

## **Biographical Sketch of Dr. David Mark Andrus**

Dr. David Mark Andrus was born in Hannibal, Missouri. He moved to Fayetteville, Arkansas at age five and Lawton, Oklahoma at age ten, where he graduated from high school. He received his Bachelor of Science degree from Oklahoma State University, his Master of Arts from the University of Hawaii, and his Ph.D. from the University of Iowa. He was a visiting assistant professor for one year at the University of Iowa in the Department of Marketing. Dr. Andrus joined Kansas State University in May 1983 and is currently a Professor in the Department of Marketing and the Payless ShoeSource Faculty Fellow. He served as Department Head for eleven years and was Assistant Dean for two years. His current research interests center on services marketing, marketing education, and marketing strategy.

Dr. Andrus has published 46 competitive marketing journal articles and 43 competitive marketing conference proceedings. Professor Andrus co-edited a textbook on International Marketing. He has consulted with Southwestern Bell Corporation, Hill's Pet Products, the Federal Land Bank, Food Supply Veterinary Medicine Coalition, Aptus Environmental Services, and dozens of small and mid-size business firms about marketing issues. Dr. Andrus has taught many marketing classes over a 25 year period including marketing research, international marketing, advanced international marketing, services marketing, business marketing, marketing channels, marketing management, and consumer behavior.

Dr. Andrus has been married to Lynda Andrus for 30 years and has a 16-year son, Stephen, and a 22-year-old daughter, Lindsey. His hobbies and interests include spending time with his family, U.S. history, wrestling, viewing contemporary art, watching college football, traveling, river rafting, gardening, and watching movies. He has a dog named Daisy who trains him to spoil her.