

Chris A. Myers, Ph. D.

Professor

Department of Marketing and Business Analytics

Texas A&M University - Commerce

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EDUCATION

Ph.D in Management Science (Marketing), 1999

University of Texas at Dallas, TX; Major Fields: Marketing: Brand Choice, Target Marketing, and Consumer Heterogeneity; Econometrics: Quantitative Methodology and Applied Statistics

Master of Administrative Science (Marketing), 1998

University of Texas at Dallas, Richardson, Texas, Major Fields: Target Marketing, and Consumer Heterogeneity

Bachelor of Science (Electrical Engineering) 1984

United States Air Force Academy, Colorado Springs, Colorado

AWARDS and PROFESSORIAL CERTIFICATIONS

2018:	Nominated as Finalist for Tech Titans “University of the Future Award”
2017:	TAMU-C, Administrator of the Year, Ray and Patricia Keck Education Awards
2016:	TAMU-C, Professor of the Year, Dan and Jalinna Jones Education Awards
2015:	TAMU-C, Frank Ashley Integrity in Education Award
2015-Present	Quality Texas Examiner
2013:	TAMU-C, Exceptional Service Award
2010:	AJX Foundation Board Member of the Year, Director of Education
1999:	Karlee – Malcolm Baldrige Quality Award, hired as Quality Consultant
1998:	Karlee – Texas Quality Award, hired as Quality Consultant
1993-1995	Kimberly Clark - Plant Productivity Award
1993-1994	Kimberly Clark - Paris Plant Safety Award

EDITORIAL RESPONSIBILITIES

Editorial Advisory Board: Journal of Product and Brand Management, 2012 – Present

PROFESSIONAL EXPERIENCE

Department Head

TAMU – Commerce, 2014 – Present,
2008 – 2010

Oversee day to day operational issues. Track and maintain status to continue on AACSB and SACs accrediting standards. Grow and enhance the programs for the department. Lead faculty on specific academic and accrediting standards.

Professor of Marketing, TAMU – Commerce, 2014 – Present

Associate Professor of Marketing, TAMU – Commerce, 2007 – 2014

Assistant Professor of Marketing, TAMU – Commerce, 2000 – 2007

Quality Consultant, Karlee Corp, Garland, Texas, May 1995 – December 1999

Lead and assist in development of the quality improvement programs; Develop, track and write our performance and quality reviews for Texas Award for Performance Excellence (TAPE) and the Malcolm Baldrige National Quality Award.

Project Manager – Team Manager, Kimberly Clark Corp., Paris, Texas, 1990 – 1994
Lead the operational and production standards of 25 personnel

POSITIONS HELD – Military, Barksdale AFB, Louisiana

Assistant Deputy of Operations, USAF Reserve, 343rd BS, 2009-2012

Oversee day to day operational issues. He is responsible for pushing things into action, being aware of what is going on in the unit and, translating goals of the unit into actions with the assistance of dedicated officers and members of staff. He is also responsible for managing, adjusting and, enforcing Operational Procedures, Standards & Evaluation in order to facilitate professional, yet enjoyable flying in the unit through the help of dedicated officers.

Key duties are

- Brief Wing Staff on what's going on in the unit by forum and/or e-mail.
- Coordinate and manage staff collectively so that no one needs to swim up-stream, this includes recruiting and replacing members of staff when necessary.
- Manage unit policy, rules and regulations to ensure an environment exists where there is balance between fun and professionalism.
- Uphold a professional image of the Air Force, its staff, Instructors, Officers and Recruits.
- Maintain the unit on a track towards its long term goals by setting short term goals.
- Ensure the smooth coordination and/or deconfliction of unit operations with the help of dedicated officers and/or members of staff.
- Issue minimum Standard Operating Procedures, Briefing/Debriefing Guides, Pilot Handbooks and any other tactical material necessary for squadrons to operate effectively, with minimal delay.
- Ensure that with the above, an environment conducive to official and, enjoyable flying exists in the Squadron.

Instructor, Electronic Warfare Officer, USAF Reserve, 93rd BS, 1989-2012.

Mobility Flight Commander, USAF Reserve, 93rd BS, 2009-2012

Deployment Commander, USAF Reserve, 93rd BS, 2009-2010

Oversee day to day deployment and operational issues in the designated environment. He is responsible for pushing things into action, being aware of what is going on in the unit and, translating goals of the unit into actions with the assistance of dedicated officers and members of staff. He is also responsible for managing, adjusting and, enforcing Operational Procedures, Standards & Evaluation in order to facilitate professional, yet enjoyable flying in the unit through the help of dedicated officers. He is to build, maintain and, enforce a foundation of wing wide operational standards which makes flying in the squadron standard, professional and, fun.

