Marketing Ethics at the Millennium," presented to the Society for Business Ethics Annual Conference, Washington, DC, August 2001.

Sylvia Long-Tolbert and Patrick E. Murphy, "Competitive Intelligence on the Net. A multinational perspective on ethical practices," presented at Net Effects4, ESOMAR Conference, Barcelona Spain, February 2001.

Patrick E. Murphy, "Virtue and Character as a Basis for a Moral Theory for Marketing," presented at a special session, Normative and Descriptive Approaches to Marketing Ethics, 1997 Winter AMA Winter Educators' Conference, February 1997.

Patrick E. Murphy and John W. Houck, "The Story of Cigarette Industry as a Source of Ethical Reflection: Richard Kluger's *Ashes to Ashes*," presented at How Literature and Films Can Stimulate Ethical Reflection in the Business World, Notre Dame, October 1, 1996.

Patrick E. Murphy, "Ethics Integration in Marketing Curricula," Arthur Andersen Business Ethics Coordinator Workshop, St. Charles, IL, July 1992.

Patrick E. Murphy, "Enhancing the Classroom Experience: Using Popular Press Articles and Cases in Teaching," and "Integrating Ethics into Marketing Education," presented at 1991 AMA Summer Marketing Educators' Conference, San Diego, CA, August 1991.

**PAPERS PRESENTED (continued)**

Patrick E. Murphy, "The JPP&M and Other Public Policy Journals in Marketing," presented at 1990 AMA Summer Marketing Educators' Conference, Washington, DC, August 1990.

Patrick E. Murphy, "Implementing Ethics into the Marketing Curriculum," presented at 1990 AMA Faculty Consortium, Northern Arizona University, Flagstaff, AZ, July 1990.

Patrick E. Murphy, "Ethics in Marketing Communications" paper presented at "The Impacts of Marketing Decision-Making: A Workshop on Ethics in Marketing," Harvard Business School, May 3, 1990.

Oliver F. Williams, C.S.C., and Patrick E. Murphy, "The Ethics of Virtue: The Answer to a Misplaced Debate," Paper presented to 12th Annual Macromarketing Conference, San Jose State University, August 1988.

Patrick E. Murphy, "Ethical Issues in Marketing," Paper presented to Marketing Ethics Workshop, Gulfport, Mississippi, November 1987.

Patrick E. Murphy, "Integrating Services into Principles of Marketing and Consumer Behavior Courses," AMA Faculty Consortium on Services Marketing, College Station, TX, July 1985.

Patrick E. Murphy, "The Potential for Marketing and Quality Control in Human Services," Association for Behavior Analyses, Ninth Annual Convention, Milwaukee, Wisconsin, May 1983.

Patrick E. Murphy and Gene R. Laczniak, "Marketing Major Marketing," 1980 Midwest Marketing Association Conference, Chicago, IL, March 1980.

Patrick E. Murphy and Richard K. Robinson, "Concept Testing for Services," 1979 AIDS Annual Convention, Services Marketing Workshop, New Orleans, LA, November 1979.

Patrick E. Murphy, "The Need for A Research Orientation in Marketing High Education," 1978 AIDS Convention, Academic Administration Workshop, St. Louis, MO, October 1978.

Patrick E. Murphy, "Marketing Research for the Arts," Marketing the Arts: Issues, Perspectives and Pragmatics, sponsored by the Association of College, University and Community Arts Administration, Wayzata, MN, September 1978.

**PROFESSIONAL SERVICE**

**Editor and Section Editor**

Journal of Public Policy & Marketing, Editor, 1986-1992.

Journal of Business Ethics, Special Issue Co-editor, 1999.

Business Ethics Quarterly, Section Editor for Marketing, 2002-2005.

Journal of Macromarketing, Special Issue Co-editor, 2007.

### Advisory and Review Boards

Annual Editions: Business Ethics, Advisory Board, 1990-  
Business Ethics Quarterly, Editorial Review Board, 1990-  
European Journal of Marketing, Editorial Review Board, 1997-  
Journal of Marketing, Editorial Review Board, 1981-1996.  
Journal of Public Policy & Marketing, Editorial Review Board, 1983-  
 86, 1992-  
Journal of Macromarketing, Editorial Policy Review Board, 1992-  
Journal of Health Care Marketing, Editorial Review Board, 1981-89  
Review of Marketing 1989, Advisory Board member and reviewer, 1988.

### Ad Hoc Reviewer

Academy of Management Review, 1999, 2001.  
Advances in Nonprofit Marketing, 1984, 1985, 1988.  
International Journal for Research in Marketing, 2007.  
Journal of Business Ethics, 1997-  
Journal of Business Research, 1999.  
Journal of Consumer Affairs, 1983, 1986.  
Journal of Consumer Research, 1985, 1987, 1988, 1989, 1990, 1991.  
Journal of International Marketing, 1996, 1997.  
Journal of Marketing, 1998, 2000, 2004.  
Journal of Marketing Research, 1983, 1984, 1987, 1988, 1991.  
Research in Marketing, 1998.

