

DANIEL J. FLINT
Vita

Academic Address

Department of Marketing
336 Stokely Management Center, Haslam College of Business
The University of Tennessee
Knoxville, TN 37996
Email: dflint@utk.edu

Home Address

130 Megan Lane
La Follette, TN 37766
mobile: (865) 250-5183

Education

Doctor of Philosophy in Business Administration, Marketing/Logistics. The University of Tennessee, 1998. Dissertation title: "Change in customers' desired value: A grounded theory study of its nature and process based on customers' lived experiences in the U.S. automobile industry."

Master of Science in Administration, Business Administration. Central Michigan University, 1990.

Bachelor of Science, Mechanical Engineering. The United States Naval Academy, 1985.

Professional Experience

7/20 – present

Regal Professor of Marketing

Department of Marketing
Haslam College of Business
&

Interim Dept. Head

Dept. of Retail, Hospitality & Tourism Management
College of Education, Health and Human Sciences
The University of Tennessee, Knoxville

8/12 – 6/20

Regal Professor of Marketing

Department of Marketing
The University of Tennessee, Knoxville

May/June 2016

Visiting Professor

University of Verona

7/11 – 8/12

Proffitt's, Inc. Professor of Marketing

Director, Shopper Marketing Forum
Director, Marketing Ph.D. Program (until 1/12 after 6 years as director)
Department of Marketing and Logistics
The University of Tennessee, Knoxville

1/06 – 6/11

Proffitt's, Inc. Associate Professor of Marketing

Director, Marketing Ph.D. Program
Director/Founder, Shopper Marketing Forum
Department of Marketing and Logistics
The University of Tennessee, Knoxville

- 8/05 – 12/05 **Associate Professor**
Director, Marketing Ph.D. Program
Department of Marketing and Logistics
The University of Tennessee, Knoxville
- 8/02 – 7/05 **Assistant Professor**
Department of Marketing and Logistics
The University of Tennessee, Knoxville
- 8/98 – 5/02 **Assistant Professor**
Department of Marketing
Florida State University, Tallahassee
- 9/94 - 7/98 **Research Associate/Instructor**
Department of Marketing, Logistics, and Transportation
The University of Tennessee, Knoxville
- 9/92 - 7/94 **Industrial Sales Engineer**
Aerospace & Commercial Rolled Products Division/Automotive Group
Aluminum Company of America
- 11/90 - 8/92 **Research Analyst/Joint Staff Intern (Lieutenant, U.S. Navy)**
Navy Annex, Arlington (Quality of Life Initiative), VA; Pentagon
- 5/85 - 10/90 **Naval Flight Officer/Maintenance Division Officer**
Naval Air Station, Key West, FL

Research Foci

- Corporate identity congruence (coined the term CIC) & corporate branding
- Sustainable Supply Chain Orientation (coined the term SSCO)
- Customer value understanding and anticipation
- Sustainability for competitive advantage
- B2B relationships
- Shopper marketing (shopper insights, brand manufacturer-retailer relationships, strategic planning)

I try to focus on working with socially minded small-medium sized enterprises and emerging markets.

Industries explored thus far:

Entrepreneurial social-minded start-ups focusing on developing nations; Consumer packaged goods; global wine; retailing; consumer electronics; aircraft maintenance services; aerospace distribution; Internet returns management; water pumps; military radar system test equipment; transportation services; helicopter and aircraft manufacturing; aerospace/satellite industry; railroad, automotive; logistics services; medical devices; computers; chemicals; magnesium; aluminum; education

Publications

Journal Articles (peer reviewed)

1. Milfeld, Tyler and Daniel J. Flint (2020), "When brands take a stand: the nature of consumers' emotional reactions to social narrative videos," The Journal of Product and Brand Management.
2. Signori, Paola and Daniel J. Flint (2019), "Revealing the unique blend of meanings in corporate identity: an application of the semiotic square," Journal of Marketing Theory and Practice, forthcoming.
3. Flint, Daniel J., Paola Signori and Susan L. Golicic (2018), "Corporate Identity Congruence: a meanings-based analysis," Journal of Business Research, 86 (May), 68-82.
<https://authors.elsevier.com/a/1WWJUXj-jNx5h>
4. Nichols, Bridget and Daniel J. Flint (2018), "Creating memories and bonding through competitive shopping for bridal gowns," Qualitative Market Research, an International Journal, 21 (4), 513-529.
5. Stolze, Hannah, Diane Mollenkopf, Ladonna Thornton and Daniel J. Flint (2018), "Supply chain and marketing integration: tension in frontline social networks," Journal of Supply Chain Management, 54 (3), 3-21. doi: doi.org/10.1111/jscm.12169
6. Signori, Paola, Daniel J. Flint and Susan Golicic (2017), "Constrained innovation on sustainability in the global wine industry," Journal of Wine Research, 28 (2), 71-90.
7. Golicic, Susan, Daniel J. Flint and Paola Signori (2017), "Building business sustainability through resilience in the wine industry," International Journal of Wine Business Research, 29 (1), 74-97. available online (<http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJWBR-02-2016-0005>).
8. Rader, Scott, Roger Brooksbank, Zahed Subhan, Clinton Lanier, Daniel Flint and Nadja Vorontsova (2016), "Toward a theory of adoption of mobile technology devices: an ecological shift in life-worlds," Academy of Marketing Studies Journal, 20(3), 38-61.
9. Stolze, Hannah, Diane Mollenkopf and Daniel J. Flint (2016), "What is the right supply chain for your shopper? exploring the shopper service ecosystem," Journal of Business Logistics, 37(2), 185-197.
10. Chakar, Nawar, David Schumann, Alex Zablah and Daniel J Flint (2016), "Exploring the state of salesperson insecurity: how it emerges and why it happens," Journal of Marketing Theory and Practice, 24(3), 344-364.
11. Rader, Scott, Clinton Lanier, Zahed Subhan, and Daniel J. Flint (2016), "Upwardly mobile with no place to go: a cross-cultural investigation into consumers constrained consumption experiences," Academy of Marketing Studies Journal, 19(1), 225-249.
12. Signori, Paola, Daniel J. Flint and Susan Golicic (2015), "Toward sustainable supply chain orientation (SSCO): mapping managerial perspectives", International Journal of Physical Distribution & Logistics Management, 45 (6), 536 – 564. [selected most outstanding article 2015]

