

RESUME

Dr. Krist R. Swimberghe
Dean, The Soules College of Business

Soules College of Business
The University of Texas at Tyler
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EDUCATION

Doctor of Business Administration 2009
Major: Marketing Minors: Quantitative Analysis, Management
Louisiana Tech University - USA

Master's degree in applied economics
Katholieke Universiteit Leuven (KUL), Belgium

Bachelor's degree in political and economic Sciences
Katholieke Universiteit Brussel (KUB), Belgium

INDUSTRY EXPERIENCE

Managing Partner/International Sales and Marketing Manager 1998 – 2006
Heavy Duty Enterprises, Inc.
Natchitoches, Louisiana-USA

Sales and Marketing Mgr. Europe, North Africa, and Middle East 1997 – 1998
Champion Laboratories, Inc./Luber-Finer, N.V.
Antwerp-Belgium

International Liaison/International Sales Manager 1990 – 1997
Pan Pacific Enterprises, Inc. (d.b.a. PTC Inc.)
Fairfax, Virginia-USA

ACADEMIC EXPERIENCE

Dean 01/2022 – current
Soules College of Business
University of Texas at Tyler

Interim Dean 05/2020 – 12/2021
Soules College of Business
University of Texas at Tyler

Chair, Department of Management and Marketing 07/2014 – 12/2021
Associate Professor of Marketing
Soules College of Business
University of Texas at Tyler

Interim Director of the Center for Retail Enterprise (CRE) 09/2017 – 12/2021
Soules College of Business
University of Texas at Tyler

Assistant Professor of Marketing 09/2010 – 07/2014
College of Business and Technology
University of Texas at Tyler

DAVID D. MORGAN ENDOWED PROFESSOR OF MARKETING 09/2007 – 08/2010
Assistant Professor
College of Business
Northwestern State University of Louisiana

Teaching Assistant 09/2005 – 09/2007
College of Administration and Business
Department of Marketing and Analysis
Louisiana Tech University

Adjunct Professor 09/2002 – 09/2005
College of Business
Northwestern State University of Louisiana

ADMINISTRATIVE ACCOMPLISHMENTS

1) DEAN, SOULES COLLEGE OF BUSINESS

- **Personnel:**

- Lead and manage the Soules College of Business which employs 1 interim Associate Dean, 5 Department Chairs, 55 faculty and 17 staff members (Includes professional graduate and undergraduate advising offices).
- Provide leadership and oversight of the UT Tyler Small Business Development Center (SBDC) Longview and five of its satellite offices in Henderson, Carthage, Jefferson, Gilmer and Marshall.
- Provide leadership and oversight of the East Texas Entrepreneurship Center which is a University Center established through a 5-year Economic Development Agency (EDA) grant.
- Provide leadership and oversight of the Hibbs Institute for Business and Economic Research.
- Provide leadership and oversight of the Center for Retail Enterprises and the Center for Family and Small Enterprises.

- **Curriculum and Programming:**
 - Serve 1400 + undergraduate students and approximately 700 graduate students.
 - Nearly **90%** Soules College of Business undergraduate student **retention**.
 - Provide leadership and oversight of 5 Departments (Management and Marketing, Accounting, Finance and Business Law, Human Resource Development, Computer Science, CIS and IT, and Technology).
 - Provide leadership and oversight of a PhD program in Human Resource Development, online and face to face MBA programs with 5 specialization options, an Executive MBA with a specialization in healthcare management program, a Master's in Accounting program, as well as Master of Science in Human Resource Development, Computer Science and Industrial Management programs.
 - Lead the initiation, creation and launch of the following new programs/certificates: Entrepreneurship concentration for the BAAS degree, Undergraduate Certificate in Compliance and Diversity, Undergraduate Certificate in Business Legal Studies, Executive Healthcare Analytics Certificate, Master of Science in Cyber Security and Data Analytics.
- **Fundraising/Business Outreach:**
 - Lead the development of a one-million-dollar proposal to support the financial analytics lab and student lead investment fund.
 - Lead the development of a 25-million-dollar strategic campaign proposal to finish the fourth floor of the Soules College of Business building.
 - Within the first two months after being appointed as the interim Dean re-activated Soules College of Business advisory board, invited 6 new board members and renewed advisory board members' commitment for annual financial support to the College.
 - Lead and collaborate with the Director of Advancement for the Soules College of Business in philanthropic outreach and fundraising activities including pursuing internal and external grants, developing Soules College of Business marketing materials, YouTube Channel, etc...
 - Lead, coordinate and supervise crowd-funding fundraising activities by the different departments in the College.
- **Budget Responsibility:**
 - Responsible for a College budget of approximately **\$ 16 million**.
- **Accreditation:**
 - Participated in the two prior AACSB accreditation cycles as a department chair.