Key duties are

- Usually chosen from the senior military members of the deploying group and will be assigned by the Service deployment authority at the point of origin to perform those duties.
- The COMMANDER may not delegate the authority of COMMANDER to any other member of the assigned group.
- The COMMANDER may delegate responsibilities outlined but will still be responsible for the completion and proper execution of those duties.
- Uphold a professional image of the Air Force, its staff, Instructors, Officers and Recruits.

- Maintain the unit on a track towards its long-term goals by setting short term goals.
- Ensure the smooth coordination and/or deconfliction of unit operations with the help of dedicated officers and/or members of staff.

Deployment Commander, USAF Reserve, 93rd BS, 2004-2005

Assist Flight Commander, Weapons and Tactics, USAF Reserve, 93rd BS, 2001-2003

Training Flight, USAF Reserve, 93rd BS, 1999-2001

Weapons and Tactics, USAF Reserve, 93rd BS, 1997-1999

Mobility Flight Commander, USAF Reserve, 93rd BS, 1995-1997

PUBLICATIONS-Refereed Journal Articles

Myers, C.A. and Shi, Y (2019). "Customer Migration and Channel Management Strategies in Omni-channel Retailers." (submitted to the Journal of Business Research).

Han, B., and Myers, C.A. (2018). "Perceptions of Overuse, Underuse, and Change of Use of a Social Media Site: Definition, Measurement Instrument, and Their Managerial Impacts. Behavior & Information Technology, 37(3), 247-257.

Yan, R., Pei, Z., and Myers, C.A. (2016). Do Channel Members Value the Multiple-Cooperation Strategy? Journal of Retailing and Consumer Services, 30(May), 84-95.

Yan, R., Myers, C., Wang, J. and Ghose, S. (2014). Bundling products to success: The influence of complementarity and advertising. Journal of Retailing and Consumer Services, 21(1), 48-53.

Yan, R, Myers, C.A. and Wang, J. (2012). Pricing strategy, information sharing, and firm performance a market channel with a dominant retailer. Journal of Product and Brand Management, 21(6), 475-485.

Myers, Chris A. and Alma Mintu-Wimsatt, (2012), "Exploring Antecedents Influencing Internet Shopping Satisfaction: The Case of the Apparel Industry," International Journal of Business and Social Science. Vol. 3 No. 5.

Myers, Chris A., (2012), "Analyzing the Psychographics of a Radio Audience," Business Research Yearbook. Vol. 12.

Myers, C.A. and Long, Zhang, (2011), "Exploring the Underlying Relationship Between Crisis Management (CM) and Corporate Social Responsibility (CSR)," Journal of International Management Studies. Vol. Issue 3.

Mintu-Wimsatt, Alma, and Chris A. Myers (2009), "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," International Journal of Accounting information Science and Leadership Vol. 2 Issue 2.

Myers, Chris A., Scott Sewell, and Sonia Taneja (2009), "Understanding Student Self-Perceptions of their Online Experiences with the Demands of Online Courses," Business Research Yearbook. Vol. 10.

Myers, Chris A. and Asli Ogunc (2008), "Consumer Adoption of the Internet for Niche Apparel: Implications for Entrepreneurs and Management," Journal of Academy of Business and Economics.

