

Curriculum Vitae

Robert A. Robicheaux, Ph.D.

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CAREER PROFESSIONAL APPOINTMENTS

Position	Period	Organization
Professor of Marketing & Industrial Distribution and Marshall Scholar	2004 - 2017	University of Alabama at Birmingham
Chairman, Department of Marketing, Industrial Distribution & Economics	2009 – 2013	University of Alabama at Birmingham
Chairman, Marketing & Industrial Distribution	2004 – 2009	University of Alabama at Birmingham
Visiting Professor of Logistics	2005	Instituto Tecnologico y de Estudios Superiores de Monterrey, Mexico
Director, C&BA Honors Program	2001 - 2004	University of Alabama
Bruno Professor of Retail Marketing	1994 - 2004	University of Alabama
Visiting Professor of Marketing	1997	Echol des HEC, University of Montreal
Visiting Professor of Marketing	1995	University of Melbourne - Australia
Professor of Marketing	1992 - 2004	University of Alabama
Marketing Program Coordinator	1992 - 2004	University of Alabama
Director, Hess Institute for Retailing Development	1992 - 2013	University of Alabama
Associate Professor of Marketing & Logistics	1977 - 1992	University of Alabama
Assistant Professor of Marketing & Transportation	1974 - 1977	University of Tennessee - Knoxville
Instructor of Marketing	1973 - 1974	Louisiana State University - Baton Rouge
U.S. Army Band, Fort Polk, Louisiana	1969 - 1970	United States Army, Fort Polk, Louisiana

OTHER APPOINTMENTS

Alabama Retail Association, Board of Directors
Will Bright Foundation, Board of Directors
Omer DeSerres Chair of Retailing, Echol des HEC, Montreal, Canada, Board of Directors
Advisory Council, Board of Directors, Alabama Women on Board
American Marketing Association, Retail Special Interest Group, Board of Directors
Society of Franchising, Board of Directors
Associate Editor, Franchise UPDATE Magazine (1991 – 1993)

EDUCATION

<i>Degree Earned</i>	<i>Year</i>	<i>Institution</i>
Doctor of Philosophy - Marketing (Ph.D.)	1974	Louisiana State University
Master of Business Administration (M.B.A.)	1972	Louisiana State University
Bachelor of Science - Marketing (B.S.)	1969	Louisiana State University

PUBLICATIONS

(A) Scholarly Refereed Journal Articles

- Lund, Donald J., John D. Hansen, Robert A. Robicheaux and Clara Cid, "Brick vs. Click: A Resource Based View of Retailer Local Community Engagement," Journal of the Academy of Marketing Science, Under Review.
- Robicheaux, Robert A., "Tax Collections on Online Retail Sales: The Rest of the Story," State Tax Notes, September 2014.
- Dant, Rajiv P., Marko Grunhagen, Patrick Kaufmann, James R. Brown, Gerard Cliquet and Robert A. Robicheaux, "Chronicling the Saga of 25 years of International Society of Franchising," Journal of Small Business Management, 2012 (50) 4, pp. 525 – 538.
- Flight, Richard, John Henley and Robert A. Robicheaux, "The Effects of Public Policy on Relationship Marketing Identified by the Market Effects Model of Relationship Regulation," Journal of Business Research, Vol. 61 No. 8 (August 2008), pp. 850-858.
- Chebat, Jean-Charles and Robert A. Robicheaux, "Advances in Consumer Decision Processes in Retail Environments: Introduction to the Special Issue in Retailing Research," Journal of Business Research, Vol. 56, No. 7 (July 2003), pp. 503-4.
- Cashman, James, Marino, Louis D. & Robicheaux, Robert A., "After the Fall: A Positive Learning Experience Follows the Twin Towers Tragedy," Academy of Management Learning and Education (September 2002).
- Soumava Bandyopadhyay and Robert A. Robicheaux, "A Cross-Cultural Study of Influence Strategies and Satisfaction in Marketing Channels," Journal of Marketing Communications, Vol. 4 No. 4 (1998).
- Soumava Bandyopadhyay and Robert A. Robicheaux, "Dealer Satisfaction through Relationship Marketing Across Cultures," Journal of Marketing Channels, Vol. 6 No. 2 (1997) pp. 35- 56.
- Robert A. Robicheaux and Susan K. Harmon, "Household Spending Patterns: An Investigation of the Structural Changes in U.S. Retail Spending," ICSC Journal of Shopping Center Research, Vol. 4 No. 1 (Spring/Summer 1997) pp. 61 – 96.
- Robert A. Robicheaux and Soumava Bandyopadhyay, "Working with Dealers in India," Journal of Managerial Issues, Vol. VII, No. 4 (Winter 1995), 379-403.
- Soumava Bandyopadhyay, Robert A. Robicheaux and John Hill, "Cross-Cultural Differences in Intrachannel Communications: The United States and India," Journal of International Marketing, Vol. 4 No. 2 (April, 1994), 83-100.
- Robert A. Robicheaux and James E. Coleman, "The Structure of Marketing Channel Relationships." Journal of the Academy of Marketing Science Volume 22, Number 1 (Winter 1994), 38 - 51.
- Jule B. Gassenheimer, Roger J. Calantone, Judith M. Schmitz and Robert A. Robicheaux, "Models of Channel Maintenance: What is the Weaker Party to Do?" Journal of Business Research. 30 (1994), 225 - 236.
- Soumava Bandyopadhyay and Robert A. Robicheaux, "The Impact of the Cultural Environment on Interfirm Communications," Journal of Marketing Channels, Volume 3 Number 2 (1994), 59 - 82.