- Responsible for the preparation, coordination and completion of the Soules College of Business CIR report 2022 and upcoming AACSB visit in April 2023.
- Attended multiple AACSB workshop and AACSB Dean's conferences.

2) **CHAIR, DEPARTMENT OF MANAGEMENT AND MARKETING**

- **Personnel:**

Managing a department of up to **32 faculty members** (21 tenured-track, 5 lecturers, 6 adjunct instructors) and 1 administrative assistant. Faculty members include a former President, a former Dean, a former Provost, and a former VP of Financial Affairs.

- Responsibilities include class scheduling, faculty recruitment, faculty development and annual faculty performance evaluation, faculty compliance with AACSB qualifications, departmental AACSB Assurance of Learning (AOL) process development, budget authority responsibility, and curriculum and program development.
- Successfully **recruited** 4 new tenure-track marketing faculty, 5 new tenure-track management faculty, 4 full-time lecturers and numerous adjunct faculty during my tenure as Department chair.
- Took on a leadership role leading to **successful AACSB re-accreditation in 2018**.

- **Curriculum and Programming:**

The Management and Marketing department is responsible for generating and delivering **approx. 40% of the Soules College of Business SCH's or 11% of total UT Tyler SCH's**.

Student Success Initiatives: Initiating, developing and leading the effort to incorporate "value-added" components in the Management and Marketing curriculum resulting in:

- Accreditation of the Marketing curriculum by the *Category Management Association* (CMA) as only one of seven programs in the United States. Opportunity for marketing students to sit for Certified Professional Category Analyst (CPCA) credential.
- Membership in the *SAP University consortium* and the opportunity for students to obtain the UT Tyler-SAP Student Acknowledgment award.
- The Marketing area curriculum was selected as a finalist for the Texas Higher Education Coordinating Board 2016 STAR award in the "*Marketable Skills Category*".
<https://www.uttyler.edu/images/users/cbt/IMM360-Star-Award-Finalist-Certificate.jpg>

- **Fundraising/Business Outreach:**

Initiated, developed and secured gifting contracts with:

- JDA software group for 210 student and instructor licenses of the space planning and floor planning software for a period of three years, **valued at \$1.47 million** (awarded in Spring 2016)
- Nielsen Company for student and instructor access to the Nielsen Company data portal (150 licenses per semester) **valued at prox. \$100,000.00** (awarded in Fall 2016).

Interim Director of the Center for Retail Enterprise (CRE):

- Obtained a **\$ 25,000.00 grant** from the Texas Retailer Education Foundation (TREF) to start a residential summer camp for high school students (awarded in Fall 2018).
 - Received an initial **\$ 25,000.00 student scholarship** donation from the Texas Retailer Education Foundation (TREF) in 2019 and an **additional \$ 10,000.00** in 2020.
 - Cultivating **partnerships with corporate clients** such as 7-Eleven, Southern Glazer's Wine and Spirits, Republic National Distributors, Dr. Pepper-Snapple group, Brookshire Grocery Company, etc...
- **Budget Responsibility**
 - Responsible for an annual department budget of about **\$ 4 million**.