13. Nichols, Bridget, David Raska and Daniel J. Flint, (2015) "Effects of consumer embarrassment on shopping basket size and value: A study of the Millennial consumer," Journal of Consumer Behavior, 14, 41-56.
14. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston and Daniel J. Flint (2015), "Rethinking customer 'relationships'," Business Horizons, 58 (1), 99-108.
15. Spaid, Brian and Daniel J. Flint (2014), "The meaning of shopping experiences augmented by mobile Internet devices," Journal of Marketing Theory and Practice, Vol. 22, No. 1, pp. 73-89.
16. Flint, Daniel J., Robert Lusch, and Stephen Vargo (2014) "The supply chain management of shopper marketing as viewed through a service ecosystem lens," International Journal of Physical Distribution and Logistics Management, Vol. 44, No. 1, pp. 23-38.
17. Nichols, Bridget and Daniel J. Flint (2013), "Competing while shopping: How women shoppers create experiential value through the process of competing, co-opeting, and cooperating at a bridal gown sale," Qualitative Marketing Research, Vol. 16, no. 3, pp. 253-275.
18. Blocker, Christopher P., Mark Houston, and Daniel J. Flint (2012) "Unpacking what a 'relationship' means to commercial buyers: How the relationship metaphor creates tension and obscures experience," Journal of Consumer Research, Vol. 38, No. 5, pp. 886-908.
19. Blocker, Christopher P., Daniel J. Flint, Mathew Myers, and Stanley Slater (2011) "The Role of Proactive Customer Orientation in Global Markets," Journal of the Academy of Marketing Science, Vol. 39 (2), 216-233.
20. Flint, Daniel J., Christopher P. Blocker and Philip Boutin, (2011) "Customer Value Anticipation Customer Satisfaction and Loyalty: An empirical examination," Industrial Marketing Management, Vol. 40 (2), 219-230.
21. Satinover, Bridget and Daniel J. Flint, (2010) "That item is mine! Consumer Competitiveness and Need for Control: A Study of Online Auction Bidding," International Journal of Electronic Marketing and Retailing, Vol. 3, No. 3, 261-292.
22. Esper, Terry L., Alexander E. Ellinger, Theodore P. Stank, Daniel J. Flint, and Mark Moon (2010), "Demand and Supply Integration: A Theoretical and Practical Framework," Journal of the Academy of Marketing Science, Vol. 38 (1), 5-18.
23. Flint, Daniel J. and Susan Golicic (2009) "Searching for Competitive Advantage Through Sustainability: A Qualitative Study in the New Zealand Wine Industry," International Journal of Physical Distribution and Logistics Management, 39 (1), 841-860.
24. Mello, John and Daniel J. Flint (2009), "A Refined View of Grounded Theory and Its Application to Logistics Research," Journal of Business Logistics, 30 (1), 107-125.
25. Fugate, Brian, John T. Mentzer, and Daniel J. Flint (2008), "The Role of Logistics in Market Orientation," Journal of Business Logistics, 29 (2), 1-26.
26. Flint, Daniel J., Everth Larsson and Britta Gammelgaard (2008), "Exploring Processes for Customer Value Insights, Supply Chain Learning and Innovation: An International Study," Journal of Business Logistics, 29 (1), 257-282. Winner of CSCMP 2009 Bernard J. LaLonde

Award for most significant contribution to thought from articles in The Journal of Business Logistics for 2008.

27. Blocker, Christopher P. and Daniel J. Flint (2007), "Customer Segments as Moving Targets: Integrating Customer Value Dynamism into Segment Instability Logic," Industrial Marketing Management, 36 (6), 810-822.
28. Blocker, Christopher P. and Daniel J. Flint (2007), "Exploring the Dynamics of Customer Value in Cross-Cultural Business Relationships," Journal of Business & Industrial Marketing, 22 (4).
29. Flint, Daniel J. (2006), "Innovation, Symbolic Interaction, and Customer Valuing: Thoughts Stemming from a Service-Dominant Logic of Marketing," Marketing Theory, 6(3), 349-362.
30. Anitsal, Ismet and Daniel J. Flint (2005), "Exploring Customers' Perceptions in Creating and Delivering Value: Technology-Based Self-Service as an Illustration," Services Marketing Quarterly 27 (1), 57-72.
31. Flint, Daniel J., Everth Larsson, Britta Gammelgaard, and John T. Mentzer (2005), "Logistics Innovation: A Customer Value-Oriented Social Process," Journal of Business Logistics, 26 (1), 113-147.
32. Flint, Daniel J. (2004), "Strategic Marketing in Global Supply Chains: Four Challenges," Industrial Marketing Management, 33 (1), 45-50.
33. Flint, Daniel J., Robert B. Woodruff, and Sarah Fisher Gardial (2002), "Exploring the Customer Desired Value Change Phenomenon in a Business-to-Business Context," Journal of Marketing, 66 (4), 102-117.
34. Flint, Daniel J. (2002), "Compressing New Product Success-to-Success Cycle Time: Improving New Product Ideation Through Deep Customer Value Understanding," Industrial Marketing Management, 31, 305-315. Selected for best paper in issue award.
35. Giunipero, Larry C. and Daniel J. Flint (2001), "Purchasing Practices in Saudi Arabia - An Exploratory Analysis," International Journal of Physical Distribution and Logistics Management, 31 (9), 674-693.
36. Mentzer, John T., Daniel J. Flint, and G. Tomas M. Hult, (2001) "Logistics Service Quality as a Segment-Customized Process," Journal of Marketing, 65 (4), 82-104.
37. Flint, Daniel J. and Robert B. Woodruff, (2001), "The Initiators of Changes in Customers' Desired Value: Results from a Theory Building Study," Industrial Marketing Management, 30 (4), 321-337.
38. Flint, Daniel J. and John T. Mentzer (2000), "Logisticians as Marketers: Their Role When Customers' Desired Value Changes" Journal of Business Logistics, 21 (2), 19-45.
39. Mentzer, John T., Daniel J. Flint and John L. Kent, (1999) "Developing a Logistics Service Quality Scale," Journal of Business Logistics, 20 (1), 9-32.

