

FACULTY CURRICULUM VITAE

David G. Spaulding DBA
2025

Campus Office Phone Number: (810) 577-6444

UNT Dallas Campus

Office Number and Building:

7400 University Hills Blvd.

Work E-Mail Address: David.Spaulding@UNTDallas.edu

Dallas, TX 75241

AREA OF EXPERTISE

Automotive Marketing and Management
Marketing and Management

EDUCATION

1972 - Michigan State University
Bachelor of Arts

1977 - University of Alabama, Birmingham
Masters in Business Administration

1979 - Chevrolet School of Merchandising
Principles of Dealership Management

2002 - Nova Southeastern University
Doctor of Business Administration

2012 - ETOM Online Teaching Certification Course.

2017- Present- All Required Training UNTD.

PROFESSIONAL EXPERIENCE

2017-Present: University of North Texas Dallas – Adjunct Professor: Dealership Management Certificate Program, Graduate School: Marketing and Management Courses

2002-2022 Retired: Northwood University Cedar Hill Texas and Midland Michigan: Marketing Department Chair, Automotive Studies. Extensive Online Courses: Taught in person in Texas, Michigan, and China.

1994 – 2004: Baker College Flint, Michigan Adjunct Marketing Professor Face to Face and online since 1999

1982 – 1999: Applegate Chevrolet Co., Flint, Michigan. General Sales Manager

1992 Retired Special Deputy Genesee County Michigan

Community Involvement Past and Present

Midlothian Rotary Club 2008-Present: President 2020-21, Webmaster 2021, Old Glory Flag Program Committee -2014-2023, Christmas Parade in Midlothian Texas 2019-Present. Paul Harris Fellow

Midlothian, Texas Civic Center Board of Directors 2020-Present, Vice President 2022-Present

Meals and Wheels 2015-Present Food delivery in the Midlothian Texas, area.

Professional Standards Committee Northwood University 2015-2022

UNTD Trailblazer Elite mentoring program 2021-2024

First Presbyterian Church of Midlothian, Texas Member and Elder, various committees. 2009-Present

Arlington Sportsman Club 2023-Present. Youth introduction to firearms and shooting activities, events setups and cleanups.

Buick Club of America 2006- Present

36-38 Buick Club 2020-Present

SCHOLARSHIP

Publications

- Spaulding, David G., & Plank, Richard E. (2003). Behaviors, Empathy, and Sales Effectiveness in a Retail Automotive Setting, in *Grappling with the Enduring Questions of Marketing*, Michelle B. Kunz and Brian T Engelland, eds. Marketing Management Association, Chicago, IL, 2003. Pp. 117.
- Spaulding, David G., & Plank, Richard E. (2003). Behaviors, Trust and Sales Effectiveness in a Retail Setting, in *National Conference in Sales Management Proceedings*, Scott A. Inks ed. H. H. Gregg. Pp. 39-48.

- Spaulding, David G., & Plank, Richard E. (2003). The Relationship of Salesperson Behaviors, Conflict, and Sales Performance, in *Association of Marketing Theory and Practice Proceedings*, Brenda Ponsford, ed. AMTP. Pp. 1-8.
- Spaulding, George, & Spaulding, David G. (2004) Detroit Show. *Charleston Post and Courier*, 104, 10, pp. 1F.
- Spaulding, David G., & Plank, Richard E. (2004). The Sales Process: The More it Changes the More it Stays the Same. In *National Conference in Sales Management Proceedings*, David Shepherd ed. H. H. Gregg. Pp. 23-32.
- Spaulding, David G. (2005). *Spaulding's Retail Automotive Glossary*. Midland, Michigan: Northwood Press.
- Spaulding, George G., & Spaulding, David G. (2007). Concept Cars. *Charleston Post and Courier*, Volume 106, Number 27, pages E1-E2.
- Spaulding, David G., Plank, Richard E., Chiagouis, Larry, & Long, Mary (2007). Selling Automobiles at Retail: Is Empathy Important? *Academy of Marketing Science World Marketing World Marketing Congress Proceedings*.
- Spaulding, David G., Plank, Richard E (2007). Selling Automobiles at Retail: Is Empathy Important? *Marketing Management Journal* 17:2 Fall 2007.
- Spaulding, David G. (2010) Dealership Financial Management. Self-published for use in University of North Texas University Dallas courses.
- Spaulding, David G. (August 2021) Travels of Hilda. BCA Buick Bugle. [The Buick Bugle – August 2021 by Buick Club Of America – Issuu](#)

Online Scholarship

The University of North Texas Automotive Dealership Management Certificate Program has content that has been mostly written by myself with Allen Pankoft and other with just several books in support. For example, in the Introduction course, the historical content was written by Mr. Pankoft and me that takes students through the 19th, 20th, and 21st century of automotive design, innovation, and products.

Creation of online courses (5) at the University of Texas at Dallas: Automotive Dealership Management.

Awards:

Rotary International Paul Harris Fellow 2008-Present.

Outstanding Faculty UNT Dallas Graduate School 2024.

State Championships Michigan Masters Swimming 1995

World Masters Championships Top 20 in two events.