- Myers, Chris A., Joe Stauffer, Lloyd Basham, and MaryAnne Doty (2008), "Utilizing a Marketing Audit to assess the Changing Nature of Radio Listenership and the Impact on a Rural Radio Brand," Journal of Academy of Business and Economics.
- Simms, K, C. Myers, J. Adams, J. Hartman, C. Lindsey, M. Doler, and J. Suhr, (2007), "Exercise Tolerance Testing in a Cardiac Rehabilitation Setting: An exploratory Study of its Safety and Practicality for Exercise Prescription and Outcome Data Collection," Baylor University Medical Center Proceedings. Vol. 20, No. 4, p. 344-348.
- Mohamad, Osman, Zafar U. Ahmed, Chris Myers, and Lim Kheng Kok (2006), "Ethical Behavior of Malaysian Life Insurance Agents" Journal of International Business and Economics.
- Nippani, Srinivas and Chris A. Myers, (2006), "Price Wars and Stock Market Reaction: An Empirical Analysis," International Journal of Business Research.
- Myers, C. A. (2006), "The Impact of Promotions on the Convergence in Preference Elicitation Methods," Journal of Promotion Management. Vol. 12, No. 2.
- Zafar U. Ahmed, M. Sadiq Sohail, Chris Myers, Chan Pui San, (2006), "The Marketing of Australia to Malaysian Consumers," Services Marketing Quarterly, 28 (2).
- María Victoria Pérez Cereijo and C.A. Myers (2006). Weblogs: New Communication Technology Uses in Resource Limited Environments. Current Developments in Technology Assisted Education. FORMATEX: Badajoz, Spain. Vol.1, p.720. ISBN: 84-690-2469-8.
- Myers, Chris A. (2005), "A Preliminary Analysis of a New Sports and Leisure Product" Business Research Yearbook. Vol. 6.
- Myers, Chris A. (2005), "A Theoretical and Conceptual Approach to Product Assortment Optimization" Business Research Yearbook. Vol. 6.
- Myers, Chris A. (2005), "Exploring the Quality Differences in US and International Perceptions of US Airlines," Business Research Yearbook. Vol. 6.
- Cereijo, María Victoria Pérez and Chris A. Myers (2004), "Gathering Data Through Online Communication Systems: Improving the Effectiveness and Reliability of Surveys Through Forced Completion," Business Research Yearbook. Vol. 5.
- Myers, C. A. and John Newhouse, (2004), "Which Advertising Medium Fits Internet Expertise?" Business Research Yearbook. Vol. 5.
- Myers, C. A., M., Sadiq Sohail, Zafar U. Ahmed, and Wan M. Fauzi (2003), "Price Sensitivity of Malay Consumers: An International Consumer Perspective," Business Research Yearbook. Vol. 4.
- Myers, C. A. and María Victoria Pérez Cereijo (2003), "The Importance of Price in Service Quality Expectation," Business Research Yearbook. Vol. 4.
- Myers, C. A. (2002), "Managing Brand Equity: A Look at the Impact of Attributes," Journal of Product and Brand Management. Vol. 23, No. 3, pp. 56.

Myers, C. A. (2002), "Lessons Learned: Utilizing Original Research Projects in Marketing Management," Business Research Yearbook. Vol. 3.

Myers, C. A. (2002), "Brand Equity and Attributes: An Empirical Investigation of the Impact of Measurable and Perceptual Attributes on Brand Equity," Business Research Yearbook. Vol. 3.

BOOKS

Myers, Chris A (2014) *The Marketing Plan Companion: A Supplemental Guide to Analyzing Markets and Cases* - eBook, Kendall Hunt ISBN: [978-1-4652-4057-6]

Myers, Chris A., *The Marketing Plan Companion*, 2012.

Myers, Chris A., *The Marketing Plan Companion*, 2010.

PUBLICATIONS-Proceedings from Scholarly Meetings

Myers, C.A. and Shi, Y (2017). "Customer Migration and Channel Management Strategies in Omni-channel Retailers." (ACCEPTED to the Association of Marketing Theory and Practice Conference).

Myers, Chris A. and Christine Alexander (2011), "A Multi-variable Approach and Evaluation of Travel Industry Websites from a Novice Travelers' Perspective," Proceedings of the 2011 International Academy of Business and Public Administration (IABPAD) Conference, April 7-9, 2011, Dallas, Texas.

Myers, Chris A. (2011), "Exploring Customer Engagement Through the Perspective of a Radio Station's Non-Listener Base," Proceedings of the 2011 International Academy of Business and Public Administration (IABPAD) Conference, April 7-9, 2011, Dallas, Texas.

Myers, Chris A. (2011), "An Exploratory Assessment of a Listenership for a Rural Radio Brand," Proceedings of the 2011 Academy of Business Research Conference, March 16-18, 2011, New Orleans, Louisiana.

Long, Zhang, and Chris A. Myers (2010), "Exploring the Underlying Relationship Between Crisis Management (CM) and Corporate Social Responsibility (CSR)," Proceedings of the 2010 International Conference on Information Management, Innovation Management and Industrial Engineering held in Nov. 2010, Beijing, China.

Myers, Chris A. (2010), "A Comparing and Contrasting Eco-friendly Perspectives For The Green Movement: A Preliminary Study," Proceedings of the 2010 Association of Global Business Conference, November 10-13, 2010, New Orleans, LA.