- Brett Boyle, F. Robert Dwyer, Robert A. Robicheaux and James T. Simpson, "Influence Strategies in Marketing Channels: Measures and Use in Different Relationship Structures," Journal of Marketing Research, XXIX (November 1992), 462-73.
- Lynne Davis Richardson and Robert A. Robicheaux, "The Supplier's Desire to Influence Related to Perceived Use of Power and Performance," Journal of Business Research (Spring 1992).
- Unal O. Boya, Robert A. Robicheaux and Michael J. Dotson, "Marketing Faculty Allocation of Time and Effort: Teaching, Research, Service and Consulting," Marketing Education Review, Volume 2 No. 3 (Fall 1992).
- Julie B. Gassenheimer, Roger Calantone and Robert A. Robicheaux, "Interorganizational Market Exchange: Critical Issues for Strategic Market Decision Analysis," Journal of Managerial Issues, Vol. IV No. 1 (Spring 1992) 46-61.
- Unal O. Boya and Robert A. Robicheaux, "Teaching, Research, Service and External Compensation Activities: Expected versus Actual Workstyles Among Marketing Educators," Journal of Marketing Education (Summer 1992) 68-81.
- Lynne Davis Richardson and Robert A. Robicheaux, "Managing Distributors as Off-Balance Sheet Resources in the American Brewing Industry," SAM Advanced Management Journal, Vol. 57 No. 2 (Spring 1992) 34-38.
- Robert A. Robicheaux and Unal O. Boya, "An Assessment of Marketing Educators: Institutional Evaluation versus Idealized Workstyles," Journal of Business Research, Vol. 19 (December 1989), 277-82.
- Julie B. Gassenheimer, Jay U. Sterling and Robert A. Robicheaux, "Assessing the Impact of Dependency, Behavior and Performance on Long-Term Channel Member Relationships," International Journal of Physical Distribution and Materials Management, Vol. 19 No. 12 (1989), 15-28.
- Raef T. Hussein and Robert A. Robicheaux, "Power and Conflict in Jordanian Food Distribution Channels," Journal of International Food and Agribusiness Marketing, Vol. 3 No. 1 (1989).
- Anthony Koh and Robert A. Robicheaux, "Variations in Export Performance Due to Export Marketing Strategy: Implications for Industrial Marketers," Journal of Business Research, Vol. 17 (1988), 249-258.
- A. Chatterjee, R.A. Robicheaux, E. Cadotte and F.J. Wegman, "Short Range Planning for Urban Goods Movement," Traffic Quarterly, (July 1979), 381-395.
- Ernest R. Cadotte and Robert A. Robicheaux, "Institutional Issues in Urban Freight Consolidation," International Journal of Physical Distribution and Materials Management, Vol. 9 No. 4 (1979), 158-168.
- A. Chatterjee, E. Cadotte, R. Robicheaux and F. Wegman, "Goods Movement Planning for Small and Medium Size Urban Areas," Transportation Engineering, Vol. 47 No. 11 (November 1977), 25-30.
- Robert A. Robicheaux and Adel I. El Ansary, "A General Model for Understanding Channel Member Behavior," Journal of Retailing, Vol. 52 No. 4 (Winter 1976-77), 13-30, 93-94. Reprinted in Bruce Walker and Joel Haynes, eds., Marketing Channels and Institutions: Selected Readings, Second Edition (Grid Publications: Columbus, Ohio, 1978).
- Adel I. El Ansary and Robert A. Robicheaux, "A Theory of Channel Control: Revisited," Journal of Marketing, Vol. 38 No. 1 (January 1974), 2-7.

(B) Academic Conference Papers (All Double Blind Refereed)

- Lund, Donald J., Robert Robicheaux, John D. Hansen, and Clara Cid, "Brick vs. Click: A Resource Based View of Retail Relationship Marketing through Community Engagement," in Academy of Marketing Science 2016 Annual Conference Proceedings, Dipayan Biswas and C. Christian Germelmann (Eds.). Orlando, FL.
- Lund, Donald, John D. Hansen, Robert A. Robicheaux and Clara Cid Oreja, "Brick vs. Click: A Resource Based View of Community Engagement," Society of Marketing Advances, November 2015. **Best Paper of the Conference**
- Robicheaux, Robert A., John R. Henley and Richard Flight, "Gasoline Retailing: "The Impact of Motor Fuel Marketing Legislation on Prices and Distribution Gross Margins," American Collegiate Retailing Association, New York, (January 2004).
- Dant, Rajiv P., Patrick J. Kaufmann, Robert A. Robicheaux, "The Restructuring of Franchise Systems: An Empirical Assessment of Ownership Redirection Patterns," Proceedings of the Society of Franchising, (Las Vegas, NV: International Franchise Association, 1998).
- Susan K. Harmon and Robert A. Robicheaux, "The Changing Face of Readers in the United States: The Demographics of Spending for Reading Materials between 1973 and 1994," American Collegiate Retailing Association Proceedings, (New York: ACRA, 1998).
- Susan K. Harmon and Robert A. Robicheaux, "Age, Household Life Cycle Stages and Birth Cohorts in Analyzing Expenditure Allocations," Proceedings of the American Marketing Association Summer Educators' Conference, Chicago, IL, August 1997.
- Robert A. Robicheaux, "Ausgabenstruktur privater Haushalte – eine empirische Studie zum Ausgabenverhalten in den USA von 1973-1994," in D. Ahlert and J. Becker, R. Olbrich, and R. Schutte, eds., Informationssysteme fuer das Handelsmanagement – Konzepte und Nutzung iin der Unternehmenspraxis. Springer-Verlag Berlin et al. 1998, pp. 167-88. (The English translation is "Spending Structure of private households – an empirical study on the spending patterns in the USA from 1974-1994," Information systems for retail management – concepts and application in the enterprise practice.)
- Robert A. Robicheaux and Donald P. Robin, "Ethical Evaluations of Selected Distributive Practices," William Darden, editor, Proceedings of the 1995 Retail Patronage Conference, (Baton Rouge: Louisiana State University).
- Darin White and Robert A. Robicheaux, "Linking Strategy Creation Styles with Corporate Climate in a Distribution Channel Context," Proceedings of the Southern Marketing Association, November 1995, 1-3.
- Soumava Bandyopadhyay and Robert A. Robicheaux, "Supplier-Dealer Relationalism in an Indian Channel of Distribution," Advances in Marketing, Proceedings of the Southwestern Marketing Association, (March 1995). **Best Paper in the Cross Cultural Track**
- Robert A. Robicheaux, Gregory Gundlach and James E. Coleman, "Micro Level Analysis of Channel Relationships: A Public Policy Framework," 1994 Marketing and Public Policy Conference Proceedings (May 1994).
- Robert A. Robicheaux, Rajiv Dant and Patrick Kaufmann, "Multiple Unit Franchising in the Fast Food Industry in the United States: Incidence and Operating Characteristics," Understanding and Accepting Different Perspectives: Empowering Relationships in 1994 and Beyond, Proceedings of the Society of Franchising (February 1994).