40. Flint, Daniel J., Robert B. Woodruff and Sarah Fisher Gardial, (1997) "Customer Value Change in Industrial Marketing Relationships: A Call for New Strategies and Research," Industrial Marketing Management, 26 (2), 163-176.
41. Kent, John L. and Daniel J. Flint, (1997) "Perspectives on the Evolution of Logistics Thought," Journal of Business Logistics 18 (2), 15-29.
42. Mentzer, John T. and Daniel J. Flint, (1997) "Validity in Logistics Research," Journal of Business Logistics, 18 (1), 199-216.
43. Gardial, Sarah F., Daniel J. Flint, and Robert B. Woodruff, (1996) "Trigger Events: Exploring the Relationships Between Critical Events and Consumers' Evaluations, Standards, Emotions, Values and Behavior," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 9, 35-51.
44. Garver, Michael S. and Daniel J. Flint, (1995) "A Proposed Framework for Exploring Comparison Standards at Various Stages of the Business-to-Business Evolution," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 8, 11-21.

Manuscripts Under Review and Preparation

1. Milfeld, Tyler, Eric Haley and Daniel J Flint, "A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising," **under third review** at The Journal of Advertising
2. Paola Signori, Tyler Milfeld, Daniel J. Flint, and Bridget S. Nichols, "Congruence in the Communication of Sustainability and its Impact on Consumer Experience and Purchase Behavior: Insights from a Series of Experiments," **under first review** at The Journal of the Academy of Marketing Science.
3. Mello, John and Daniel J. Flint, "An Author's Guide to the Use of Grounded Theory in Supply Chain Management Research," **under first review** at the International Journal of Physical Distribution and Logistics Management.
4. Milfeld, Tyler and Daniel J. Flint, "I Take Issue with that (Brand): How and When Taking a Stand Influences Consumer Attitudes," preparing for January 2021 submission.

Conference Papers (peer reviewed)

1. Milfeld, Tyler and Daniel J. Flint (2020), "Too far and away? The effect of social narrative videos on brand and real world attitudes," American Marketing Association Annual Summer Conference, forthcoming August 2020, Chicago, IL.

2. Milfeld, Tyler and Daniel J. Flint (2019), "To Embrace or Not Embrace Sustainability Marketing Communication – That is the Question," American Marketing Association Annual Summer Conference, August 2019, Chicago, IL
3. Milfeld, Tyler, Daniel J. Flint, Paola Signori, Bridget S. Nichols and Irene Gozzo (2019) "Sustainability signaling, Corporate Identity Congruence & Corporate Image Congruence," American Marketing Association Annual Summer Conference, August 2019, Chicago, IL.
4. Flint, Daniel J., Paola Signori and Susan L. Golicic (2018), "Leveraging sustainable supply chain orientation in marketing communications," In: Rossi P., Krey N. (eds) Finding New Ways to Engage and Satisfy Global Customers. *21st Academy of Marketing Science World Marketing Congress*, Lisiada-Norte, Porto, Portugal.
5. Golicic, Susan, Paola Signori, and Daniel J. Flint (2017), "Supply chain connections and the triple bottom line in the global wine industry," *10th Annual Conference of the Euromed Academy of Business*, Rome, Italy, 655-664.
6. Signori, Paola, Daniel J. Flint and Wenjun Zhou (2017), "Value and meaning co-creation in social media: do current analysis methods accurately interpret casual talk?" *Sinergie, SIMA 2017 Conference on Value Co-creation*, University of Napoli Federico II, Naples, Italy, June.
7. Signori, Paola and Daniel J Flint (2016), "Digital marketing innovations and their role in service ecosystems; the exchange of value and social impact," *XXI Annual International RESR Conference*, Napoli, Italy.
8. Golicic, Susan L., Daniel J. Flint and Paola Signori (2016), "The triple bottom line in the global wine industry," *9th Academy of Wine Business Research Conference Proceedings*, University of South Australia, Adelaide, Australia, 438-447.
9. Flint, Daniel J. and Paola Signori (2016), "Developing a scale for business network clustering," *International Marketing Trends Annual Conference Proceedings*, Venice, Italy.
10. Signori, Paola, Daniel J. Flint and Susan L. Golicic (2015), "Constrained sustainability innovation: insights from an inductive study of the global wine industry," *Annual EuroMed Conference*, Verona, Italy.
11. Djorcev, Maja, Daniel J. Flint, and Paola Signori (2015), "Marketing approaches for small-scale organic wine producers in Slovenia: proposing a refined clustering model," *International Marketing Trends Annual Conference Proceedings*, Paris, France, Feb.
12. Signori, Paola, Silvia Rigon, and Daniel J. Flint (2015), "Sentiment and content analysis to cluster neutral messages online," *International Marketing Trends Annual Conference Proceedings*, Paris, France, Feb.