Mintu-Wimsatt, Alma, and Chris A. Myers (2009), "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," Proceedings of the 2009 Intellectbase International Consortium Academic Conference, Mar 19-21, 2009, Dallas, TX.

Myers, Chris A. and Shaizatulaqma Kamalul Ariffin (2009), "An Exploratory Investigation of Emotion in Advertising: Understanding Excitement and Social Approval for Controversial Ads," Proceedings of the 2009 International Academy of Business and Public Administration (IABPAD) Conference, April 23-26, 2009, Dallas, Texas.

Mintu-Wimsatt, Alma, Anna Davri, and Chris Myers (2008), "Personality Correlates to Problem-Solving: Bulgarian and Greek Bankers," Proceedings of the American Marketing Science, 2008 Cultural Perspectives in Marketing Conference.

Myers, Chris A., Joe Stauffer, Lloyd Basham, and MaryAnne Doty (2008), "Utilizing a Marketing Audit to assess the Changing Nature of Radio Listenership and the Impact on a Rural Radio Brand," Presented of the 2008 International Academy of Business and Economics Conference, Oct 19-22, 2008, Las Vegas, NV.

Myers, Chris A., Yvonne Villanueva-Russell, and Asli Ogunc (2008), "Cardiovascular Disease Risk Factors in College Students: The Impact of Ethnicity," Presented in the Health Care and Services Marketing Track, 2008 Atlantic Marketing Association. Oct 1-4, 2008, Savannah, Georgia.

Myers, Chris A. and Christina Iorio, "The Impact of Television Viewing Amount and Involvement on the Assessment of a Television Brand," Presented of the 2008 International Academy of Business and Public Administration Conference, Apr 23-27, 2008, Dallas, Texas.

Mintu-Wimsatt, Alma, Chris Myers, and Anna Davri (2008), "Reciprocity and Problem Solving Among Bulgarian and Canadian Anglophones," Presented of the 2008 International Academy of Business and Public Administration Conference, Apr 23-27, 2008, Dallas, Texas.

Myers, Chris A. and Caio Behrndt (2007), "Emotion in Advertising Communications for Luxury and New Luxury Brands," Proceedings of The International Academy of Business and Public Administration.

Myers, Chris A., (2005), "Do US and International Students View the Airline Brands Differently? A Post 911 View of the Airline Industry," Proceedings of Advances in Global Business Research.

Myers, Chris (2005), "An Exploratory Investigation of Product Assortment Associations and Health Conscious Attitudes and Behaviors in Gourmet and Premium Markets," Proceedings of Advances in Global Business Research.

Myers, Chris, A. (2005), " Exploring the Differences in Brand Equity Components: A Preliminary Analysis of US and International Consumers View of the Post 911 Airline Industry," Proceedings of the Academy of International Business of the Federation of Business Disciplines.

Zafar U. Ahmed, M. Sadiq Sohail, Chris Myers, Chan Pui San, (2004), "The Marketing of Australia to Malaysian Consumers," Proceedings of Advances in Global Business Research.

Mohamad, Osman, Zafar U. Ahmed, Chris Myers, and Aziz (2004), "A Study of Service Quality Perceptions of Customers of an Islamic Bank," Proceedings of the Academy of International Business US-SW Chapter Annual Conference.

Mohamad, Osman, Zafar U. Ahmed, and Chris Myers, (2004), "Factors Affecting Ethical Behavior in Life Insurance Agents," Proceedings of the Academy of International Business US-SW Chapter Annual Conference.

Myers, Chris A., Kendra Ingram, Courtney Russ, and John Newhouse (2004), "Understanding Advertising Mediums and Internet Expertise," Presented at the 2004 Southwest Federation of Academic Disciplines Orlando, FL.

Myers, C. A. and David Wierschem (2003), "Consumer Evaluation of Fast Food Service Quality and Purchase Intentions." Proceedings of the Association of Marketing Theory and Practice Conference, Hilton Head Island, S.C.

Mintu-Wimsatt, Alma and Chris Myers (2002), "Lessons Learned: Teaching via the Internet." Proceedings of the American Marketing Association Winter Marketing Educator's Conference, San Antonio, TX.

Myers, C. A. (2002), "The Impact of Culture and Context on the Convergence in Preference Elicitation Methods," Proceedings of the Academy of International Business and the Federation of Business Disciplines, St. Louis, MO.