ACADEMIC RESEARCH

- **RECIPIENT OF THE PIRTLE PROFESSORSHIP IN FREE ENTERPRISE FOR THE 2012-2013 ACADEMIC YEAR**
- **UT TYLER COLLEGE OF BUSINESS AND TECHNOLOGY FACULTY RESEARCH AWARD NOMINEE 2012**
- **UT TYLER COLLEGE OF BUSINESS AND TECHNOLOGY FACULTY RESEARCH AWARD NOMINEE 2011**

REFEREED JOURNAL ARTICLES

1. Barbara Ross Wooldridge, Kyung-Ah Byun, Zhi Pei, JungHwa Hong and Krist R. Swimberghe (2021), Educational Risk: Lessons Learned During the Covid-19 Pandemic, *Marketing Education Review*, 31 (4), 340-351.
2. Laura W. Flurry, Krist R. Swimberghe, and Juliann Allen (2021), Exposing the Moderating Impact of Parent-Child Value Congruence on the Relationship between Adolescents' Materialism and Subjective Well-Being, *Journal of Business Research*, 128 (Spring), 290-302
3. Laura W. Flurry and Krist R. Swimberghe (2021), The Affluenza Epidemic: Consequences of Parent-Child Value Congruence in a Material World, *Journal of Consumer Marketing*, 38 (2), 201-210.

4. Zhi Pei, Barbara Wooldridge, and Krist R. Swimberghe (2021), Manufacturer Rebate and Channel Coordination in O2O Retailing, *Journal of Retailing and Consumer Services*, Volume 58 (January) <https://doi.org/10.1016/j.jretconser.2020.102268>
5. Krist R. Swimberghe, Mahmoud Darrat, Brent D. Beal, and Marina Astakhova (2018), Examining a Psychological Sense of Brand Community in Elderly Consumers, *Journal of Business Research*, 82, 171-178.
6. Krist R. Swimberghe, Barbara Wooldridge, and Marina Astakhova (2017), Actual and Ideal-Self Congruence and Dual Brand Passion, *Journal of Consumer Marketing*, 34 (7), 664-672.
7. Kerri M. Camp, Kevin W. James, Barry J. Babin, and Krist R. Swimberghe (2017), Hedonic and Utilitarian Value and Patient Satisfaction, *Journal of Applied Management and Entrepreneurship*, 22 (1), 6-27.
8. Jay Mulki, Mahmoud Darrat, and Krist Swimberghe (2016), the Interplay of Emotion Regulation and Sales Experience in Salesperson Conflicts: Evidence from an Emerging Economy, *Journal of Global Marketing*, 30 (2), 99-109.
9. Laura W. Flurry and Krist R. Swimberghe (2016), Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and Parenting Style Matter, *Journal of Marketing Theory and Practice*, 24 (1), 91-108.
10. John J. Cater, Brent D. Beal, Jim Tarter, and Krist R. Swimberghe (2015), Motor Trike: Building a Brand Community, *Case Research Journal*, 35 (2).
11. Krist R. Swimberghe, Barbara Wooldridge, and Marina Astakhova (2014), Brand Passion a New Dualistic Approach: Harmonious and Passionate, *Journal of Business Research*, 67(12), 2657-2665.
12. Krist R. Swimberghe, Robert Jones, and Mahmoud Darrat (2014), Deviant Behavior in Retail, When Sales Associates "Go Bad"! Examining the Relationship between the Work-Family Interface, Job Stress, and Salesperson Deviance, *Journal of Retailing and Consumer Services*, 21(4), 424-431.
13. Laura W. Flurry, Krist R. Swimberghe and Janna Parker (2014), Brand Communities among Children and Adolescents, *Journal of Consumer Marketing*, 31(2), 103-110.
14. Krist R. Swimberghe and Barbara Wooldridge (2014), Drivers of Customer Relationships in Quick-Service Restaurants: The Role of Corporate Social Responsibility, *Cornell Hospitality Quarterly*, 55(4), 354-364.
15. Krist R. Swimberghe, Barbara R. Wooldridge, Kerrie-Ann Ambort-Clark, and Jana Rutherford (2014), The influence of religious commitment on consumer perceptions of closed-on-Sunday policies: an exploratory study of Chick-fil-A in the Southern United States, *The International Review of Retail, Distribution and Consumer Research*, 24(1), 14-29.