13. Flint, Daniel J. and Paola Signori (2014), "Trying to be Different through Storytelling: Diagnosing and improving on (un)intentional corporate and brand identity," *Eurasia Business and Economics Society*, Barcelona, Spain, Oct.
14. Flint, Daniel J. and Paola Signori (2014), "Environmental sustainability: Is collaboration necessary?" in *26th Conference of the Nordic Logistics Research Network , NOFOMA 2014, Competitiveness through supply chain management and global logistics*, Gammelgaard, B., Proekl, G., Kinra, A., Astrup, J., Andersen, P., Schran, Hans-Joachim, Hsuan, J., Malouf, M. and Wieland, A. (Eds) , Copenhagen, DK, pp. 565-580.
15. Flint, Daniel J., Paola Signori and Susan L. Golicic (2014), "The challenge of brand positioning: convergence of innovative, modern, traditional and/or classic," *Annual Conference for the Academy of Wine Business Research*, Geisenheim University, Germany (June 2014).
16. Golicic, Susan L. and Daniel J. Flint (2013), "Co-creating experiential stories: differentiating a winery in the global wine industry," *Academy of Wine Business Research Annual Conference*, Ontario, Canada.
17. Flint, Daniel J. and Susan L. Golicic (2013), "Telling the story or selling the experience: winery managers' perceptions from around the world," *Academy of Marketing Science Annual Conference*, Monterey, CA.
18. Nichols, Bridget, David Raska and Daniel J Flint (2012), "Product masking effects of consumer embarrassment on shopping basket size and value," *American Marketing Association Summer Educators Conference*, Chicago, IL.
19. Nichols, Bridget and Daniel J. Flint (2011) "Creating memories and bonding through competitive shopping: Evidence of co-creating experiential retail value," *15th Bi-annual Academy of Marketing Science World Congress*, Reims, France.
20. Flint, Daniel J. and David Schumann (2011) "Plugging social responsibility into shopper marketing," *15th Bi-annual Academy of Marketing Science World Congress*, Reims, France.
21. Flint, Daniel J., Susan L. Golicic and Paola Signori (2011) "Sustainability through resilience: the very essence of the wine industry," *6th Academy of Wine Business Research Conference*, France.
22. Lyu, Jewon, Daniel J. Flint and Heejin Lim (2011), "Exploring the phenomenon of Facebook page implementation and the role of retailers on social media marketing success," *American Collegiate Retailing Association*, Boston, MA, March 2011.
23. Stolze, Hannah, Diane Mollenkopf and Daniel J. Flint (2010), "Environmental Customer Value" *Australia New Zealand Marketing Consortium annual conference*, fall.
24. Stolze, Hannah, Diane Mollenkopf and Daniel J. Flint (2010), "Environmental Corporate Social Responsibility as a Core Competence for the Firm," *American Marketing Association Annual Conference*, Summer.
25. Golicic, Susan L. and Daniel J. Flint (2010), "The Tension Between Business and Romance: A Qualitative Study in the Global Wine Industry," *Academy of Marketing Science Annual Conference*, spring.

26. Kim, Jiho and Daniel J. Flint (2009), "Understanding the Relationship Between Team Identification, Team Involvement and Adaptation Patterns of Korean Immigrants," *Sport Marketing Association 2009 Annual Conference*,.
27. Flint, Daniel J. and Susan L. Golobic (2009), "Searching for an Edge Through Sustainability: A Qualitative Study in the New Zealand Wine Industry," *Society of Marketing Advances 2009 Annual Conference*. El-Ansary Award – Best Paper in Channels
28. Blocker, Christopher P., Daniel J. Flint, and Matthew Myers (2009), "Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization," *Developments in Marketing Science, 2009 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed. Winner of M. Wayne DeLozier Best Conference Paper Award
29. Rader, Scott and Daniel J. Flint (2008) "Driving and Surviving: A Cross-cultural Investigation of Truck Drivers' Consumption-Related Experiences in the United States and Vietnam," *Society of Marketing Advances 2008 Annual Conference*.
30. Satinover, Bridget and Daniel J. Flint (2008) "Struggling for Control: How Members of an Online Community Work Together for Independent Goals," *Developments in Marketing Science, 2008 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed..
31. Walls, Simon, David Schumann, and Daniel J. Flint (2006), "The Consumer-Firm Bond: An Existential-Phenomenological Description of the Nature of the Consumer-Firm Bonding Experience," *Society of Consumer Psychology* conference, Miami, February.
32. Blocker, Christopher P. and Daniel J. Flint (2005), "Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change" *12th Biennial AMS World Marketing Congress*, Münster, Germany, 356.
33. Flint, Daniel J. and Christopher P. Blocker (2004), "Expanding on the Emotional and Symbolic Interactionist Aspects of Business Customer Desired Value Change: A Conceptual Model," *Developments in Marketing Science, 2004 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed., 27, 18-26.
34. Anitsal, Ismet and Daniel J. Flint (2003), "Understanding Customer Productivity in Shopping: Preliminary Qualitative Insights From Technology-Based Self-Service," *Marketing in a Dynamic Global Environment, Proceedings of the 2003 Atlantic Marketing Association Annual Conference*, Jerry W. Wilson ed., 200-206.
35. Anitsal, Ismet and Daniel J. Flint (2003), "Understanding Customer Labor in Shopping: Insights From Technology Based Self-Service," *Retailing 2003: Strategic Planning in Uncertain Times*, Joel R. Evans eds., special conference series X, Hempstead, NY: Academy of Marketing Science, 148-154.
36. Flint, Daniel J., Britta Gammelgaard, and Everth Larsson (2003), "Setting the Stage for Supply Chain Learning and Logistics Innovation," *Proceedings of the 15th Annual Conference for Nordic Researchers in Logistics (NOFOMA)*, Jari Juga eds., 497-511.

