

Gary R. Holmes

**Associate Professor of Business Marketing
University of North Texas at Dallas**

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Academic Background:

Ph.D.	Marketing (<i>Sociology Minor</i>) (2008)	University of North Texas
M.B.A.	Business Administration (2001)	Drury University
B.S.	Business (<i>Marketing Major</i>) (1989)	Missouri State University

Academic Experience:

Associate Professor, University of North Texas at Dallas (August 2017 – Present)

Courses Taught: *Advertising Management*
 Consumer Behavior
 Marketing Foundations
 Marketing Management (MBA)
 Professional Selling
 Retailing
 Variable Operations for Dealerships

Associate Professor, Drury University (August 2008- May 2017)

Courses Taught: *Analytical Methods*
 Business Foundations
 Consumer Behavior
 Global Business, Innovations and New Ventures (MBA)
 Marketing Management: Customers and Markets (MBA)
 Marketing Research
 Principles of Advertising
 Principles of Marketing
 Product Development and Brand Strategy
 Professional Selling and Presentation

Instructor, University of North Texas (June 2007-May 2008)

Course Taught: *Professional Selling*

Instructor, Drury University (August 2002-May 2004)

Courses Taught: *Introduction to Business*
Strategic Management
Organizational Behavior
Marketing Management (MBA)

Membership in Professional Organizations:

- American Marketing Association
- Academy of Marketing Science
- Association of Collegiate Marketing Educators
- Association of Marketing Theory and Practice
- Society of Marketing Advances
- Marketing Management Association
- Credit Union Executives Society
- Credit Union National Association
- Junior Achievement
- Missouri Credit Union System

Professional Experience:

Vice President of Marketing (December 1997-August 2002)
City Utilities Employees Credit Union, Springfield, MO

Marketing Director (January 1993 – December 1997)
Southwest Teachers Credit Union, Springfield, MO

Marketing Specialist (June 1989 – December 1992)
McBee Binders, Springfield, MO

Offices and Committee Assignments:

- **Program Coordinator Supply Chain and Marketing Management** (2021 – Present)
UNTD
- **Faculty Senate** (August 2020 – August 2022) UNTD, senator
- **Faculty Web Advisory Committee** (August 2019 – August 2021) UNTD, member
- **CRED Assessment Team** (August 2018 – Present) UNTD, member

- **MBA Advisory Council** (August 2018 – Present) UNTD, member
- **International Committee** (August 2018 – Present) UNTD, member
- **Recruitment and Retention Subcommittee / Holistic Enrollment Committee** (August 2018 – Present) UNTD, member
- **Business Statistics Faculty Search Committee** (August 2020, 2022) UNTD, Chair
- **Academic Affairs Committee** (August 2020 – Present) UNTD, member
- **Library Committee** (August 2022 – Present) UNTD, member
- **University Policy Committee** (August 2018 – May 2020) UNTD, member
- **School of Business Curriculum Committee** (August 2017 – Present) UNTD, Chair, member
- **Faculty Worklife Committee** (August 2017 – May 2021) UNTD, member
- **Promotion and Tenure Committee** (May 2020, 2022) UNTD, member
- **Business Analytics Faculty Search Committee** (August 2018 – May 2019) UNTD, member
- **Breech Assurance of Learning Committee** (August 2013 – May 2017) Drury University, member
- **Breech Scholarship Committee** (August 2010-May 2017) Drury University, member, chair, member
- **Breech Honor Council** (November 2010 – May 2014) Drury University, member
- **Honorary Degree Committee** (August 2012- May 2014) Drury University, member, chair
- **Student Affairs Committee** (August 2009-May 2011, May 2013-January 2014) Drury University, secretary, member
- **Academic Affairs Committee** (August 2011 – May 2013) Drury University, secretary
- **Academic Advising Committee** (January 2010-May 2012) Drury University, member
- **MBA Task Force Committee** (August 2008-May 2012) Drury University, member
- **Marketing Faculty Search Committee** (August 2008-May 2009, August 2011-May 2012) Drury University, member, chair
- **Brand and Image Research Committee** (August 2008-May 2010) Drury University, member

Student Sponsorship:

- **Trading Cards Game Club** (August 2017 – May 2020) UNTD, Faculty Sponsor
- **MBA Greece Study Abroad** (May 2016, May 2017) MBA 682, Drury University, Faculty Leader
- **MBA China Study Abroad** (May 2012, May 2013, May 2014) MBA 682, Drury University, Faculty Leader and Instructor
- **Advertising Team** (August 2012-May 2013) Drury University, Faculty Co-Sponsor
- **Delta Mu Delta Honor Society** (August 2010-May 2012) Drury University, Faculty Sponsor

Honors:

- **Missouri State University**, Cum Laude
- **Missouri State University**, President's Honor Roll - Five Semesters
- **Missouri State University**, Dean's Honor Roll - Six Semesters
- **Missouri State University**, Regents Scholarship Recipient – Four Semesters

Areas of Expertise:

Package Design and Marketing

Visuals in Advertising

Source Effects and Advertising

Consumer Behavior

Relevance and Fit in Advertising

Publications and Creative Activities:

Refereed Published Articles

Holmes, Gary R., Clinton Amos, and Grace Zhang (2022), "Investigating Consumer Self-Concept in a Niche Retail Market," *Journal of Applied Marketing Theory*, Vol 9, Issue 1., pp. 1-17.

Holmes, Gary R., Charles E. Pettijohn, and Subhro Mitra (2020), "Dealer loyalty and brand loyalty: United or divided?", *Journal of Marketing Channels*, 26 Issue 4, pp. 263-275, DOI: [10.1080/1046669X.2020.1844839](https://doi.org/10.1080/1046669X.2020.1844839)

Holmes, Gary R., Charles E. Pettijohn, and Clinton Amos (2016), "Marketing Students' Attitudes Concerning Traditional Classroom Resources," *Journal for Advancement of Marketing Education*, Vol 24, Issue 1, pp. 1-11

Amos, Clinton, Gary R. Holmes, and Anthony Allred (2015), "Exploring Impact Philanthropy, Altruistic, Hedonic, and Egoistic Motivations to Support Animal Causes," *Journal of Nonprofit and Public Sector Marketing*, Vol 27, Issue 4, pp. 351-372

Amos, Clinton, Gary R. Holmes, and William Keneson (2013), "A Meta-Analysis of Consumer Impulse Buying," *Journal of Retailing and Consumer Services*, Vol 21, Issue 2, pp. 86-97

Barat, Somjit, Clinton Amos, Audhesh Paswan, and Gary R. Holmes (2013), "An

Exploratory Investigation Into How Socioeconomic Attributes Influence Coupons Redeeming Intentions," *Journal of Retailing and Consumer Services*, Vol 20, pp. 240-247

Holmes, Gary R., Nancy Spears and Charles Blankson (2013), "An Investigation of MatchUp Effects: Influential Sources of Fit and the Generative Role of Imagination," *Journal of Current Issues and Research in Advertising*, 34:1, pp. 151-165

Trimble, Carrie and Gary R. Holmes (2013), "New Thinking on Antecedents to Successful CRM Campaigns: Consumer Acceptance of an Alliance," *Journal of Promotion Management*, 19:3, pp. 352-372

Holmes, Gary R. and Audhesh Paswan, (2012), "Consumer Reaction to New Package Design," *Journal of Product and Brand Management*, Vol. 21, Iss: 2 pp. 109-116.
(Received Highly Commended Award: voted as one of the top three articles for 2012)

Nowak, Paul, Gary R. Holmes and Jim Murrow (2010), "A Model for Healthcare Employee Retention," *Journal of Hospital Marketing and Public Relations*, (January), 167-75

Amos, Clinton, Gary R. Holmes and David Strutton (2008). "Celebrity Endorser Source Effects and Effectiveness in Advertising: A Quantitative Synthesis"; *International Journal of Advertising*, 27 (Summer), 209-34 **(Most cited article published in IJA.)**

Refereed Published Proceedings and Presentations:

Wendt, Jeffrey and Gary R. Holmes (2024), "Reverse Flow Logistics in Manufacturing Operations," Published in Abstract form at the *Association of Marketing Theory and Practice Summer Conference*, Hilton Head SC March 13-16