- Soumava Bandyopadhyay and Robert A. Robicheaux, "Differences in Interfirm Communications in the United States and India: The Effect of Relationship Marketing," Proceedings of the 1993 American Marketing Association Summer Educators Conference, (August 1993) pp. 214-215.
- Soumava Bandyopadhyay and Robert A. Robicheaux, "Supplier-Dealer Communications in India: Differences in Patterns Experienced by New and More Established Dealers," Proceedings of the Research Symposium on Marketing and Entrepreneurship, (University of Illinois - Chicago and American Marketing Association) August, 1993.
- Dianne H.B. Welsh, Patrick J. Kaufmann and Robert A. Robicheaux, "An Analysis of the Entrepreneurial Spirit in the Russian Republic: A Survey of University Students," Proceedings of the Decision Sciences Institute, November 1992.
- Carl E. Ferguson, Robert A. Robicheaux and Jay U. Sterling, "Scale Development, Unidimensionality and Confirmatory Factor Analysis: An Application of the Gerbing and Anderson Paradigm," Proceedings of the American Marketing Association Summer Educators' Conference, August 1992.
- Soumava Bandyopadhyay and Robert A. Robicheaux, "The Effects of Culture on Interfirm Communications," Proceedings of the American Marketing Association Summer Educators' Conference, August 1992.
- Jay U. Sterling, Robert A. Robicheaux and Carl E. Ferguson, "Identifying Differential Competitive Advantages Using an Extended Gap Analysis Model," Proceedings of the American Marketing Association Summer Educators' Conference, August 1992.
- Robert A. Robicheaux, Jay U. Sterling and Carl E. Ferguson, "Relationalism and Its Significance in Franchise Systems," Proceedings of the Society of Franchising, International Franchising Association, February 1992.
- Lynne Davis Richardson and Robert A. Robicheaux, "The Supplier's Desire to Influence Related to Perceived Use of Power and Performance," Proceedings of the Southwestern Marketing Association, (March 1991). **Best Paper Overall at the Conference.**
- Robert A. Robicheaux and James T. Simpson, "Dependence, Asset Specificity and Expected Relationship Duration in Alternate Forms of Quasi-Hierarchies," Proceedings of the Society of Franchising, International Franchise Association, February, 1991.
- Donna Mayo, Robert Robicheaux and Elizabeth Ferrell, "Franchisee Commitment and Satisfaction: Their Relationship to Contractual Issues," Progress in Marketing Thought, Proceedings of the Southern Marketing Association, November, 1990, 187-91.
- Robert A. Robicheaux, Jule Gassenheimer and Jay U. Sterling, "Power Source Elasticity: An Assessment of the Differential Effects of Supplier Role Performance on Dealers' Attributed Power, Satisfaction and Performance," Proceedings of the Summer Educators' Conference, (Chicago: American Marketing Association, August 1990).
- Robert A. Robicheaux and Donna Mayo, "An Empirical Investigation of Franchisee Satisfaction with the Content and Clarity of their Franchise Agreements," Proceedings, 1990 Society of Franchising Conference (International Franchise Association: Lincoln, Nebraska, 1990).
- Robert A. Robicheaux, "A Comparison of Marketing Professors' Expected and Actual Workstyles and their Relationship to Satisfaction: Southern Marketing Association Members vs. Nonmembers," Proceedings, 1989 Southern Marketing Association Conference.

- Lynne Davis and Robert A. Robicheaux, "The Presence and Use of Channel Power Sources in the Brewing Industry: Southeastern versus Other Regions," Proceedings, 1989 Southern Marketing Association Conference.
- Robert A. Robicheaux, "The Effects of Relationship Climate, Values Congruency and Commitment on Retail Performance," in William Darden, ed., Proceedings of the Symposium on Patronage Behavior and Retail Strategy, (Louisiana State University: Baton Rouge, LA, 1989).
- Robert A. Robicheaux and Lynne Davis, "Franchisor Power and Its Impact on Distributor Satisfaction in the Brewing Industry," Proceedings, 1989 Society of Franchising Conference, (International Franchise Association, 1989).
- Robert A. Robicheaux and Gail I. Hudson, "Autonomous Strategic Behavior Among Retail Buyers: A Study of Interorganizational Entrepreneurship," American Marketing Association Research Symposium on Marketing and Entrepreneurship (AMA: Chicago, IL, 1989) 295-305.
- Robert A. Robicheaux and Lynne Davis, "The Presence and Use of Channel Power Sources in the Brewing Industry: Southwestern versus Other Regions," Peter J. Gordon and Bert J. Kellerman, eds. Advances in Marketing: Proceedings of the Southwestern Marketing Association, (Spring, 1989), 10-15.
- Robert A. Robicheaux and Unal O. Boya, "An Assessment of Marketing Educators: Institutional Evaluation versus Idealized Workstyles" Proceedings of the Southern Marketing Association (November 1988). **Outstanding Marketing Education best paper.**
- Unal O. Boya and Robert A. Robicheaux. "An Assessment of Marketing Educators: Expected versus Actual Workstyles" David Moore, ed., Marketing: Forward Motion, Proceedings of the Atlantic Marketing Association Annual Conference (October 1988), 443-454.
- Robert A. Robicheaux and John Milewicz, "The Power-Leadership-Control Process in an Industrial Purchasing Setting," Proceedings of the Southern Marketing Association, (November 1985). **Outstanding paper in track.**
- Robert A. Robicheaux and K. Mark Weaver, "A Conceptual Model of Alternative Channel Strategies for Small Business," Marketing and Small Business/Entrepreneurship, G. Hills, D. Barnaby and L. Duffus, Editors, (American Marketing Association: 1983) 140-155.
- John Wong and Robert A. Robicheaux, "An Empirical Investigation of the Dimensionality of Conflict in a Channel of Primary Health Services," A Spectrum of Contemporary Marketing Ideas, Proceedings of the Annual Meeting of the Southern Marketing Association (November 1982), 102-105.
- Robert A. Robicheaux, "GMROI/Share Product Portfolio Analysis," The Changing Marketing Environment: New Theories and Applications, 1981 American Marketing Association Educators' Conference (1981), 31-34.
- Robert A. Robicheaux, "Comprehensive Wholesale Inventory Management," Proceedings of the Southern Marketing Association 1979 Conference (November 1979) 414-417.
- Robert A. Robicheaux and William L. James, "Segmenting Motor Carriers' Markets on the Basis of Customer Satisfaction," Proceedings of the 1978 Transportation Research Forum, Transportation Research Board, 1978.
- Robert A. Robicheaux and William L. James, "Segmenting Motor Carriers' Customers: A Linear Discriminant Analysis Approach," Proceedings of the 1978 Transportation and Logistics Educators Conference, 87-92.