37. Flint, Daniel J. and Isabelle Maignan (2001), " The Value of Corporate Citizenship to Business Customers: Research Directions," *Developments in Marketing Science, 2001 Proceedings of the Annual Conference of the Academy of Marketing Science*, Melissa Moore and Robert Moore eds., 24, 119-123.
38. Flint, Daniel J. and Robert B. Woodruff, (1999) "The Initiators of Changes in Customers' Desired Value: Results from a Theory Building Study," *Developments in Marketing Science, 1999 Proceedings of the Annual Conference of the Academy of Marketing Science*, Charles H. Nobel, ed., 22, 174. Winner of M. Wayne DeLozier Best Conference Paper Award.
39. Flint, Daniel J. and John T. Mentzer, (1998) "Evaluating Contributions to Logistics Knowledge," *Proceedings of the Twenty-Seventh Annual Transportation and Logistics Educators Conference*, James M. Masters, ed., Anaheim, CA: Ohio State University and Council of Logistics Management, 1-12.
40. Flint, Daniel J. and Robert B. Woodruff, (1997) "Issues in a Grounded Theory Study of Customer Desired Value Change: Resolutions Using Phenomenology, Ethnography and Hermeneutics," *Developments in Marketing Science, 1997 Proceedings of the Annual Conference of the Academy of Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr. eds., 20, 134-139.
41. Cathey, Amy, Michael S. Garver, Daniel J. Flint, David W. Schumann, (1995) "Scanning the Higher Education Environment: Strategies Universities are Using to Respond to Change," *Sixth AMA Symposium for the Marketing of Higher Education*.

Invited Essays/Presentations/conference papers (not peer reviewed)

1. Flint, Daniel J. (2015), "Emotion and Shopper Marketing," POPAI Italy Shopper Marketing Conference, Sep. 2015.
2. Flint, Daniel J. (2015), "Emotions, Media and Shopper Marketing," POPAI Chicago, Oct. 2015.
3. Flint, Daniel J. (2014), "Shopper Marketing: Trends in Retailing and SCM Implications," SA CSCMP Roundtable, Lima, Peru.
4. Blocker, Christopher, Mark Houston, and Daniel J. Flint, invited presentation on "Unpacking what a 'relationship' means to commercial buyers: How the relationship metaphor creates tension and obscures experience," Journal of Consumer Research, Vol. 38, No. 2, presentation at *Annual Winter American Marketing Association* conference, St. Petersburg, FL 2012
5. Autry, Chad and Daniel J. Flint, "Missing questions, missing answers: What can the fields of operations and supply management learn through further qualitative inquiry?" Journal of Operations Management.
6. Flint, Daniel J. "Sustainability Research at the University of Tennessee," panel discussion at *2010 Annual Winter American Marketing Association* conference, New Orleans, LA.
7. Flint, Daniel J., Christopher P. Blocker and Philip Boutin (2008), "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty," *The Otago Forum 2 on Service Dominant Logic of Marketing*, University of Otago, Dunedin, New Zealand

8. Flint, Daniel J. (2005), "Innovation and the Symbolically Interacting Customer," *The Otago Forum on Service Dominant Logic of Marketing*, University of Otago, Dunedin, New Zealand.
9. Flint, Daniel J. (2005), "Qualitative Research Methods in Supply Chain Management Research," *2005 Supply Chain Management Doctoral Symposium*.
10. Flint, Daniel J., Everth Larsson, Britta Gammelgaard, Veronica Moyer, and Mats Franson (2004), "Customer Value Driven Logistics Innovation: 2003 Cross-National Benchmarking Survey," *2004 Council of Logistics Management Annual Conference*.
11. Flint, Daniel J. (2003), "Academic Writing: Being Part of the Discussion," 2003 Nordic Logistics Doctoral Consortium, Oulu, Finland.
12. Flint, Daniel J. and Joel Sutherland, (2000), "Innovative Ways to Anticipate and Create Significant Logistics Value," *2000 Annual Conference Proceedings of the Council of Logistics Management*, 407-426.
13. Flint, Daniel J. (2000), "SMA Great Teacher Comments: Passionately Focused on Caring for Individuals," *Marketing Advances in the New Millennium*, 2000 Society for Marketing Advances Proceedings, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., 6.
14. Flint, Daniel J. (2000), "Wrestling with Customers' Changing Desires Throughout Supply Chains," *Distribution Business Management Association*
15. Flint, Daniel J. and John T. Mentzer (1998), "Criteria for Significant Contribution to Logistics Knowledge," 1998 Logistics Doctoral Student Consortium.

Books

1. Flint, Daniel J., Paola Signori, and Susan L. Golicic (2016), *Contemporary Wine Marketing and Supply Chain Management: A Global Perspective*, Palgrave Publishing.
2. Flint, Daniel J., Chris Hoyt and Nancy Swift (2014), *Shopper Marketing: Profiting from the place where Suppliers, Brand Manufacturers and Retailers Connect*, Financial Times Press

Books Chapters

1. Signori, Paola, Irene Gozzo, Daniel J. Flint, Tyler Milfeld and Bridget S. Nichols (2019), "Sustainable Customer Experience: Bridging theory and practice," *The Synergy of Business Theory and Practice: Advancing the Practical Application of Scholarly Research*. Eds. Alkis Thrassou, Demetris Vrontis, Yaakov Weber, S.M. Riad Shams, Evangelos Tsoukatos in *Palgrave Studies in Cross-Disciplinary Business Research*, pp. 131-174. doi.org/10.1007/978-3-030-17523-8