Holmes, Gary R., (2022) "Automotive Brand Loyalty," Published in Abstract form at the *Federation of Business Disciplines Annual Conference, Association of Collegiate Marketing Educators* section, New Orleans, LA March 2-4

Holmes, Gary R., Charles E. Pettijohn, and Subhro Mitra (2019), "Examination of Dealer Loyalty and Brand Loyalty," Published in Abstract form at the *Marketing Management Association Annual Conference*, Santa Fe, NM March 18-19

Holmes, Gary R., Clinton Amos, and Grace Zhang (2018), "The Role of Consumer Self-Concept," Published in Abstract form at the *Association of Marketing Theory and Practice Annual Conference*, Ponte Vendra Beach FL March 15-17 **Awarded Best Paper in Track**

Pettijohn, Charles E. and Gary R. Holmes (2017), "An Analysis of Marketing Student

Perceptions of Proper Organizational Behaviors,” Published in Abstract form at the *Association of Marketing Theory and Practice Annual Conference*, Myrtle Beach SC March 23-25

Holmes, Gary R., Jordan Smith, and Morgan Young (2015), “Millennial’s Attitudes Concerning Traditional Classroom Resources,” Published in Abstract form at *Society for Marketing Advances Annual Conference*, San Antonio, TX November 3-6

Amos, Clinton and Gary R. Holmes (2014), “Exploring Impact Philanthropy, Altruistic, Hedonic, and Egoistic Motivations to Support Animal Causes,” Published in Abstract form at the *Association of Marketing Theory and Practice Summer Conference*, Hilton Head SC March 13-15 **Awarded Best Paper in Track**

Holmes, Gary R., Clinton Amos, and William Keneson (2011), “Impulsive Buying: A Quantitative Synthesis of the Literature,” Published in Abstract form at the *American Marketing Association Summer Educators Conference Proceedings*, San Francisco, CA Aug 3-10

Holmes, Gary R. and Nancy Spears (2011), “Advertising Relevance: Categorization and a Case for Scale Development,” Published in Abstract form at the *Academy of Marketing Science Annual Conference Proceedings*, Coral Gables, FL, May 24-27

Amos, Clinton, Gary R. Holmes and Lixuan Zhang (2007), “Consumers Non-Conscious Ad Intrusion Detection Systems: The Link between Psychological Reactance and Ad Irritation,” Published in abstract form at the *Academy of Marketing Science Annual Conference Proceedings*, Orlando, FL, May 23-26

Pentina, Iryna, David Strutton and Gary R. Holmes (2007), “The Role of Information Processing in New Product Success: A Meta-Analytic Investigation,” Published in abstract form at the *Academy of Marketing Science Annual Conference Proceedings*, Orlando, FL, May 23-26

Holmes, Gary R. and Clinton Amos (2006) "Evaluation of New Package Design on Purchase Intention," Published in abstract form at 2006 *Society for Marketing Advances Annual Conference Proceedings*, Nashville, TN, Nov 1-4

Amos, Clinton and Gary R. Holmes (2006) “Direct Advertising Value: An Integrated Model,” Published in abstract form at 2006 *Society for Marketing Advances Annual Conference Proceedings*, Nashville, TN, Nov 1-4

Holmes, Gary R. (2006), “New Package Design: Evaluation of Consumer Experience,” Published in abstract form at the *Academy of Marketing Science Annual Conference Proceedings*, San Antonio, TX, May 24-27

Working Papers:

"Is the Franchisee the Brand?" Currently analyzing data. Targeted for Journal of Business Research.

Grants Awarded:**Texas Higher Education Accelerating Credential of Purpose and Value Planning Grant (2022)**

UNTD Supply Chain and Marketing Management Major Accelerated Credentials Program - \$50,000 grant to allow University of North Texas at Dallas (UNTD) Supply Chain and Marketing Management student majors to be credentialed through Council of Supply Chain Management Professionals (CSCMP) upon graduation.