Myers, C. A. (2002), "A Case Study in Experiential Learning," Proceedings of the Hawaii International Conference on Business, Honolulu, Hawaii.

Myers, C. A. and Jorge Pena-Davila (2002), "An Investigation into Reference Price Segments," Proceedings of the Hawaii International Conference on Business, Honolulu, Hawaii.

Myers, C. A. (2002), "The Importance of Context on the Source of Convergence in Preference Elicitation Methods," Proceedings of the Academy of International Business US-SW Chapter Annual Conference.

Myers, C. A. and Alma Mintu-Wimsatt (2001), "Personality, Negotiations, and the Moderating Effect of Culture: A Conceptual Study." Proceedings of the Academy of International Business US-SW Chapter Annual Conference.

Myers, C. A. and Jorge Pena-Davila (2001), "Capturing Heterogeneity Through Differential Sensitivity to the Marketing Mix: An International Reference Price Study." Proceedings of the Academy of International Business US-SW Chapter Annual Conference.

Myers, C. A. and Jorge Pena-Davila (2001), "Capturing Heterogeneity Through Differential Sensitivity to the Marketing Mix: Incorporating Demographics in Reference Price Effects." Proceedings of the Association of Marketing Theory and Practice.

PRESENTATIONS

Myers, C. A., Atinc, G., and Yasemin Atinc, (2018). "Tackling Corporate Business Needs through BI/Analytics." Academy of Marketing Science World Marketing Congress, Porto, Portugal. [Applied or Integrative/application Scholarship] [Mission Code: Global] [Impact Code: Academic: Citation Counts] [Innovation Code: Scholarly Innovation] [Engagement Code: Faculty - Business Engagement]

Myers, C. A. and Yuying Shi, (2018). "Customer Migration and Channel Management Strategies in Omni-channel Retailers." Presented at the 2018 Association of Marketing Theory and Practice Conference.

Myers, Chris A. and Christine Alexander (2011), "A Multi-variable Approach and Evaluation of Travel Industry Websites from a Novice Travelers' Perspective," Presented at the 2011 International

Academy of Business and Public Administration (IABPAD) Conference, April 7-9, 2011, Dallas, Texas.

Myers, Chris A. (2011), "An Exploratory Assessment of Listenership for a Rural Radio Brand," Presented at the 2011 Academy of Business Research Conference, March 16-18, 2011, New Orleans, Louisiana.

Long, Zhang, and Chris A. Myers (2010), "Exploring the Underlying Relationship Between Crisis Management (CM) and Corporate Social Responsibility (CSR)," Presented at the 2010 International Conference on Information Management, Innovation Management and Industrial Engineering held in Nov. 2010, Beijing, China.

Myers, Chris A. (2010), "A Comparing and Contrasting Eco-friendly Perspectives For The Green Movement: A Preliminary Study," Presented at the 2010 Association of Global Business Conference, November 10-13, 2010, New Orleans, LA.

Mintu-Wimsatt, Alma, and Chris A. Myers (2009), "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," Presented at the 2009 Intellectbase International Consortium Academic Conference, Mar 19-21, 2009, Dallas, TX.

Mintu-Wimsatt, Alma, Hector Lozada, and Chris A. Myers, "Setting Boundaries for Online Student Etiquette," Presented of the 2009 International Academy of Business and Public Administration (IABPAD) Conference, April 23-26, 2009, Dallas, Texas.

Myers, Chris A., Scott Sewell, and Sonia Taneja, "Understanding Student Self-Perceptions of their Online Experiences with the Demands of Online Courses," Presented at the 2009 International Academy of Business Disciplines 21st Annual Meeting, St. Louis, MO.

Mintu-Wimsatt, Alma, and Chris A. Myers, "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," Presented at the 2009 Intellectbase International Consortium Academic Conference, Mar 19-21, 2009, Dallas, TX.

Myers, Chris A., Scott Sewell, and Sonia Taneja, "Understanding Student Self-Perceptions of their Online Experiences with the Demands of Online Courses," Presented at the 2009 International Academy of Business Discipline 21st Annual Meeting, April 1-4, 2009, St. Louis, MO.

Myers, Chris A. and Shaizatulaqma Kamalul Ariffin, "An Exploratory Investigation of Emotion in Advertising: Understanding Excitement and Social Approval for Controversial Ads", Presented of the 2009 International Academy of Business and Public Administration (IABPAD) Conference, April 23-26, 2009, Dallas, Texas.