- E. Cadotte, R. Robicheaux, A. Chatterjee and F. Wegman, "TSM for Facilitating Urban Goods Movement," Proceedings of the American Society of Civil Engineers Conference, Pittsburg, PA (April 24-28, 1978).
- Robert A. Robicheaux and William L. James, "Industrial Marketers' Satisfaction with Motor Common Carrier Performance," 1978 Southern Marketing Association Conference.
- Robert A. Robicheaux and Arun Chatterjee, "Injecting UGM Considerations into the Transportation Planning Process," Proceedings of the Engineering Foundation Conference on Goods Transportation in Urban Areas, (1978).
- Gary Smith, *et al*, "Goods Movement Considerations in Metropolitan Planning," Proceedings of the Engineering Foundation Conference on Goods Transportation in Urban Areas, (1978).
- Robert A. Robicheaux, "Urban Freight Transportation Service Channels," Proceedings of the 1977 Southern Marketing Association Conference, 191-194.
- Robert A. Robicheaux and Ernest R. Cadotte, "Functional Spin-Off in the Transportation Industry: Small Shipment Consolidation Opportunity," Proceedings of the 7th Annual Transportation and Logistics Educators' Conference, October 15, 1977, 52-57.
- Ernest R. Cadotte and Robert A. Robicheaux, "Institutional Issues in Urban Freight Consolidation," Transportation Research Board: Proceedings of the 56th Annual Meetings (January 1977).
- Robert A. Robicheaux and Ernest Cadotte, "Shippers' Perceptions of and Preferences for Motor Carrier Performance in Urban Areas: Implications for Consolidation," Transportation Research Forum: Proceedings 1976, (October 1976), 152-159.
- Robert A. Robicheaux and Ernest Cadotte "Freight Service Expectations, Performance and Tradeoffs in Urban Areas," Proceedings of the Urban Freight Consolidation Workshop (Federal Highway Administration: Washington, D.C., 1976) 125-146.
- Ernest Cadotte and Robert A. Robicheaux, "Institutional Issues of Urban Freight Consolidation," Proceedings of the Urban Freight Consolidation Workshop (Federal Highway Administration: Washington, D.C., 1976), 3-34.
- Robert A. Robicheaux, "Behavioral Dimensions of Marketing Channels: Key Interrelationships," Proceedings of the 8th Annual Conference of the American Institute for Decision Sciences, November 10-12, 1976.
- E. Cadotte, R. Robicheaux, A. Chatterjee and F. Wegman, "Why Goods Distribution Should be Included in Transportation Planning," Proceedings 1976 Transportation Research Board Conference.
- Robert A. Robicheaux, "A Long Range Approach to Channel Development," Proceedings of the 1976 Southern Marketing Association Conference, 98-100.
- Robert A. Robicheaux, "How Important is Pricing in Competitive Marketing Strategy," Proceedings of the 1976 Southern Marketing Association Conference, 55-57. This article was reprinted in Louis Boone, editor, Management Perspectives in Marketing (Dickinson Publishing Company 1978).
- Robert A. Robicheaux and Lawrence Richard, "A Paradigm of Channel System Relationships," Proceedings of the 1973 Southern Marketing Association Conference.

(C) Scholarly Presentations

Robert A. Robicheaux, "Retail as Essential Economic Development," Economic & Community Development Institute, Auburn University & Cooperative Extension System, July 10, 2013.

Robert A. Robicheaux, "Some Underappreciated Consequences of Retail E-Commerce: One State's Experience," 2013 American Collegiate Retailing Conference, Nashville, TN, March 21, 2013.

Robert A. Robicheaux, "Restoring America's prosperity: Impacts of E-Commerce Sales on the Alabama Economy," Alabama Center for Real Estate, August 2, 2012

Robert A. Robicheaux, "The Impacts of Online Retail Sales on State, County and Municipal Economies," 44th Annual Municipal Revenue Officers Conference, Lake Guntersville, AL, July 19, 2012.

Robert A. Robicheaux, "Macroeconomic Consequence of Retail e-Commerce," 2012 Academy of Marketing Science Annual Convention, New Orleans, LA, May 16, 2012.

Robert A. Robicheaux, "Retail as Essential Economic Development Strategy," Economic & Community Development Institute, Auburn University & Cooperative Extension System, July 14, 2011.

Robert A. Robicheaux, "The 1990s: The Society Matures from Infancy to Puberty," International Society of Franchising, Boston, MA, June 18, 2011.

