


20) “Marketing at the Retail Shelf: An Examination of Moderating Effects of Logistics on SKU Market Share,” *Journal of the Academy of Marketing Science*, 38 (Spring, 2010), 105-117 (with Matt Waller, Brent Williams, and Andrea Tangari).


25) “Can Corrective Ad Statements Based on *U.S. v. Philip Morris USA Inc.* Impact Consumer Beliefs about Smoking?” *Journal of Public Policy & Marketing*; (forthcoming--Fall, 2010); (With A. Tangari, Jeremy Kees, Craig Andrews)


**RECENT AWARDS AND HONORS**

_Recipient of the Center for Global Leadership’s 2009-10 Research Excellence Award_ (with J. Kees, Craig Andrews, and John Kozup)

_Recipient of the Outstanding Reviewer Award, Journal of Public Policy & Marketing_, 2010 (the one reviewer selected from the Editorial Review Board comprised of some 100 members from major universities and government agencies (e.g., Columbia, Duke, University of Pennsylvania (Wharton), London Business School, INSEAD, FDA, FTC, etc.) for this award

Selected as a ‘*Resident Faculty Fellow*’ for the Marketing and Society Pre-Conference Consortium for PhD students and young faculty, Marketing & Public Policy Conference, 2009

_Recipient of the Center for Global Leadership’s 2008-09 Research Excellence Award_ (with A. Tangari, J. Folse, and J. Kees)

_Recipient of the Award for Best Paper in the Marketing and Society Track_, 2008 Winter AMA Conference (with Andrea H. Tangari, Brooke Plack, Craig Andrews)

One of ten faculty members at the University of Arkansas recognized as an *Integrated Scholar* (based on notable contributions across the domains of teaching, research and service work), September, 2007

*_Mentor Award* for direction of undergraduate student Brooke Plack, who received the Undergraduate Student Research Award for one of the three best undergraduate theses at the University of Arkansas in 2007; article from thesis published in *Inquiry*

_Recipient of the Award for Best Paper in the Marketing and Society Track_, 2007 Winter AMA Conference (with M. Bui, E. Creyer, and J. Kozup)

*2006 International Society of Business Disciplines Faculty Teaching Excellence Award* -- Award honoring outstanding contributions to higher education teaching by this international society; Award received at the ISOBID 2006 Spring Conference
Award Winner for Best Paper in Marketing and Society Track, 2006 AMA Winter Educators' Conference Proceedings (with Kenny Bates and Kyle Huggins)

Recipient of the Best All-Around Faculty Award, Sam M. Walton College of Business, 2005 (one faculty member selected for the overall award across research, teaching, and service)


Invited presenter at the University of North Carolina hosted conference, “Helping the Food Industry Fight Obesity: Research Insights and Needs,” (May 2005) based on recent nutrition labeling research findings. (The only academic researchers invited were from North Carolina (host school), Duke University, and the University of Arkansas.)