Myers, Chris A. and Christina Iorio, "The Impact of Television Viewing Amount and Involvement on the Assessment of a Television Brand," Presented of the 2008 International Academy of Business and Public Administration Conference, Apr 23-27, 2008, Dallas, Texas.

Mintu-Wimsatt, Alma, Anna Davri, and Chris A. Myers, "Personality Correlates to Problem-Solving: Bulgarian and Greek Bankers," Presented at the 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference.

Myers, Chris A. and Caio Behrndt, "Emotion in Advertising Communications for Luxury and New Luxury Brands," Presented at the 2007 International Academy of Business and Public Administration Conference, May 3-6, 2007, Dallas, Texas.

María Victoria Pérez Cereijo and C.A. Myers (2006). Weblogs: Increased Technology Use in the Classroom in a Resource Limited Environment. m-IC TE 2006 - IV International Conference on Multimedia and Information & Communication Technologies in Education. Nov 22-25, Seville, Spain.

Myers, Chris A., "A Preliminary Analysis of a New Sports and Leisure Product" Presented at the 2005 International Academy of Business Disciplines 17th Annual Meeting, Pittsburgh, PA.

Myers, Chris A. (2005), "A Theoretical and Conceptual Approach to Product Assortment Optimization" Presented at the 2005 International Academy of Business Disciplines 17th Annual Meeting, Pittsburgh, PA.

Myers, Chris A. (2005), "Exploring the Quality Differences in US and International Perceptions of US Airlines," Presented at the 2005 International Academy of Business Disciplines 17th Annual Meeting, Pittsburgh, PA.

Myers, Chris, "Do US and International Students View the Airline Brands Differently? A Post 911 View of the Airline Industry," Presented at the 2005 Advances in Global Business Advancement Conference, New Delhi, India.

Myers, Chris, "An Exploratory Investigation of Product Assortment Associations and Health Conscious Attitudes and Behaviors in Gourmet and Premium Markets," Presented at the 2005 Advances in Global Business Advancement Conference, New Delhi, India.

Myers, C. A. (2004), " Exploring the Differences in Brand Equity Components: A Preliminary Analysis of US and International Consumers' View of the Post 911 Airline Industry," Presented at the 2005 the Academy of International Business of the Federation of Business Disciplines, Dallas, TX.

Zafar U. Ahmed, M. Sadiq Sohail, Chris Myers, Chan Pui San, (2004), "The Marketing of Australia to Malaysian Consumers," Presented at the 2004 Advances in Global Business Advancement Conference, New Delhi, India.

Mohammed, Zafar U. Ahmed, Chris Myers, and Aziz , "A Study of Service Quality Perceptions of Customers of an Islamic Bank," Presented at the 2004 Academy of International Business US-SW Chapter Annual Conference, Orlando, FL.

Mohammed, Zafar U. Ahmed, Chris Myers, "Factors Affecting Ethical Behavior in Life Insurance Agents," Presented at the 2004 Academy of International Business US-SW Chapter Annual Conference, Orlando, FL.

Myers, Chris A., Kendra Ingram, Courtney Russ, and John Newhouse, "Understanding Advertising Mediums and Internet Expertise," Presented at the 2004 Southwest Federation of Academic Disciplines Orlando, FL.

Cereijo, María Victoria Pérez and Chris A. Myers, "Gathering Data Through Online Communication Systems: Improving the Effectiveness and Reliability of Surveys Through Forced Completion,"

Presented at the 2004 International Academy of Business Disciplines 16th Annual Meeting, San Antonio, TX

Myers, C. A. and John Newhouse, "Which Advertising Medium Fits Internet Expertise?" Presented at the 2004 International Academy of Business Disciplines 16th Annual Meeting, San Antonio, TX

Myers, C. A. and David Wierschem, "Consumer Evaluation of Fast Food Service Quality and Purchase Intentions." Presented at the 2003 Association of Marketing Theory and Practice Conference, Hilton Head Island, S.C.

Myers, C. A., M., Sadiq Sohail, Zafar U. Ahmed, and Wan M. Fauzi, "Price Sensitivity of Malay Consumers: An International Consumer Perspective," Presented at the 2003 International Academy of Business Disciplines 15th Annual Meeting, Orlando, FL.

Myers, C. A. and María Victoria Pérez Cereijo (2003), "The Importance of Price in Service Quality Expectation Presented at the 2003 International Academy of Business Disciplines 15th Annual Meeting, Orlando, FL.