16. Sanjay Putrevu and Krist R. Swimberghe (2012), Consumer Religiousness and its Influence on the Effectiveness of Sexual Appeals, *Journal of Business Ethics*, 115(2), 351-365.
17. Swimberghe, Krist R., Laura W. Flurry, and Janna Parker (2011), Consumer Religiosity: Consequences for Consumer Activism in the United States, *Journal of Business Ethics*, 103(3), 453-467.
18. Swimberghe, Krist R., Dheeraj Sharma, and Laura W. Flurry (2011), Does a Consumer's Religion Really Matter in the Buyer-Seller Dyad? An Empirical Study Examining the Relationship between Consumer Religious Commitment, Christian Conservatism and the Ethical Judgment of a Seller's Controversial Business Decision, *Journal of Business Ethics*, 102(4), 581-598.
19. Swimberghe, Krist R., Dheeraj Sharma, and Laura W. Flurry (2009), An Exploratory Study of Consumer Religious Commitment and Its Influence on Store Loyalty and Consumer Complaint Intentions. *Journal of Consumer Marketing*, 26/5, 340-347.
20. Wall, Alison E., Jerry L. Wall, and Krist R. Swimberghe (2009), Brand Management in Eastern and Western Universities. *Perspectives in Higher Education*, 14, 25-32.
21. Krist R. Swimberghe (2008), Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg's (1996) Advice?, *Issues in Innovation*, 2 (1), 65-82.
22. Swimberghe Krist R. and Ying Wang (2008), Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective, *Journal of Organizational Leadership and Business*, 1 (2), 1-23.

WORK IN PROGRESS (PIPELINE)

1. Marwan Al-Shammari, Miguel Caldas, Krist Swimberghe and Soumendhra Banerjee. The Differential Impact of CEO Tenure on the Firm's CSR: Does Tenure Affect CSR Focus?, under review at *Corporate Governance*.
2. Krist R. Swimberghe, Barbara Wooldridge, and Brent D. Beal, Consumer Religion, CSR Associations, and Relationship Quality: An Exploratory Study Using a Consumer-Centric Approach, completed manuscript to be submitted.
3. Krist Swimberghe and Robert Jones, The Dark Side of Consumer Passion for the Brand, data collected, manuscript in progress to be submitted to the *Journal of Business Research*.

OTHER INTELLECTUAL CONTRIBUTIONS

- Invited Guest Lecture

“Doing Business in the USA – A Guide for the French Entrepreneur (6-hour lecture)”, **Pole Universitaire Leonard de Vince (PULV)**, Paris, France, March 16-20, 2009

- *Refereed Proceedings*

Soumendra Banerjee, Marwan Al-Shammari, Krist Swimberghe and Miguel Caldas (2020) External CSR, and Internal CSR: The Moderating Effect of Firm's Visibility, Western Economic Association International (WEAI) Virtual 95th Annual Conference

Laura Flurry and Krist Swimberghe (2016) Is Affluenza an Epidemic? Exposing the Impact of Parent-Child Value Congruence on Adolescents' Materialism and Psychological Well-Being, Proceedings of the 2016 Academy of Business Research Spring Conference, (abstract published) – **Best Paper Award**

Ronald Kuntze, Barbara Wooldridge, and Krist Swimberghe (2015) An Exploratory Study of America's Most Ignored Consumer: Women over Fifty, Proceedings of the 2015 Academy of Business Research Spring Conference, p. 38 (abstract published)

Laura Flurry and Krist R. Swimberghe (2015) Consumer Ethics of Adolescents, Proceedings of the 2015 Academy of Business Research Spring Conference, p. 17 (abstract published) – **Best Paper Award**

John James Cater, Brent D Beal, James Tarter, Krist Swimberghe (2014) Motor Trike: A Brand Community, 2014 Academy of Management Proceedings, Issue 1, p. 14525 (abstract published).

Laura Flurry and Krist R. Swimberghe (2013) Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and parenting Style Matter? *Proceedings of the 2013 Society for Marketing Advances*, (October 29-November 2), p. 91 (summary brief published) - **Awarded the Best Paper for the Ethics Track.**

Barbara Ross Wooldridge and Krist R. Swimberghe (2013) Ruffled Feathers at Chick-fil-A: The Cows are Not Commenting, *Proceedings of the 2013 Society for Marketing Advances*, (October 29-November 2), p. 187-188 (abstract published).

Bari, Abdullahel, Hani Mesak, and Krist Swimberghe (2011) Consumer Behavior-Diffusion and Demographics: Why the Bass Diffusion Model may not Work for New Subscriber Services, *Proceedings of The Annual Meeting of The Association of Collegiate Marketing Educators 2011*, (March 10-11,2011), (CD version).