Robert A. Robicheaux, "Retail as Essential Economic Development Strategy," Economic & Community Development Institute, Auburn University & Cooperative Extension System, June 20, 2010.

(D) Books or Parts of Books

Chebat, Jean-Charles and Robert A. Robicheaux, Editors, Special Issue Retailing Research, Journal of Business Research, Vol. 56, No. 7 (July 2003).

Robert A. Robicheaux, Editor, Franchising: Evolution in the Midst of Change, (International Center for Franchise Studies: Lincoln, Nebraska, 1990).

Robert A. Robicheaux, "The Gray Market: Implications of the Aging of Alabama's Population," in Eric Baklanoff, William Gunther, Ahmad Ijaz, Charles Leathers, Robert McLeod, Walter Misiolek, Jeffrey P. Richetto, Robert A. Robicheaux, Edward Smith and Annette Jones Watters, The Alabama Economy: Critical Issues for the 1990s, (Center for Business and Economic Research, University of Alabama: Tuscaloosa, AL, 1990).

Robert A. Robicheaux, William Pride and O.C. Ferrell, Editors, Marketing: Contemporary Dimensions, Fourth Edition (Houghton Mifflin: Boston, 1985).

Robert A. Robicheaux, William Pride and O.C. Ferrell, Editors, Marketing: Contemporary Dimensions, Third Edition (Houghton Mifflin: Boston, 1983).

Robert A. Robicheaux and William L. James, "Shippers' Satisfaction with Motor Carriers' Services," in Robert Lusch and Paul Zinser, Editors., Contemporary Issues in Distribution Channels, (University of Oklahoma: Norman, 1980).

Robert A. Robicheaux, William Pride and O.C. Ferrell, Editors, Marketing: Contemporary Dimensions, Second Edition (Houghton Mifflin: Boston, 1980).

Robert A. Robicheaux and Adel I. El Ansary, "Understanding Channel Member Negotiations" in Arch Woodside, J. Taylor Sims, Dale Lewison and Ian Wilkinson, Editors., Foundations in Marketing Channels, (Austin Press: Austin, 1978). pp. 267-287.

Robert A. Robicheaux, "How Important is Pricing in Competitive Marketing Strategy," Louis Boone, editor, Management Perspectives in Marketing (Dickinson Publishing Company 1978).

Robert A. Robicheaux and Adel I. El Ansary, "A General Model for Understanding Channel Member Behavior," in Bruce Walker and Joel Haynes, eds., Marketing Channels and Institutions: Selected Readings, Second Edition (Grid Publications: Columbus, Ohio, 1978).

Ernest R. Cadotte and Robert A. Robicheaux, Editors, Proceedings of the Urban Freight Consolidation Workshop, (Federal Highway Administration: Washington, D.C., 1976), 187 pp.

Robert A. Robicheaux, William Pride and O.C. Ferrell, Editors, Marketing: Contemporary Dimensions, First Edition (Houghton Mifflin: Boston, 1976).

(E) Published Teaching Materials

Robert A. Robicheaux and David Mothersbaugh, MKT 300 Marketing, (McGraw-Hill, New York, 1997), 252.

Robert A. Robicheaux and Lynne Davis, MKTAPPS, a computer interactive instructional learning program to accompany Berkowitz, Kerin and Rudelius, Marketing (Times Mirror Mosby, St. Louis, MO, 1986.)

Robert A. Robicheaux, "Leisure Products, Inc." in David Cravens, Robert Woodruff and Gerald Hills, Marketing Decision Making: Concepts and Strategy, Second Edition (Irwin: New York, 1980). Also appears in Arch Woodside and Wayne De Lozier, Marketing Management, (Merrill: New York, 1978).

Robert A. Robicheaux, "Alabama ABC Board Retail Operations," in J. Barry Mason and Morris L. Mayer, Modern Retailing: Theory and Practice, Second Edition (Business Publications, Inc.: Dallas, 1980).

Robert A. Robicheaux, "Alabama ABC Board: Wholesale Purchasing Operations," in J. Barry Mason and Morris L. Mayer, Modern Retailing: Theory and Practice, Second Edition (Business Publications, Inc.: Dallas, 1980). Reprinted in J. Barry Mason, Morris L. Mayer and Hazel Ezell, Cases and Problems in Contemporary Retailing (BPI: Dallas, 1980).

(F) Miscellaneous Published Articles

Robert A. Robicheaux and K. Mark Weaver, "Entrepreneurship: Is More Always Better?" Franchise UPDATE, Summer 1993.

Robert A. Robicheaux, Rajiv Dant and Patrick J. Kaufmann, "The Franchise Fracas: Is Ownership Redirection the Natural Order?" Franchise UPDATE, Spring 1993.

Robert A. Robicheaux, Ph.D., "The Relational Syndrome in Franchising," Franchise UPDATE, (Fourth Quarter, 1992), 16-17.

Robert A. Robicheaux, "Marketing and the "IWBITWC" Syndrome in Franchising," Franchise UPDATE, Second Quarter 1992, 6-8.

Charles M. Mayo, Donna T. Mayo and Robert A. Robicheaux, "Measuring Advertising Effectiveness," Franchise UPDATE, Second Quarter 1992, 6-8.

Robert A. Robicheaux, "International Franchising: An Untapped Source of Information," Franchise UPDATE, First Quarter 1992, 30-31.

Robert A. Robicheaux, "Franchising and the Pig and the Python," Franchise UPDATE, November/December 1991, 20-22.

Robert Kee, Jay U. Sterling and Robert Robicheaux, "Evaluating Retail Segment Performance: A Means of Enhancing Firm Profitability," FOCUS, Vol. 1 No. 2, Fall 1991, 16-19.

Robert A. Robicheaux and Jay U. Sterling, "Is Your P&L Statement Letting You Down?," Franchise UPDATE, June/July 1991, 18-21.

Robert A. Robicheaux Donna T. Mayo and Charles Mayo, "The Aging of America's Markets: The Pig in the Python Keeps on Moving," FOCUS, Vol. I No. 1 (Spring 1991), 1-8.

