

RESUME

Franklin Smith Houston
Department of Marketing
School of Business
Rutgers University - Camden
Camden, New Jersey 08102

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ACADEMIC BACKGROUND

Doctor of Philosophy: August, 1972
Herman C. Krannert Graduate School of Industrial Administration
Purdue University, West Lafayette, Indiana

Master of Business Administration: June, 1969
Graduate School of Business
Indiana University, Bloomington, Indiana

Bachelor of Arts: June, 1967
Harpur College, State University of New York at Binghamton
Binghamton, New York

ACADEMIC EMPLOYMENT

Associate Professor of Marketing 1988-Present
School of Business
Rutgers University-Camden
Camden, New Jersey 08102

Professor of Marketing 1986-1988
College of Commerce and Business Administration
University of Alabama
University, AL 35487

Associate Professor of Marketing 1982-1986
College of Commerce and Business Administration
University of Alabama

University, AL 35487

Associate Professor of Marketing 1976-1982
School of Business Administration
Temple University
Philadelphia, PA

Assistant Professor of Marketing 1972-1976
School of Business
University of Missouri-St. Louis
St. Louis, Missouri

PUBLICATIONS

Gassenheimer, Jule, Franklin S. Houston, and Chris Manolis, "The Vulnerability of Powerholders" A Response to Economic Dependence and Limited Social Support," forthcoming Journal of Managerial Issues, (April, 2004).

Gassenheimer, Jule, Franklin S. Houston, and J. Charlene Davis, "Integrating Stressed and Failing Interorganizational Relationships into the Relational Schema: The Role of Social Distance and Economic Dependency in Patterned Behavior," Journal of the Academy of Marketing Science, 26, 322-37 (October 1998).

Mundt, J. & Franklin S. Houston, "Uncalculated outcomes of exchange: Continuing the discussion," Journal of Macromarketing, 16(1), 73-88,(1996).

Gassenheimer, Jule, and Franklin S. Houston, "A Taxonomy for Marketing Distinctions Between Exchange and Non-Exchange and Governance Adaptations and Need-Satisfying Behavior," der Markt, vol. 34, no. 1 (1995).

Houston, Franklin S., editor, Marketing Exchange Relationships, Transactions, and Their Media, Westport, CT: Quorum Books, 1994.

Houston, Franklin S., "The Marketing Taxonomy", in Marketing Exchange Relationships, Transactions, and Their Media, edited by F. Houston, Westport, CT: Quorum Books, 1994.

Houston, Franklin S., Jule B. Gassenheimer, and James M. Maskulka, Marketing Exchange Transactions and Relationships, Westport, CT: Quorum Books, 1992.

(reviewed by **R. Bagozzi** in January, 1994, Journal of Marketing Book Review section, pages 155-57).

Houston, Franklin S., and Jule B. Gassenheimer, "Marketing and Exchange," Journal of Marketing, vol. 51, no. 4 (October, 1987).

Houston, Franklin S., "The Marketing Concept: What It Is and What It Is Not," Journal of

Marketing, vol. 50, no. 2 (April 1986).

Houston, Franklin S., and John Stanton, "Evaluating Retail Trade Area for Convenience Stores," Journal of Retailing, vol. 60, no. 1 (Spring 1984).

Houston, Franklin S., and Diana Scott, "The Determinants of Advertising Page Exposure," Journal of Advertising, vol. 13, no. 2 (1984).

Homans, Richard, and Franklin S. Houston, "Marketing Research for Public Health: A Demonstration of Differential Responses to Advertising," Journal of the Academy of Marketing Science, vol. 9, no. 4 (Fall, 1981).

Houston, Franklin S., and Diana M. Scott, "APEX Revisited," Medical Marketing and Media vol. 16, no. 1 (January, 1981).

Houston, Franklin S., "The Cumulative Effects of Advertising Privacy," Journal of Advertising Research, vol. 20, no. 5 (October 1980).

Weiss, Doyle L., Franklin S. Houston, and Pierre Windal, "The Periodic Pain of Lydia E. Pinkham," Journal of Business, vol. 51, no. 1 (1978).

Houston, Franklin S., "An Econometric Analysis of Positioning," Journal of Business Administration, vol. 9, no. 1 (Fall, 1977).

Houston, Franklin S., and Richard E. Homans, "Public Agency Marketing: Pitfalls and Problems," MSU Business Topics, vol. 25, no. 3 (Summer, 1977).