2. Houston, Mark, Christopher P. Blocker, and Daniel J. Flint (2014), "Business buyers are people too: Phenomenology and symbolic interaction in buyer relationships," in Handbook of Research on Distribution Channels, Chuck Ingene and Rajiv Dant eds., (forthcoming).
3. Flint, Daniel J. (2013), "The changing role of media and shopper behavior," in Marketing at Retail: Understanding, Influencing, and Winning Today's Shopper, Robert Liljenwall and Barbara Daugherty eds., POPAI, Chicago: IL, pp.17-32.
4. Flint, Daniel J. (2012), "Shopper marketing's true potential" in Shopper Marketing 2nd Edition., Markus Stahlburg and Ville Maila eds., Kogan Page, pp. 175-180.
5. Flint, Daniel J. and Everth Larsson (2006), "Supply Chain Innovation" in The Handbook of Global Logistics and Supply Chain Management, John T. Mentzer, Theodore Stank, and Mathew Myers eds.
6. Flint, Daniel J. and Britta Gammelgaard (2006), "Value and Customer Service Management" in The Handbook of Global Logistics and Supply Chain Management, John T. Mentzer, Theodore Stank, and Mathew Myers eds.
7. Flint, Daniel J. and John T. Mentzer (2006), "Striving for Integrated Value Chain Management Given a Services Dominant Logic for Marketing," Chapter 11 in Toward a Service-Dominant Logic of Marketing: Dialogue, Debate, and Directions, eds. Robert F. Lusch and Stephen Vargo, M.E. Sharpe, Inc., 139-149.
8. Woodruff, Robert B. and Daniel J. Flint (2006), "Marketing's Service-Dominant Logic and Customer Value" Chapter 14 in Toward a Service-Dominant Logic of Marketing: Dialogue, Debate, and Directions, eds. Robert F. Lusch and Stephen Vargo, M.E. Sharpe, Inc., p183-195,
9. Woodruff, Robert B. and Daniel J. Flint (2003), "Research on Customer Value and Satisfaction in Business-to-Business Marketing," book chapter in Advances in Business Marketing and Purchasing series, ed. Arch Woodside, JAI Press, Vol. 11, 515-547.

Select Non-Paid Industry Presentations

1. "Shopper Marketing: state of the industry," (2015) POPAI, Italy
2. "Shopper marketing: what we know and what we still need to learn" (2013, 2012), POPAI Masters program
3. "Shopper Marketing: B2B and IT" (2013), METTLER TOLDEO Annual Customer Council, St. Louis
4. "Shopper marketing: what we know and what we still need to learn" (2012), POS Summit, Wiesbaden, Germany
5. "Shopper marketing: what we know and what we still need to learn" (2012), Global Shop, Las Vegas

Executive Workshops / Business projects

Conduct marketing research and training for business-to-business and business-to-consumer firms focused primarily on branding strategies, shopper marketing, and proactive customer orientation processes (market sensing). Proactive customer orientation work involves examining and refining customer value understanding processes aimed at anticipating future customer desires, linking those insights to innovation and marketing strategy. Branding work involves corporate and product identity and positioning.

Ongoing Research Projects

- CIC, Corporate Image & the role of sustainability in creating Sustainability Consumer Experiences (5 person team with 3 faculty members, 2 graduate students across 3 universities)
- CIC, SSCO audits, validations, extensions
- Co-creation of value through social media – mixed method text mining & experiments
- The Nature of B2B Clustering in the wine industry – survey data collected

Teaching Areas

Doctoral:

Qualitative Research Methods; Marketing Thought

Masters in Business Administration:

Shopper marketing management; Global brand and product management; Marketing strategy; Sales and sales force management; Integrated marketing communications

Undergraduate:

Professional selling; Sales force management; Marketing strategy; International marketing management

Specific Courses Taught

Executive:

Marketing Strategy in Aerospace EMBA Program (2004; 2005; 2006; 2007; 2008; 2009; 2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018)

Customer Value Management – Supply Chain Management Certification Program (8 years), Norfolk Southern Corporation Program (7 years), US Air Force, Textron

Graduate:

At UTK

- Ph.D. Seminar Qualitative Research Methods (Sg2006; Sg2007; Sg2008; Sg 2010; F2011; Sg 2012; Sg2013; Sg 2014; Sg 2015; Spg 2016; Spg 2019 (scheduled))
- MBA Brand and Shopper Marketing Management (F2011; F2013; F2013; F2014; F2015; F2016; F2017; F2018)
- MBA Sales Force Management (F2017; F2018)
- Marketing Thought Ph.D. Seminar (F2004; F2009)
- MBA Marketing Strategy (Sg2003; Sg2004; Sg2005; Sg2006; Sg 2007; Sg 2008)

- MBA Marketing Communications in Marketing Concentration Course (F2002; F2003; F2004; F2005; F2006; F2007)
- MBA Global Integrated Marketing Communications (F2008)
- MBA Global Product/Brand Management (F2009; F2010 – heavy shopper marketing emphasis)

At FSU

- Marketing Strategy (Sr2000; Sr2001; F2001)
- Business-to-Business Sales and Marketing (Sg2001; Sg2002) - developed course

Visiting Position

- Visiting Research Professor, University of Verona, 2016-present
- Logimaster, University of Verona, 2012
- St. Andrews University, Scotland
MBA Consumer Behavior (Sg 2004)

Undergraduate:

At UTK

- Sales Force Management (F2002; Sg2003; F2003; F2007; F2008; F2015; Sg 2016; F2016; F2017; F2018)
- Global Supply Chain Management (IB439 team taught F2012, Sg2013; sole-taught F2013; F2014; F2016; F2017)
- International Marketing Strategy – Study Abroad Program, Australia (Sr 2008; Sr 2010; Sr 2011; Sr 2012; Sr 2013; Sr 2014; Sr 2016; Sr2017)
- Marketing Strategy capstone (F2016)

At FSU

- Professional Selling (F1998; Sg1999; F1999; Sg2000; F2000; Sr2001)
- Sales Force Management (F1995; Sg1998; F1998; Sg1999; F1999; Sg2000; F2000; Sg2001; Sg 2002)
- Logistics and Supply Chain Management (F2001)

Visiting Position

- University of Verona, Italy, Sr 2016; Sr 2017; Sr 2018
PhD seminar in research methods
Executive Education in SCM
Graduate student coach
- University of Canterbury Visiting Erskine Fellow, Christchurch, New Zealand (Spring 2009)
Marketing Strategy
Advanced Market Research

At UTK as Teaching Associate

- Marketing Management (1997; 1998)
- Buyer Behavior (1995)
- Materials and Traffic Management (1995)

Executive Reports

Numerous reports to wine industry

Use of Mobile Devices While Shopping – Marketing Science Institute (2011)
Over-the-Road Truck Driver Customer Value Study (2007)
Sport Turf Management Customer Value Survey (2005)
Innovation Benchmarking Survey (2004)
Innovation Theory Building Study (2003)
Customer Desired Value Change Theory Building Study (2001)