Robert A. Robicheaux, "Aging Population: Demand for Goods Will Change," Business Alabama Monthly (January 1991), 40.

Robert A. Robicheaux, "The Graying of Alabama," The Alabama Economy: Issues for the 1990s, Center for Business and Economic Research, University of Alabama, October, 1990.

Robert A. Robicheaux, "The Insidious Effects of Unclear Contract Language on Franchise Systems," Franchising UPDATE, Vol. 3 No. 4 (July/August 1990), 6-7.

Robert A. Robicheaux, "The Graying of Alabama: Focus on the Mature Market," Alabama Business, Vol. 58 No. 8 (August 1989), 3-7.

Robert A. Robicheaux, "Wholesaling in Alabama," Alabama Economic Outlook (Alabama Development Office: Montgomery, AL, 1978), 56-61.

(G) Miscellaneous Other Publications

Robert A. Robicheaux, "Estimates of Alabama Losses Due to E-Commerce," Alabama Retail Association (2012).

Robert A. Robicheaux, Senior Sales Executive Compensation in Franchising, Franchise UPDATE Publications, San Jose, California (September 1996).

Robert A. Robicheaux, Executive Compensation in Franchising, Franchise UPDATE Publications, San Jose, California (February 1995).

Robert A. Robicheaux, Marketing the West Alabama Health Plan, (August 1985). Project Director and Principal Investigator, contract between the Alabama State Department of Medicaid and Medicare and the University of Alabama to prepare a strategic marketing plan for a unique health care provider to operate in 12 counties in west central Alabama.

Robert A. Robicheaux, The Effect of Increases in Energy Related Labor Forces Upon Retailing in Alabama, University of Alabama School of Mines and Energy Development Research Project, (June 1983).

Carl Ferguson, David Cheng and Robert Robicheaux, An Appraisal of the Economic Impact of Construction of a \$1.29 Billion Synfuel Plant in Greene County, Alabama, (University of Alabama: Center for Business and Economic Research, May 1982).

Carl Ferguson, David Cheng, Robert Robicheaux and David Keeler, The Economic Impact on Alabama and Industries in Alabama of a Rise in User Fees for Domestic Inland Transportation, (University of Alabama: Center for Business and Economic Research, (March, 1982).

Robert A. Robicheaux, An Analysis of the Structure and Operating Characteristics of the Alabama Alcoholic Beverage Control Board's Wholesale and Retail Operations (University of Alabama: Tuscaloosa, 1980). A report of an Alabama ABC Board project under contract with the University of Alabama.

Robert A. Robicheaux, Profitability Programming for Merchandising in Alabama's ABC Board Operations (The University of Alabama: Tuscaloosa, 1979), 129 pp. A National Science Foundation Grant Project.

Robert A. Robicheaux and Ernest Cadotte, "Urban Goods Movement Planning: Problems and Opportunities," Twenty Second Annual Highway Engineering and Construction Conference, Montgomery, Alabama (March 13-14, 1979).

Allan D. Spritzer and Robert A. Robicheaux, The Administrative and Merchandising Systems of the Alabama Alcoholic Beverage Control Board, (University of Alabama: Tuscaloosa, 1978), 53 pp. A National Science Foundation Grant project.

(H) Published Book Reviews

Donald J. Bowersox, Bixby Cooper, Douglas Lambert and Donald Taylor, Management in Marketing Channels (McGraw-Hill: New York, 1980) in Journal of Business Logistics, Vol.3 No. 2 (1982), pp. 119-121.

C. Glenn Walters, Marketing Channels (Ronald Press: New York, 1974) in Journal of Marketing, Vol. 39 No. 4 (October 1975), pp. 116-117.

John Kerr and James Littlefield, Marketing: An Environmental Approach (Prentice-Hall: Englewood Cliffs, 1974) in Journal of Marketing, Vol. 38 No. 4 (October 1974), p. 114.

EDITORIAL BOARD EXPERIENCE

<u>Journal of Marketing Channels</u>	Editorial Review Board Member
<u>SAM Advanced Management Journal</u>	Editorial Review Board Member
<u>Quarterly Journal of Business and Economics</u>	Editorial Review Board Member
<u>Journal of Marketing</u>	<i>Ad hoc</i> Reviewer
<u>Journal of Retailing</u>	<i>Ad hoc</i> Reviewer
<u>Journal of Public Policy & Marketing</u>	<i>Ad hoc</i> Reviewer

SERVICE ON DISSERTATION RESEARCH COMMITTEES

(A) Service as Dissertation Committee Chairman

Professor Robicheaux chaired 18 and served as a member of several other marketing doctoral dissertation committees at the University of Alabama between 1982 and 2004. His students have assumed teaching positions throughout the United States and other nations. His first doctoral student, Oded Gur Arie, in 1982 took a faculty position as Assistant Professor of Marketing at the University of Michigan.

Professor Robicheaux served on these students' dissertation committees as chairperson at the University of Alabama.

Oded Gur Arie, "An Empirical Investigation of the Applicability and Validity of Growth Share Portfolio Analysis at the Brand Level," University of Alabama, 1982.

John Kong-Fah Wong, "An Empirical Study of Conflict in an Emerging Distribution Channel of Primary Health Care: The Case of the Nurse Practitioner-Physician Relationship," University of Alabama, 1982.

Robert F. Williams, "Selecting and Weighting Attributes for Buying the Technological Product," University of Alabama, University of Alabama, 1982.

John C. Milewicz, "An Exploratory Study of the Behavioral Dimensions of a Channel of Distribution: An Assessment of the Power, Leadership, Control and Performance Linkages," University of Alabama, 1983.

Raef T. Al-Haj Hussein, "An Empirical Examination of Power and Conflict in Jordanian Food Distribution Channels," University of Alabama, 1985.

Anthony Chee-Shing Koh, "An Empirical Investigation of the Export Practices of United States Firms: The Links Among Organization Structure, Export Marketing Strategy and Export Performance," University of Alabama, 1986.