### American Marketing Association

#### National

AMA Ethics Committee, Chair, 2006-07, 2007-08, Member, 2000-  
 AMA Special Interest Group in Marketing and Society, Chair, 2003-04.  
 AMA Committee to Revise Code of Ethics, 2003-04.  
 AMA Task Force on Marketing Ethics, Participant, 2002-2003.  
 AMA Summer Marketing Educators' Conference, Program Co-chair,  
 2000.  
 AMA Summer Marketing Educators' Conference, Track Chair, 1999.  
 School of Database Marketing, Co-Chair, 1997, 1996 and 1995.  
Journal of Public Policy & Marketing, Best Paper Selection Panel,  
 '92-'95.  
Journal of Public Policy & Marketing, Editor Search Committee, 1991.  
 George H. Brown/AMA Scholar of the Year Award, Selection Committee,  
 Chairman, 1988, 1987 and 1986.  
 Faculty Research Grant Program, Collegiate Activities Division,  
 Proposal Reviewer, 1989 and 1988.  
 Services Marketing Conference, Reviewer, 1988.  
 AMA Distinguished Marketing Educator Award, Selection  
 Committee, Member, 1987.  
 Academy of Health Services Marketing, Marketing Education  
 Achievement Awards Competition, Judge, 1987.  
 AMA Doctoral Consortium, Consortium Faculty Member, 1986 and 1985.  
 Doctoral Dissertation Award Competition, Reviewer, 1986.

**National (continued)**

Journal of Marketing, Editor Search Committee, 1986.  
 Vice-President, Marketing Education Division, 1985-86.  
 Vice-President-Elect, Marketing Education Division, 1984-85.  
 Summer Educators' Conference, Co-chair, 1983.  
 Summer Educators' Conference, Public Policy and Macromarketing,  
 Track Chair, 1982.  
 Marketing Education Council, Chair, 1985-86, Member, 1980-83 and 84-  
 87.  
 Marketing Education/Consumer Behavior/and Public Policy tracks of  
 Educators' Conferences, Reviewer, 1977-81, 1984, 1985 and  
 1987 and 1994-96; Session Chair, 1985-86 and 1995;  
 Discussant, 1987-88, Reviewer and Panel Member, 1989.  
 Marketing and Preventive Health Care Workshop, Co-chair, 1977.

**Local**

Michiana Chapter, Speech on Moral Imagination in Marketing, Jan.  
 2005.  
 Indianapolis Chapter, "Implementing Marketing Ethics," Speech,  
 1987.  
 Michiana Chapter, Judge for Marketer of Year Award, 1987.  
 Northeast Florida Chapter, "The Impact of Ethics in the Marketing  
 Mix," Speech during Marketing Week, 1987.  
 Milwaukee Chapter, President, 1983-84.  
 Central Illinois Chapter, "The FTC: An Agency in Transition,"  
 Speech, 1982.  
 Milwaukee Chapter, President-Elect, 1982-83.  
 Milwaukee Chapter, Vice-President, Programs, 1979-80.

**Other Organizations**

Miami University, Oxford, Ohio, External Reviewer of the Marketing  
 Department, 2003.  
 Macromarketing Conference, Ethics and Justice Track, Track Chair,  
 1997 and 2008.  
 University of North Carolina & Marketing Science Institute, "Using  
 Marketing to Serve Society," Advisory Board, 1991-93.  
 Federal Trade Commission, "Contributions from Marketing Academia,"  
 Advisory Meeting with FTC Commissioners, Co-Chairman, 1991.  
 Marketing and Public Policy Conference, Reviewer, 1990 and 1992.  
 National Retail Merchants Association Marketing, Speech 1990.  
 National Association of Business Economists, Speech 1990.  
 Southern Illinois University, Department of Marketing, External  
 Reviewer, 1988  
 Direct Marketing Symposium, Paper Reviewer, 1987.  
 Association for Consumer Research, Session Chair, 1987; Paper  
 Reviewer  
 1987, 1985, 1983; Arrangements Co-Chair, 1983.  
 American Assembly of Collegiate Schools of Business, Panel to  
 Develop  
 Test Specifications for ACT Marketing Test, 1983.  
 Midwest Marketing Association, Best Paper Award Reviewer and Session  
 Chair, 1983 and 1982, Paper Reviewer and Session Chair, 1978-80.

**Other Organizations (continued)**

American Institute of Decision Sciences Conference, Services  
Marketing  
Theory and Application Workshop, Chair, 1979.