Companies Recruited for MBA Projects

Tombras Group (2016)
Bush Bros. (2015)
TracyLocke Advertising (2012)
Mars Advertising (2012)
Pilot Flying J (2011)
Frito-Lay (2010)
Eastman Chemical Company (2008)
Weigel's, Knoxville, TN (2007)
Knoxville Museum of Art, Knoxville, TN (2006)
Do-it-Yourself (DIY) Network, Scripps Networks, Knoxville, TN (2005)
Jacobsen, a Textron company, Turf Management (2004)
Cingular Wireless/U30 Group (2003)

Fund Raising

\$70,000-125,000 in funding in annual corporate support of Shopper Marketing Forum (2010, 2011, 2012, 2013)

\$5,000 Marketing Science Institute grant (use of mobile devices while shopping) (2010)

\$10,000 Scholarly Research Grant from University of Tennessee College of Business and Department of Marketing, Logistics and Transportation for development of a manuscript on grounded theory in marketing research (2003)

\$28,000 from six corporate sponsors in U.S. and Sweden for customer value driven innovation benchmarking survey (2003)

\$20,000 from three corporate sponsors for customer-driven logistics innovation benchmarking qualitative study (2000)

\$11,000 in research funding from University of Tennessee College of Business Office of Research for customer value change theory validation survey (1999)

Awards and Honors

- MBA second year faculty award (2017)
- M&SCM New Initiative Leadership award (2017) – part in launching Professional Sales Forum
- IJPDLM most outstanding article for the year (2015)
- UT College of Business Administration Bank of America Leadership Award (2012)
- MBA Teaching Award, University of Tennessee (2011)

- Jefferson Prize, for significant contribution to the university in teaching, research and service (2011)
- Finalist, CBA Distinguished Research, Teaching, and Service Award (2010, 2011, 2012)
- Finalist, CBA Distinguished Research Award (2010)
- El Ansary Award for best paper in channels, Society of Marketing Advances (2009)
- 2009 Bernard J. LaLonde Award for best journal article in The Journal of Business Logistics in 2008
- M. Wayne DeLozier Research Award for best conference paper, Academy of Marketing Science (2009)
- MBA Teaching Award, University of Tennessee (2007)
- MBA Teaching Award, University of Tennessee (2006)
- Allen H. Keally Outstanding Teaching Award, College of Business, University of Tennessee (2005)
- MBA Teaching Award, University of Tennessee (2004)
- Doctoral dissertation chair qualified (2004)
- Finalist, Outstanding Teaching Award, College of Business, University of Tennessee (2003)
- MBA Teaching Award, Florida State University (2002)
- Strength in Teaching Award, Garnet and Gold Key/ODK Leadership Societies at FSU (2001) - student nominated
- Best article in issue award, Industrial Marketing Management special issue, (2001)
- Honorary Member Golden Key National Honor Society, FSU, (2000-2002) - student nominated
- Distinguished Teacher Finalist, Society for Marketing Advances (2000)
- M. Wayne DeLozier Award, for best conference paper, Academy of Marketing Science (1999)
- Exceptional Quality in Reviewing, Society for Marketing Advances (1999)
- American Marketing Association Doctoral Consortium (1996)
- Council of Logistics Management Doctoral Consortium (1995)

Service Activities

Industry & International

- Member, FedEx E-Commerce Executive Customer Board of Directors (2016-2018)
- UTK Coordinator for partnership between UTK and Univ. of Verona (2014-present)

Administrative

- Faculty Lead for UTK Professional Sales Forum (2017-present)
- Director/Founder, UTK Shopper Marketing Forum (2009-2013)
- Director, Marketing Ph.D. Program (summer 2005-2011)
- Director/Founder, UTK Customer Value Forum (2003-2006)
- UTK Faculty Senate (2014-2017)

Doctoral Committees

Defended

1. Adam Hepworth, member, Marketing, UTK
2. Heath McCullough, **Co-chair**, Marketing, UTK (Illinois State U.)
3. Laura Lemon, member, Public Relations/Advertising, 2017, UTK
4. Lisa Beeler, member, Marketing, 2016, UTK

5. Melanie Doss, member, Retailing, 2016, UTK
6. Phil Boutin, **Co-Chair**, Marketing, 2015, UTK
7. Nawar Chankar, member, Marketing, 2015, UTK (Elon U.)
8. Adam Powell, member, Marketing, 2014, UTK
9. Meena Trichur, member, Advertising, 2014, UTK
10. Brian Spaid, **Chair**, Marketing, 2013, UTK (Marquette U.)
11. Carol Esmark, member, Marketing, 2013, UTK (U. of Mississippi)
12. Hannah Stolze, **Co-Chair**, defended summer 2012, Logistics, UTK (Florida State U.)
13. Ilwoo Ju, member, Advertising, 2013, UTK
14. Marcel Zondag, **Chair**, defended summer 2012, Marketing, UTK (Western Michigan U.)
15. Robert Jones, **Co-Chair**, defended spring 2012, Retailing, UTK (U. of Texas, Tyler)
16. Jeff Campbell, member, defended summer 2011, Retailing, UTK (U. of South Carolina)
17. Huan Chen, member, defended Spring 2011, Advertising, UTK
18. Jiho Kim, member, defended 2010, Sports Management, UTK (George Mason University)
19. Bridget Satinover, **Co-Chair**, defended 2010, Marketing, UTK (Northern Kentucky University)
20. Aseem Kinra, external opponent, defended 2009, Operations Management, Copenhagen Business School
21. Karen Hood, member, defended 2009, Marketing, UTK
22. Scott Rader, **Chair**, defended 2009, Marketing, UTK (U. of St. Thomas)
23. Xiajing Sheng, defended 2008, member, Marketing, UTK (U. of Texas Pan Am)
24. Pawinee Petchsawang, defended Spring 2008, member, Human Resource Management, UTK (Thailand)
25. Christopher Blocker, **Chair**, defended Spring 2007, Marketing, UTK (Baylor University; Colorado State U.)
26. Brian Fugate, defended Spring 2006, Logistics and Marketing, UTK (Lehigh U.)
27. John Mello, **Co-Chair**, defended Spring 2006, Logistics and Marketing, UTK (Arkansas State U.)
28. Allen Broyles, defended Summer 2005, Marketing, UTK (Wichita State U.)
29. Mee-Shew Cheung, defended Spring 2005, Marketing, UTK (Xavier U.)
30. Ismet Anitsal, defended Spring 2005, Marketing, UTK (Tenn. Tech U.)
31. Maria Bjorklund, defended Spring 2005, Logistics, Lund University, Sweden
32. Mark Palazesi, defended Spring 2004, Educational leadership, FSU
33. Simon Walls, defended Fall 2003, Marketing, UTK (Fort Lewis College, CO)
34. Dawn Percy, defended Summer 2002, Marketing, FSU
35. Annette Tolson, defended Spring 2002, Marketing, FSU
36. Dag Naslund, external opponent, defended Fall 1999, Logistics, Lund University, Sweden (U. of North Florida; Lund U.)

