“The Walton College Department of Marketing and Logistics is unique in how much individual attention faculty members give to students. I could not have asked for a more supportive environment from the faculty and staff.”
Andrea Heintz Tangari
Doctoral Candidate

FACULTY SPOTLIGHT
JEFF B. MURRAY, PH.D., PROFESSOR OF MARKETING

Degrees
- BA, University of Northern Colorado, Social Science, 1978
- MA, University of Northern Colorado, Sociology, 1981
- Ph.D., Virginia Tech, Marketing, 1987

Teaching Areas
- Shopper, Buyer, and Consumer Behavior
- Managing Ideas, Products, and Services
- Interpretive Consumer Research

Research Interests
- Consumer Culture Theory
- Interpretive Consumer Research
- Fashion and the Body

Jeff B. Murray teaches in the undergraduate program, the full-time MBA program, the managerial MBA program and the executive MBA program in Shanghai, China. He has also taught in the doctoral program serving as Director of Doctoral Studies in Marketing for six years. Professor Murray’s doctoral students, who are now professors, teach at major universities throughout the United States, Europe, and Australia.

Jeff’s research focuses on ethnography and semiotics in the context of shopper, buyer, and consumer behavior and he has recently taught doctoral seminars and workshops in ethnography at the University of Gothenburg in Göteborg, Sweden and the University of Queensland in Brisbane, Australia.

Jeff’s research has appeared in the Journal of Consumer Research, Journal of Marketing Management, Journal of Macromarketing, Journal of Consumer Policy, American Behavioral Scientist, and Consumption, Markets and Culture. Jeff is currently serving on the editorial review board of the consumer behavior journal Consumption, Markets and Culture and is on the program committee for the Consumer Culture Theory Conference 2008 and 2009. He remains active in the American Marketing Association, the Association for Consumer Research, and the American Sociological Association. In 2002, Dr. Murray won both the Outstanding All-Around Professor Award as well as the prestigious Charles and Nadine Baum Faculty Teaching Award at the University of Arkansas. Jeff resides in Fayetteville, with his wife and son.
Dr. Douglas W. Vorhies is Associate Professor of Marketing, School of Business Administration, the University of Mississippi, where he also serves as the Director of the M.B.A. program and Ph.D. Coordinator in Marketing. Dr. Vorhies holds a Bachelor of Science degree from Iowa State University, an M.B.A. from Western Illinois University and the Ph.D. in Marketing from the University of Arkansas. While at Arkansas, he was an American Marketing Association Doctoral Consortium Fellow.

Dr. Vorhies teaches in the areas of professional selling and sales management, marketing strategy, research methods and statistics at the undergraduate, M.B.A., and Ph.D. levels, respectively. His primary research contributions are in the area of marketing strategy dealing with the competitive advantage resulting from successful deployment of firm resources via marketing capabilities. Other research interests include the linkages between business strategy, environmental dynamism, marketing capabilities and firm performance as well as brand management and customer relationship management capabilities and firm performance.


David entered the Logistics Ph.D. program at the Sam M. Walton College of Business in 2009. Prior to returning to graduate school, David designed and implemented logistics systems. He has done project work and consulting for many companies including Wal-Mart, Pearle Vision, Sears, Ingram Micro, Shoe Carnival, Kodak, BMW, and Canon. His primary specialization has been with warehouse and transportation management systems.

David is interested in the logistics of disaster recovery and the associated network analysis when there are major disruptions in the supply chain. This will be one of his primary areas of study over the next few years.