Houston, Franklin S., and John Haneski, "Pooled Marketing and Positioning," Journal of Advertising, vol. 5, no. 1 (Winter, 1976).

Houston, Franklin S., and Doyle L. Weiss, "Cumulative Advertising Effects: The Role of Serial Correlation," Decision Sciences, vol. 6, no. 3 (July, 1975).

Houston, Franklin S., "Commentary: The Enis and Kangun Public Policy Process," Public Policy Issues for Marketing, O. C. Ferrell and Ray LaGarce, eds., Lexington Books (1975).

Weiss, Doyle L., and Franklin S. Houston, "Measuring the Effects of Brand Loyalty Behavior," Journal of Business Administration, vol. 6, no. 1 (Fall, 1974).

Houston, Franklin S., and Doyle L. Weiss, "An Analysis of Competitive Market Behavior," Journal of Marketing Research, vol. 11, no. 2 (May, 1974).

CONFERENCE PUBLICATIONS

Mundt, J., Gould, S., & Houston, Franklin S. (1997). Failing to try to consume: A reversal of the

usual consumer research perspective. Advances in Consumer Research, 24, 211-216.

Gassenheimer, J. B., Franklin S. Houston, and JoNel Mundt, "Cooperation", 1996 Research Conference on Relationship Marketing Proceedings.

Gassenheimer, J. B., Franklin S. Houston, and E. C. Stacey, "Mapping the Terrain of Exchange: A Consignment Perspective," published in the Proceedings of the AMA Winter Theory Conference. February 1987.

Houston, Franklin S., "A Meta-Analysis of the Effects of Temporal and Contemporaneous Aggregation on the Carryover Coefficient in Sales and Advertising Relationships," M. Houston and R. Lutz (eds.), Marketing Communications: Theory and Research, proceedings of the AMA Winter Educators' Conference, 1985.

Bonfield, E. H., Franklin S. Houston, and M. H. Ryan, "The Fishbein Intentions Model and Consumer Behavior: A Test of Selected Causal Models," published in AMA Winter Educators' Conference Proceedings: Research Methods and Causal Modeling in Marketing, 1983.

Houston, Franklin S., and John F. Haneski, "Multiple Product Positioning," published in AMA Proceedings, August, 1979.

Homans, Richard E., and Franklin S. Houston, "Promoting Women's Programs: Who is Listening?," the Proceedings of National American Institute of Decision Sciences Conference, November, 1978.

Houston, Franklin S., "Aggregate and Disaggregate Cumulative Advertising Models," published in AMA Proceedings, August, 1977.

McGuire, Timothy W., Doyle L. Weiss, and Franklin S. Houston, "Consistent Multiplicative Market Share Models," published in AMA Proceedings, August, 1977.

Houston, Franklin S., and Doyle L. Weiss, "The Consequences of Measurement Error," published in AMA Proceedings, August, 1977.

Houston, Franklin S., and Robert Markland, "Public Agency Marketing - Improving the Adequacy of Infant Immunization," published in the Proceedings of the National American Institute of Decision Sciences Conference, November, 1976.

Houston, Franklin S., and Doyle L. Weiss, "An Analysis of Consumer Retention: An Individual-Aggregate Demand Function," published in AMA Proceedings, August, 1976.

Markland, Robert E., Franklin S. Houston and Douglas E. Durand, "Improving the Adequacy of Infant Immunization - A Statewide Program of Implementation," published in Proceedings of American Institute of Decision Sciences: Western Conference March, 1976.

Houston, Franklin S., Doyle L. Weiss and Lawrence W. Westermeyer, "Integrative Marketing

Analysis: A Comparison of Econometric Methods and Multidimensional Scaling Techniques," published in Proceedings of Southern Marketing Association, November, 1974.

Weiss, Doyle L., and Franklin S. Houston, "Cumulative Advertising Effectiveness and Brand Loyalty Behavior," published in the Proceedings of Canadian Association of Administrative Science, May, 1973.

OTHER Professional PUBLICATIONS AND ACTIVITIES

Guest Speaker for the International Comic Book Conference, San Diego, July 1996.

Article Series for the Comics Retailer (Trade Publication): December 1995, March 1996, July 1996.

OTHER PRESENTED PAPERS

Houston, Franklin S., Vinay Kanetkar, and Doyle L. Weiss,
Marketing Science Special Scanner Conference, Toronto, Canada,
September, 1994.

Houston, Franklin S., Vinay Kanetkar, and Doyle L. Weiss,
Marketing Science Conference, St. Louis, Mo., March, 1993.