Conference Chair

2002 Logistics Educators Conference

Track Chair

Supply Chain Management, 2019, Society of Marketing Advances
Supply Chain Management, 2013 Academy of Marketing Science World Congress, Melbourne, Australia
B2B Marketing, 2011 Academy of Marketing Science World Congress, Riems, France
B2B, 2011, Academy of Marketing Science Annual Conference
Supply Chain Management, 2010 Australia/New Zealand Marketing Conference
B2B Marketing, American Marketing Association Annual Winter Conference, 2010
Marketing Your Logistics Expertise, Council of Logistics Management, 2001 annual conference

Managing Customers Track, 2000 Academy of Marketing Science annual conference

Session Chair

American Marketing Association 2010 Winter Educators Conference
Multiple sessions, AMS World Congress, 2007, Verona, Italy
Alternative Research Methods, 2005 Supply Chain Management Doctoral Symposium
Co-Creation of Value under a Service-Dominant Logic in Marketing, 2005 American Marketing Association Annual Summer Educators Conference

Association Officer Position

VP Development, Academy of Marketing Science (2010-2012)

Special Issue Journal Editor

International Journal of Physical Distribution & Logistics Management, co-editor with Dr. Britta Gammelgaard, Copenhagen Business School, special issue on qualitative research in logistics

Editorial Review Board membership

Journal of the Academy of Marketing Science (2009-)
Journal of Business Logistics (2010-)
Journal of Business Research (2016-)
Journal of Business-to-Business Marketing (2010-)
Industrial Marketing Management (2009-)
Journal of Marketing at Retail (2010-)

Ad-hoc Reviewer

Journal of Marketing
Journal of Service Research
Journal of Services Marketing
Decision Sciences
Journal of Marketing Education
Marketing Theory
American Marketing Association annual conferences and competitions
Academy of Marketing Science annual conferences and competitions
Society of Marketing Advances annual conferences
Decision Sciences annual conferences
CSCMP annual conferences
Reviewer for CSCMP Undergraduate Student Paper Competition (2004, 2005)

Committee Member

Instructor search committee, **Chair**, M&SCM (UTK 2017)
Department Head search committee, M&SCM (UTK 2015/16)
Faculty search committee **Chair**, Dept. of Marketing and SCM, UTK (2015)
Faculty search committee, Dept. of Marketing and SCM, UTK (2014)
Faculty search committee **Co-chair**, Dept. of Marketing and Logistics, UTK (2012)
Faculty search committee, Dept. of Marketing and Logistics, UTK (2010)
Faculty search committee **Chair**, Dept. of Marketing and Logistics, UTK (2008)
Faculty search committee **Co-chair**, Dept. of Marketing and Logistics, UTK (2007)
Faculty search committee, Dept. of Marketing and Logistics, UTK (2006)

Faculty search committee, Dept. of Management (I/O Psych), UTK (2006)
College of Business MBA Task Force Committee Member (2006/7)
Department Strategic Planning Committee (2006-present)
Faculty peer evaluation committee (Fall 2005)
UTK CBA MBA Director Search Committee (Spring 2005)
College of Business Strategic Initiatives Evaluation Committee (2004)
ML PhD Programs Committee (2004-present)
ML Communications Committee (2003-present)
Council of Logistics Management Education Strategies Committee (1999-2002)
FSU University Undergraduate Policy Committee (2000 - 2002)
FSU Masters Policy Committee/Task Force (1999-2002)
FSU Faculty Selection Committee (1999-2002)

Additional University Service

Life of the Mind incoming freshman book review facilitator, UTK (2005, 2006, 2008)
Member of DSI Forums Policy Board
AEMBA student advisor (2005-2017)
MBA student advisor
Award committee for FSU chapter of International Golden Key Honor Society Outstanding Undergraduate Scholar Award (2000, 2001, 2002)
UTK Coach for 2003 National Collegiate Sales Competition, Kennesaw State University.
FSU's Coach for 2000 National Collegiate Sales Competition, Baylor University

Community and Other External Service

Assistant Scoutmaster, Troop 444, Boy Scouts of America (2010-2016)
Finance Chair, Westside Unitarian Universalist Church, Farragut, TN (2007/8 – 2008/09)
External Tenure packet reviewer (twice)
Religious education co-instructor, Westside United Universalist Church, Farragut, TN (2005)
Junior Achievement Volunteer, Farragut Primary School (Fall 2005)
Assistant Baseball Coach, Little League, Farragut, TN (2004)
International exposure volunteer, Farragut Primary School (2003, 2004)

Current Service Passion

T₂H (Time to Help, Inc.) – launched social cause-business professional partnering non-profit business