Swimberghe, Krist R., Phil Habig, and Douglas Amyx. "Salespeople Gone Bad! Investigating the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance." *The 24th National Conference in Sales Management Proceedings*, 2009, (March 25-28), (electronic version).

Swimberghe, Krist R., Phil Habig, and Douglas Amyx." Salespeople Behaving Badly! An Exploratory Study Investigating the Relationship Between the Work-Family Interface and Salesperson Deviant Behavior." *The 36th Annual Meeting of the Federation of Business Disciplines: Association of College Marketing Educators*, 2009, (February 24-28), (CD version).

Krist R. Swimberghe. "Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg's (1996) Advice?" *2008 Association of Collegiate Marketing Educators Conference Proceedings*, (March 4 – 8, 2008), (CD version).

Swimberghe Krist, R. and Ying Wang. "Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective." *2008 Southwest American Accounting Association Conference Proceedings*, (March 4 – 8, 2008), (CD version).

Krist R. Swimberghe. "When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?" *2007 Academy of Marketing Science Conference Proceedings*. (May 23-26, 2007), (CD version).

- *Conference Presentations*

CSR, and Internal CSR: The Moderating Effect of Firm's Visibility, Western Economic Association International (WEAI) Virtual 95th Annual Conference, June 26-30, 2020.

The Affluenza Epidemic: Exploring the Moderating Influence of Value Congruence, **2019 Society for Marketing Advances**, New Orleans, Louisiana, November 6-9, 2019.

Panel Discussant: ERP Using SAP, 2019 **Southwest Decision Sciences Institute**, Houston, TX, March 2019.

Brand Personality and the Dual Brand Passion Concept: The Relative Importance of the Actual and Ideal Self, **2015 Society for Marketing Advances**, San Antonio, Texas, November 4- November 7, 2015.

Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and Parenting Style Matter?, **2013 Society for Marketing Advances**, Hilton Head, South Carolina, October 29- November 2, 2013 – "**Awarded Best Paper for the Ethics Track**".

Ruffled Feathers at Chick-fil-A. **2013 Society for Marketing Advances**, Hilton Head, South Carolina, October 29 – November 2, 2013.

"Why the Bass Diffusion Model may not Work for New Subscriber Services." **2011 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Houston, TX, March 10-11, 2011.

"Salespeople Behaving Badly! An Exploratory Study Investigating the Relationship Between the Work-Family Interface and Salesperson Deviant Behavior." **2009 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Oklahoma City, February 24-28, 2009.

"Salespeople Gone Bad! Investigating the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance." **2009 National Conference in Sales Management**, Norfolk, Virginia, March 25-28, 2009.

“Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg’s (1996) Advice?” **2008 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Houston, Texas, March 5-8, 2008.

“Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective.” **2008 Federation of Business Disciplines: Southwest American Accounting Association Conference**, Houston, Texas, March 5-8, 2008 with Ying Wang.

“Brand Management in Eastern and Western Universities.” **The 18th. Alliance of Universities for Democracy (AUDEM) International Annual Conference**, Babes-Bolyai University, Cluj-Napoca, Romania, November 4-7, 2007 with Allison E. Wall and Jerry L. Wall.

“When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?” **2007 Academy of Marketing Science Annual Conference**, Miami, Florida, May 23-26, 2007.

UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE WHILE AT UT TYLER

- 2011-Current: University Student Affairs Advisory Committee, Chair
The University of Texas at Tyler
- 2014-Current: University Athletic Council
- 2014-Current: Soules College of Business Dean’s Leadership Council
- 2010- Current: Texas AHEC East – Northeast Region (University of Texas Health Science Center) - Advisory Board Member
- 2017-Current: Category Management Association (CMA) Higher Education Council Board Member
- 2014-2022: Marketing Program Director
- 2011-2017: Marketing and Management Journal List Committee
Department of Management and Marketing – CBT – UT Tyler
- Marketing Education Review – Editorial Board Member
- Journal of Business Research – Ad Hoc Reviewer
- Journal of Business Ethics – Ad Hoc Reviewer
- International Review of Retail, Distribution and Consumer Research – Ad Hoc Reviewer
- 2015-current: Tyler Innovation Pipeline – Board Member
- 2021-current: Executive Advisory Board Member of the Tyler Area Chamber of Commerce

References are available upon request.