Mintu-Wimsatt, Alma and Chris A. Myers, "Lessons Learned: Teaching via the Internet." Presented at the 2002 American Marketing Association Annual Winter Conference, San Antonio, TX.

Myers, C. A., "A Case Study in Experiential Learning," Presented at the 2002 Hawaii International Conference on Business, Honolulu, Hawaii.

Myers, C. A. and Jorge Pena-Davila, "An Investigation into Reference Price Segments," Presented at the 2002 Hawaii International Conference on Business, Honolulu, Hawaii.

Myers, C. A., "Brand Equity and Attributes: An Empirical Investigation of the Impact of Measurable and Perceptual Attributes on Brand Equity", Presented at the 2002 International Academy of Business Disciplines 14th Annual Meeting, Marina del Rey, CA.

Myers, C. A., "The Importance of Context on the Source of Convergence in Preference Elicitation Methods," Presented at the 2002 the Academy of International Business of the Federation of Business Disciplines, St. Louis, MO.

Myers, C. A., "Lessons Learned: Utilizing Original Research Projects in Marketing Management," Presented at the 2002 International Academy of Business Disciplines 14th Annual Meeting, Marina del Rey, CA.

Myers, C. A. and Jorge Pena-Davila, "Capturing Heterogeneity Through Differential Sensitivity to the Marketing Mix: Incorporating Demographics in Reference Price Effects." Presented at the 2001 Association of Marketing Theory and Practice Conference, Jekyll Island, GA.

Myers, C. A. and Alma Mintu-Wimsatt, "Personality, Negotiations, and the Moderating Effect of Culture: A Conceptual Study." Presented at the 2001 Academy of International Business US-SW Chapter Annual Conference, New Orleans, LA.

Myers, C. A. and Jorge Pena-Davila, "Capturing Heterogeneity Through Differential Sensitivity to the Marketing Mix: An International Reference Price Study," Presented at the 2001 Academy of International Business US-SW Chapter Annual Conference, New Orleans, LA.

Carraher, Shawn M., William T. Whitely, and C.A. Myers, “Global Motivations for Work Among Entrepreneurs & Employees: Influence of Work Norms on Pay Across Five Cultural Groups,” Presented at the 2000 Southern Management Association Academy of Management Doctoral Consortium Orlando, FL.

Myers, C.A., “An Investigation Into Consideration Set Formation Using an Explicit Compensatory Screening Process,” Presented at the 1999 17th Doctoral Symposium in Marketing, University of Houston, Houston, TX

COURSES TAUGHT

Texas A & M University – Commerce

- Seminar in Marketing Research (Masters Level)
- Small Business Marketing (Masters Level)
- Marketing Management (Masters Level)
- Business-to-Business Marketing (Masters Level)
- Operations Management (Masters Level)
- Marketing (Undergraduate Level)
- Global Consumer Behavior (Undergraduate Level)
- Retail Management (Undergraduate Level)
- Marketing Research (Undergraduate Level)

ACADEMIC AFFILIATIONS

ISACA, Information Systems Audit and Control Association, 2014-present

American Marketing Association, 1998-present

Academy of Marketing Science, 2007-present

Sales and Marketing Executives, International – Dallas, 2003-present

INFORMS

NBMBAA

GRANTS AND AWARDS

TRIO GRANT, 2015-2017, TAMU-C

Faculty research Grant, 2002-2008, TAMU-C

Faculty research Grant, 2000-2008, TAMU-C

Faculty Development Grant, 2000-2008 TAMU-C

Morris Hite Center for Product Development and Marketing Science Grant, The University of Texas at Dallas, Richardson, TX.

Key students

Jobanet Flores, McNair Scholar, Faculty Mentor/Adviser, 2017-present

Monet Reed, Ph.D. candidate, Dissertation Committee, 2015-present

Vonecia Iglehart, Ph.D. candidate, Dissertation Committee 2015-present

Ciara Todd, Highest Honors Thesis Advisory, Graduate, 2013-2015

Douglas Luke, Ph.D. candidate, Dissertation Committee, Graduate 2012-2015

Jesse Jackson, High Honors Thesis Advisor, Graduate 2012- 2014

Fernando Fuentes, MBA candidate, Veteran’s Survey, Graduate, 2013

Rachel Evans, High Honors Dissertation Advisor, Graduate, 2009-2011