Gail I. Hudson, "The Development and Psychometric Assessment of a Scale to Measure the Channel Leadership Orientation of Buyers in a Channel of Distribution," University of Alabama, 1987.

Lynne Davis, "An Empirical Investigation of Channel Power, Exercised Sources of Power, Performance and Satisfaction," University of Alabama, 1988.

Ahmed Motawa, "An Empirical Investigation of the Impacts of Exercised and Unexercised Power Sources on Channel Performance and Satisfaction in Saudi Arabian Channels for Household Durable Goods," University of Alabama, 1989.

James T. Simpson, "An Empirical Investigation of the Structural Dimensions of Marketing Channels: A Governance Approach," University of Alabama, 1990.

Soumava Bandyopadhyay, "The Effects of Environmental and Cultural Factors on Interfirm Influence Strategies in Distribution Channels," University of Alabama, May, 1993.

Donna Mayo, "The Relationship between Franchisee Satisfaction, Performance and Intentions and Contractual Agreements," University of Alabama, May 1993.

Vernon Murray, "Cause Related Marketing: An Examination of Interorganizational Relationships and the Contemporary Strategies of U.S. Corporations," University of Alabama, December 1993.

Darin White, "Franchise System Communications: The Moderating Effects of Franchisor Management Style and Environment," 1994.

James Coleman, "Political Economies, Relationships and Transaction Cost Strategies: A Systems Model of Channel Structure, Conduct and Performance," University of Alabama, 1995.

Thomas Sean Dwyer, "An Examination of the Influence of Culture on Insurance Industry Sales Practices: An International Study," 1997.

Susan Harmon, "Segmenting Retail Customer Markets - A Multidimensional Approach," 1998.

John R. Henley, "Environmental Uncertainty, Influence, Commitment and Trust in Highly Dependent Channel Relationships," 2004.

(B) Placement of Doctoral Students whose Dissertations were Chaired by Professor Robicheaux

Oded Gur Arie	1982	University of Michigan
John Kong-Fah Wong	1982	Iowa State University
Robert F. Williams	1982	Director of Procurement Research, United States Army
John C. Milewicz	1983	University of South Alabama
Raef T. Al-Haj Hussein	1985	Yarmouk University, Jordan
Anthony Chee-Shing Koh	1986	University of Toledo
Gail I. Hudson	1987	Arkansas State University
Lynne Davis	1988	University of Alabama at Birmingham
Ahmed Motawa	1989	King Saud University, Saudi Arabia
James T. Simpson	1990	University of Alabama - Huntsville
Donna Mayo	1991	University of Tennessee - Chattanooga
Vernon Murray	1991	De Paul University
Soumava Bandyopadhyay	1992	Lamar University
Darin White	1994	Union University
James E. Coleman	1995	Troy State University
John R. Henley	2004	Southwest Georgia State University

(C) Service as a Dissertation Committee Member

Christie Paksoy, "The Development of a Methodology for Specifying Optimal Sales Response Models when the Marketing Decision Variables Exhibit Carryover Effects: An Application of Polynomial Distributed Lag Estimation to Marketing Decision Making, 1978.

Jule Gassenheimer, "An Empirical Assessment of Selected Behavioral Dimensions of Interfirm Relationships in an Industrial Channel of Distribution," 1988.

Alan Shao, "An Empirical Investigation of the Behaviors and Structures of U.S. Multinational Advertising Agencies and the Effects on their Affiliates' Strategies," 1989.

Umar Jeffri, "Product Acceptance by Middlemen in Export Channels," 1989.

James Chow, "An Empirical Investigation of Retailer and Manufacturer Use of and Attitudes toward Direct Product Profitability Analyses," 1992.

Ramesh T. Padmanabhan, "An Exploratory Study of U.S. and European International Direct Marketing Strategies, " 1992.

Dal-Young Chun, "The Effects of Just-in-Time Inventory Systems on Channel Relationships," 1992.

Jang-Hui Han, A Study of Alternative Specifications of Multidimensional Constructs in Structural Equation Modeling," 1992.

SELECTED ACADEMIC AND PROFESSIONAL HONORS

John Fraedrich, "The Best Researchers in Marketing," **Marketing Educator** (Summer 1997), 3. Professor Robicheaux is cited as one of the 100 best researchers in the field of marketing.

SMA Fellow, selected by the Southern Marketing Association in 1997 to recognize a lifetime of service and accomplishment to the SMA and the marketing discipline.

College of Commerce & Business Administration Student Executive Committee Nominee, Thomas D. Moore Endowed Undergraduate Teaching Award.

Department of Management & Marketing Nominee, Burlington Northern Foundation Achievement Award for Excellence in Scholarly Research, 1992

Department of Management & Marketing Nominee for Burlington Northern Foundation Achievement Award for Excellence in Teaching, 1990

Who's Who of Emerging Leaders in America

Who's Who Among America's Teachers

Strathmore's Who's Who

Men of Achievement, Who's Who in the South and Southwest & Who's Who in the Southeast

Anderson Society, Member and Faculty Advisor, University of Alabama Chapter

Outstanding Paper, Cross Cultural Track
1995 Conference of the Southwestern Marketing Association

Outstanding Paper, Marketing Management Track,
1991 Conference of the Southwestern Marketing Association

Outstanding Paper, Marketing Education Track, 1988 Annual
Conference of the Southern Marketing Association

American Marketing Association Doctoral Consortium Fellow 1973

National Defense Education Act (NDEA) Title IV Fellow, 1970-73

Who's Who Among Students in American Colleges and Universities, 1968

Beta Gamma Sigma, 1968

PROFESSIONAL SOCIETIES

American Marketing Association - Member since 1972
Track Chairman, Distribution Channels Track, 1997 Summer Educators' Conference
Chairman-Elect, Retail Special Interest Group, 1996-97
Vice President of Publications and Member of the Board of Directors of the
Retail Special Interest Group: 1995 - 1996

Academy of Marketing Science
Conference Co-Chair, Montreal, Canada, 1988

Allied Southern Business Association, President, 1981-82
Wrote ASBA's first Constitution and By Laws which defined the relationship among the various ASBA members including the Southern Marketing, Southern Management, Southern Risk and Insurance and Southern Case Writers Associations.