Houston, Franklin S., and James Maskulka, "The Gray Market:
An Exchange Theory Perspective", Summer American Marketing
Association Conference, San Diego, August, 1991.

Stacey, Craig, Franklin S. Houston, Doyle Weiss, Vinay Katekar,
"Incorporating Lagged Marketing Effects in Scanner Data Models",
Marketing Science Institute Scanner Conference, UCLA, February, 1991.

Houston, Franklin S., Doyle Weiss, Craig Stacey, Vinay Katekar,
"Lagged Marketing Effects: Two Approaches to Redesigning Lagged Effects
in Market Share Models", MSI Marketing Science Conference, Wilmington,
Delaware, April, 1991.

Katekar, Vinay, Franklin S. Houston, Doyle Weiss, and Craig Stacey, "Consistent
Market Share Models", MSI Marketing Science Conference, Wilmington,
Delaware, April, 1991.

Houston, Franklin S., "Services Marketing: The Nay Sayer View," Southern
Marketing Association, Atlanta, GA, November, 1986.

Houston, Franklin S., and L. Parsons, "Modeling Cumulative Advertising as a
Continuous Function," TIMS/ORSA Marketing Science Conference, Dallas,
Texas, March, 1986.

Houston, Franklin S., "In Search of the Average Value of the Carryover Coefficient in Sales and Advertising Relationships", Marketing Science Conference, Nashville, TN, March, 1985.

Houston, Franklin S., and John Stanton, "Retail Site Location of Convenience Stores: An Application of the Huff Model and the Crunch Version of the Huff Model.", Marketing Science Conference, Chicago, IL, March, 1984.

Homans, Richard E., and Franklin S. Houston, "Policy Implications for Public Health: Empirical Analysis of Alternatives for Venereal Disease Prevention," TIMS-ORSA, April, 1976.

Houston, Franklin S., and Doyle L. Weiss, "The Autoregressive Carryover Model: An Alternative to the Current Effects Model", Cumulative Advertising Workshop, AMA Educator's Conference, Rochester, NY, August, 1975.

OTHER ASSOCIATION ACTIVITIES

Chair and Discussant for various association meetings over the years.

American Marketing Association, Chair and Organizer of Special Panel on Marketing Exchange Media, February, 1994.

American Marketing Association, invited member of the Macro-Marketing Panel, Winter Educators' Conference, San Diego, February, 1988.

American Marketing Association, Chairperson for the 1987/88 Dissertation Awards Committee.

Occasional Reviewer for Journal of Advertising, Journal of Marketing Research, Decision Sciences, Journal of the Academy of Marketing Science, Journal of Marketing.

Philadelphia Chapter of Instrumentation Society of America, presentation for accreditation series on marketing, April 1981.

American Business Press, presentation, Winter Conference, March, 1981.

Chairperson, Non-Traditional Applications, Academy of Marketing Science, 1979 Annual Conference.

Six-week Seminars: Philadelphia Chapter of the American Marketing Association - Quantitative Techniques for Marketing Managers, Fall, 1977 and Spring, 1978.

Articles in News and Views, a publication of the St. Louis Chapter of the American Marketing Association. January and April, 1975. "Practical Advice for Marketing Students and Professors" and "'Fear' in Public Health Campaigns."

REPORT

Houston, Franklin S., A Promotional Campaign for Improving Infant Immunization Levels in the State of Missouri; prepared as part of the Implementation of New Statewide Infant Immunization Supervisory Procedures contract; project director Robert E. Markland, 1976.

BOOK REVIEW

Advertising, Competition and Market Conduct in Oligopoly Over Time, by J. J. Lambin. Journal of Marketing, 50 (October, 1976), 147.

SELECTED UNIVERSITY SERVICE

Rutgers University

1992-94 University Senate Budget Advisory Committee.

1991-92 University Senate;
Chair, Senate Budget Advisory Committee;
Rutgers-Camden Grievance Committee.

1990-91 University Senate;
Senate Executive Committee;
Senate Budget Advisory Committee.
Rutgers-Camden School of Business representative
to the Library Addition Committee.

1989-90 University Senate;
Senate Executive Committee;
Chair, School of Business Policy (Program) Committee.

University of Alabama

Ph. D. doctoral program coordinator;
New Building Design Committee;
Computer (PC) Lab Review Committee.

Temple University

Marketing Department Ph. D. Co-Coordinator.
Marketing Department representative to Graduate
Council.

University of Missouri-St. Louis

University Graduate Council.