**Visiting Lectures**

Hope College, 2007.  
University of Santa Clara, 2001.  
University of Texas, 1998.  
Ball State University, 1997.  
University of Ulster, 1994.  
Dublin Institute of Technology, 1994.  
University College Dublin, 1993.  
Southern Indiana University, 1993.  
University of St. Thomas, 1993.  
Loyola Marymount University, 1992.  
Texas Christian University, 1990.  
Eastern Illinois University, 1990.  
Vincennes University, 1990.  
Gustavus Adolphus College, 1989.  
Oklahoma State University, 1987.  
University of North Florida, 1987.  
Baylor University, 1986.  
University of Houston, 1982.

**Memberships**

American Marketing Association  
Beta Gamma Sigma  
Society for Business Ethics

**UNIVERSITY SERVICE****Notre Dame**

Committee to Oversee Washington, DC Program, 2007-  
Committee for Selection of Director of International Study Program,  
2002.  
Committee for Select Outstanding Researcher at Notre Dame, Member,  
2002.  
Ad Hoc Committee on Observer, Member, 2000.  
University Task Force on Ethics, 1999.  
Search Committee for Director of Admissions, Member, 1997.  
Office of International Programs, Faculty Coordinator for Ireland,  
1996-  
Committee on Formation of Washington, DC Program, Member, 1996.  
Admissions Office Review Panel, Chair, 1995-96.  
Colloquy for the Year 2000, Committee on Academic Life, Executive  
Committee, 1991-1992.  
Human Subjects Committee, 1990-

**Notre Dame (continued)**

Ethics Pilot Program Faculty Committee, 1991.  
 Sesquicentennial Committee, 1988-1991.  
 Committee to Review the Ethical Dimension of Education at Notre Dame, member, 1989-90.  
 Task Force on Whole Health and the Use and Abuse of Alcohol, 1987-88.  
 Seminar on Marketing Ethics with Ron Nahser, Alumni Association Reunion Weekend, 1988, 1989, and 1990.  
 Faculty Senate, 1986-1989  
 Student Affairs Committee, Chairman, 1988-89, 1987-88.  
 National Alumni Schools Committee Advisory Board, Admissions Office, 1985-91.  
 Master of Science in Administration, Director, Search Committee, 2003-2005.  
 Gallo Chair Search Committee, Chair, 2001-2003.  
 College Council, 1990-93; 1994-2001.  
 Ethics Restructuring Task Force, Chair, 1998-2000.  
 Dean's Search Committee, Member, 1995-96.  
 Student Career Forum, Faculty Advisor, 1994-2000.  
 O'Neil Chair in Business Ethics Search Committee, Chairman, 1987-1991.  
 Strategic Planning Advisory Council, 1990-93.  
 College Election Committee, 1987-1991.  
 Strategic Planning Committees on Ethics Education and Marketing, the College 1989-90.  
 Faculty Service Award Committee, 1987.  
 College Council, 1986-1989, 1990-1993, 1994-  
 Strategic Planning Task Force on Department of Marketing, 1985-86.  
 Center for Research in Banking Advisory Committee, 1985-1989.  
 Department of Marketing, Chair, 1990-93; 1994-2001.  
 Search Committee for Department of Marketing Chair, 1986-87.  
 Nathe Chair Search Committee, Member, 1986-87.  
 Committee on Appointments and Promotions, 1984-  
 Placement Committee, 1984-85.

**Marquette**

Chairman of Marketing Department, 1982-84.  
 Graduate Committee, 1979-80, 1981-82.  
 Executive Council of College of Business, 1976-78, 1982-84.  
 Scholl Foundation Conference on Marketing Ethics, Co-Chairman, 1983.  
 University Committee on Intermediate Grading, 1978.  
 Planning Committee for Center of Business Ethics, 1976-77.

**COMMUNITY SERVICE**

Montessori School, Board Governance Presentation, September, 2006.  
 Christ the King Parish, Lector 2004- Legacy of Faith Committee, 2004.  
 Saint Joseph's High School, Beautification Committee, Booster Club Board, Work for St. Joe, Boys Swim Team Announcer, Academic Planning Strategic Committee, Freshmen Mass Volunteer, 1998-2005.  
 Michiana Soccer Association, Coach, 1989-93; 1994-97  
 Friends of the Snite Museum of Art, Board of Directors, 1987-1990.

COMMUNITY SERVICE (continued)

St. Joseph County Blood Bank, Donor Recruitment Advisory  
Committee,  
Chairman 1988-89; 1989-90, 1987-1993.  
Holy Cross Parish Grade School, Marketing Committee, 1987-1988.  
Milwaukee Management Support Organization, Training Program, 1984.  
Skylight Theater of Milwaukee, Board of Directors, 1982-84.