Society for Marketing Advances - Member since 1972
Co-Chair SMA Annual Supply Chain Management and Industrial Distribution
Symposium, 2006
Co-Chair SMA Annual Retailing Symposium, 1997 to Present
Elected Fellow – A Lifetime Achievement Recognition Award
President, 1981-82
President-Elect and Annual Program Chairman, 1980-81
Treasurer, 1979-80
Chairman, Strategic Planning Committee, 1979-80
Vice President of Research and Publications, 1978-79
Secretary and SMA Newsletter Editor, 1977-78

Society of Franchising, President and Annual Conference Chairman, 1990
Member, Board of Directors, 1992 to present
Secured renewal of financial support from the University of Nebraska-Lincoln.

International Society of Franchising, Conference Program Chair, 2014. New Orleans, Louisiana

Beta Gamma Sigma

Chapter President, University of Alabama 1980-81
Chapter President, Louisiana State University 1972-73

Delta Sigma Pi (Honorary Life Member)

Chapter President, Louisiana State University 1968-69
Chapter Advisor, University of Alabama, 1986 - 1994

Mu Kappa Tau, Director of the Southern District 1978 to 1988

UNIVERSITY CONTRACT RESEARCH PROJECTS

"An Empirical Investigation of the Management Practices of Independent Contractors to Influence their Downline Sales Representatives in the Direct Selling Industry," a Faculty Research Grant awarded by the Direct Selling Education Foundation. Robert A. Robicheaux, Principal Investigator.

"An Appraisal of the Economic Impact of the Construction of a \$1.29 Billion Synfuel Plant in Greene County, Alabama," a contract with the University of Alabama School of Mines and Energy Development, Carl Ferguson, Project Director and R. Robicheaux and D. Cheng, Principal Investigators.

"The Economic Impact on Alabama and Industries in Alabama of a Rise in User Fees for Domestic Inland Waterborne Transportation," a contract with the Auburn Technical Assistance Center, Carl Ferguson, David Cheng, R.A. Robicheaux and James Keeler, Principal Investigators.

"Analyzing the Distribution System of the Alabama ABC Board," a contract with the Alabama ABC Board, (February 15 - September 30, 1980) R.A. Robicheaux, Principal Investigator.

"Improving the Efficiency of the Marketing Operations of the Alabama ABC Board, National Science Foundation Public Research and Development Grant, (September 1, December 15, 1979) Robert A. Robicheaux, Principal Investigator.

"Assisting the Alabama Alcoholic Beverage Control Board in its Merchandising and Logistics Operations," (November 1978 - May 1979) Robert A. Robicheaux, Principal Investigator.

"Assessing the Effects of Increases of Energy Related Labor Forces Upon Alabama's State and Local Retail Sector," University of Alabama School of Mines and Energy Development Research Grant (January - August, 1979) R.A. Robicheaux, Principal Investigator.

"An Analysis of the Administrative and Marketing Systems of the Alabama Alcoholic Beverage Control Board," Allan D. Spritzer and Robert A. Robicheaux, Co-Principal Investigators, National Science Foundation Grant (May 16 - August 15, 1978).

"Planning for Urban Goods Movement," U.S. Department of Transportation Federal Highway Administration Contract No. 11-8832, E. Cadotte, A. Chatterjee, M. Judd, R. Robicheaux and F. Wegmann, Principal Investigators (June 1975 - August 1976).

"A Workshop on Urban Freight Consolidation," U.S. Department of Transportation, Federal Highway Administration, E.R. Cadotte and R.A. Robicheaux, Co-Principal Investigators (September 1975 - May 1976).

ROBICHEAUX, LLC - BUSINESS AND LEGAL CONSULTING ACTIVITIES

AirMed International	Hogan & Hartson
Alabama Alcoholic Beverage Control Board	Hospital Corporation of America
Alabama Department of Medicare/Medicaid	Intermark Corporation
Allied-Signal Corporation	Johnston, Barton, Proctor & Powell
American Suzuki Motor Corporation	Kampgrounds of America
AMI/West Alabama General Hospital	K-Mart Corporation
Auburn University	Kia Motors of America
Balch & Bingham	Lightfoot, Franklin & White
BASS Bass Anglers Sportsman Society	Lloyd Nolan Hospital
Bausch & Lomb, Inc.	Maynard Cooper & Gale PC
Beauty Alliance Corporation	Med-Jet Assist
BellSouth Advertising & Publishing Corp.	Mercedes-Benz U.S. International, Inc.
BellSouth Telecommunications	National Fertilizer & Environmental
Benetton, S.p.A.	Osmose Wood Preserving, Inc.
Burr Forman, LLP	Paul, Weiss, Rifkind, Wharton & Garrison, LLP
C-3 Conferencing	Pennzoil Company
Charisma Communications Corporation	Pizitz Holdings
Citibank	Ramada Inn International
Colgate-Palmolive, Inc.	Salomon Brothers
Con-Agra	Satellite Mobile Systems
Cumberland Law School, Samford	SCI Systems, Inc.
F.W. Woolworth Corporation	Sirroto & Permutt
First National Bank of Alabama	SPARTA, Huntsville, Alabama
Galese and Ingram	Teledyne-Brown Engineering Corporation
General Parts, Inc. (Carquest)	Tennessee Valley Authority
Gordon and Associates	Texaco Refining & Marketing, Inc.
Great Southern Wood Preserving, Inc.	The Clearbrook Company, Ltd.
Group One Automotive	University of Alabama School of Engineering
GTE Corporation and GTE South	University of Alabama School of Law
Gulf States Paper Corporation	Wal-Mart Corporation
Hill's Pet Products Division	White, Arnold, Andrews and Dowd