Service to the Academy:**Adhoc Reviewer**

- Journal of Applied Marketing Theory (2024)
- Association of Collegiate Marketing Educators (2021, 2022)
- Journal of Consumer Marketing (2019, 2020)
- Journal of Product and Brand Management (2018, 2019, 2023, 2024)
- Journal of Accounting and Marketing (2018)
- Journal of Strategic Marketing (2018, 2020)
- Journal of Retailing and Consumer Services (2017, 2018)
- Journal of Business Research (2016)
- Journal of Retailing (2015, 2016)
- Journal of Brand Strategy (2014)
- Journal of Promotion Management (2012, 2013)
- New Media and Society (2012)
- Association for Marketing Theory and Practice (2009, 2010, 2011, 2012)
- Decision Science Institute (2005, 2010)
- Society for Marketing Advances (2008)

Session Chair

- Association of Marketing Theory and Practice Retailing and Supply Chain Track (2024)
- Association of Collegiate Marketing Educators Consumer Behavior Track (2022)
- Association of Marketing Theory and Practice Potpourri Track (2018)
- Society for Marketing Advances Marketing Education Track (2015)
- Association of Marketing Theory and Practice Advertising Track (2012)

Track Chair

- Association of Collegiate Marketing Educators Consumer Behavior Track (2022)
- Association of Collegiate Marketing Educators Sports Marketing Track (2021)

Consulting:

- **Hernandez Insurance** (2023) - In-Dept Interview Qualitative Research
- **Beine Automotive Group** (2016, 2017)- Survey Market Research
- **Blu Current Credit Union** (2017) – Survey Market Research
- **CU Community Credit Union** (2016) – Focus Group and Survey Market Research
- **David Harrison Educational Materials** (2011) – Focus Group Market Research
- **Andy Williams Theater** (2010) – Survey Research
- **City of Ozark, Missouri** (2009) - Focus Group Market Research

Service to the Community:

- **Gloryland Express** (2022) Volunteered and supported camps and events for community minorities, providing meals and assistance.
- **Toyota Mobile Fresh Market Project** (2019 – 2020)
UNTD – Collaborated and advised the team on marketing development and implementation.
- **UME Preparatory Academy** (2019 - 2020)
Board Member, Security Committee Member
- **Mentors 4 Couples** (2018 – 2021)
Mentored and guided couples through a marriage revitalization curriculum.
- **DECA** (2019)
Served as a district judge of students' Marketing plans and presentations.
- **Midlothian High School AVID Students** (2018, 2020)
Presented the importance of college attendance and promoted UNTD to over 70 students over four separate classes.
- **Texas Independent Automobile Dealers Association** (2018) Served as Quality Dealer Award Judge.
- **Young Life Capernaum** (2017, 2018)
Volunteered by leading, organizing, and working on a weekly basis with special needs individuals.
- **Future Business Leaders of America** (2014, 2015, 2017) Served as a District and Finals Competition Judge.
- **Cox Health Services Leadership Program** (2013 - 2017)
Presented an overview of marketing and service quality to Cox Health physicians and administration.

- **Rare Breed Youth Homeless Center** (2015-2017) Volunteered by donating and serving meals.
- **Blu Current Credit Union Scholarship Committee** (2016 – 2017) Reviewed scholarship applications and selected top three recipients.
- **Springfield Public Schools Pershing Middle School** (2016) Served as a Business Innovation Competition Judge.
- **Ridgecrest Baptist Church Camp Counselor** (2008-2014) Counselor at a weeklong summer camp for high school students.
- **Glendale High School Tennis Booster Club** (2012-2014) Participated in fund raising events for GHS Tennis team.
- **Developmental Center of the Ozarks** (2012-2013)
Organized and volunteered for a Prom event for special needs high school students.
- **Ridgecrest Baptist Church Youth Mission Team** (2010-2012)
Served on a team working in food banks, completed service projects for the elderly, and organized community outreach events in Kansas City, MO (2012), Houston, TX (2011) and Memphis, TN (2010)
- **Grand Oaks Food Pantry** (2012)
Volunteered and donated items to food bank.
- **Strafford High School Project Graduation Committee Member** (2010-2011)
Organized and participated in various fundraising events.
- **Strafford High School Athletic Booster Club Member** (2008-2011) Organized and participated in various fundraising events.
- **Strafford High School Band Booster Club Member** (2008-2011) Organized and participated in various fundraising events.
- **Ozarks Neurosurgery Education Clinic** (2010)
Presented “How to Market Your Practice” to area neurosurgeons.
- **Strafford Public Schools Career Fair** (2009)
Presentation to students about careers in higher education.