

# DAVID MARK ANDRUS

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## Education:

1978-1981	Ph.D. Sociology	University of Iowa
1976-1978	M.A. Sociology	University of Hawaii
1973-1976	B.S. Sociology/Psychology	Oklahoma State University

## Courses Taught:

Consumer Behavior, Marketing Channels, Marketing Management, Principles of Marketing, Marketing Research, Marketing Strategy, International Marketing, Advanced International Marketing, Business Marketing, Services Marketing, Advanced Marketing Research

## Research and Consulting Interests

Services Marketing, Customer Satisfaction Research, Impact of Marketing Strategy on Profits

## Professional Experience:

### Kansas State University

2006	Payless ShoeSource Professor of Marketing
1995 - 2006	Department Head and L.L. McAninch Chair of Business
1994	Interim Department Head
1992	Promoted to Professor of Marketing
1987 -1988	Assistant Dean, Director of Graduate Studies
1986	Promoted to Associate Professor of Marketing and granted tenure
1983	Assistant Professor of Marketing

### The University of Iowa

1982	Visiting Assistant Professor of Marketing
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### **Journal Publications (Refereed):**

1. Gwinner, Kevin, Bruce Prince, and David Andrus (2006) "Attracting Students into Careers in Food Supply Veterinary Medicine," *Journal of the American Veterinary Medical Association*, Vol.228, No.11, 1693-1704.
2. Andrus, David, Kevin Gwinner, Bruce Prince (2006) "Job Satisfaction, Changes in Occupational Area, and Commitment to a Career in Food Supply Veterinary Medicine," *Journal of the American Veterinary Medical Association*, Vol. 228, No.12, 1884-1893.
3. Prince, Bruce, David Andrus, and Kevin Gwinner (2006) "Future Demand, Probable Shortages, and Strategies for Creating a Better Future in Food Supply Veterinary Medicine" *Journal of the American Veterinary Medical Association*, Vol. 229, No.1, 1-13.
4. Prince, Bruce, David Andrus, Kevin Gwinner (2006) "Academic Food Supply Veterinarians: Future Demand and Likely Shortages" *Journal of Veterinary Medical Education*.
5. Andrus, David, Bruce Prince, and Kevin Gwinner (2006) "Work Conditions, Job Preparation, and Placement Strategies for Food Animal Veterinarians" *Journal of Veterinary Medical Education*.
6. Gwinner, Kevin, David Andrus, Bruce Prince (2006) "Importance – Performance Analysis of Food Supply Veterinary Medicine Career Commitment" *Journal of Veterinary Medical Education*.
7. Trocchia, Philip and David Andrus (2003) "Perceived Characteristics and Abilities of an Effective Marketing Department Head," *Journal of Marketing Education*, Vol. 25, No. 1, 5-15.
8. Andrus, David, and Dawne Martin (2001) "The Development and Management of a Department of Marketing Advisory Council," *Journal of Marketing Education*, Vol. 23, No. 3, 216-227.
9. Titz, Karl, David Andrus, and Judy Miller (2001) "Hedonistic Differences Between Mechanical Game Players and Table Game Players," *Gaming Research and Review Journal*, Vol. 6, No.1, 23-32).
10. Richard Ott and David Andrus (2000) "The Effect of Personal Property Taxes on Consumer Vehicle Purchasing Decisions: A Partitioned Price/Mental Accounting Theory Analysis," *Public Finance Review*, Vol. 28, No. 2, 134-152.
11. Titz, Karl, Judy Miller, and David M. Andrus (1998) "Hedonic Scales Used in a Logit Model to Explore Casino Game Choice," *Journal of Hospitality and Tourism Research*, Vol.22, No. 2, 129-141.

12. Andrus, David and Amir Tavakkol (1997) "Institutional Characteristics, Faculty Satisfaction, and Internationalization of the Finance Curriculum," *Global Business and Finance Review*, Vol. 2, No. 2, 11-22.
13. Zou, Shaoming, David Andrus, and Wayne Norvell (1997) "Standardization of International Marketing Strategy by Firms From A Developing Country," *International Marketing Review* Vol. 14, No. 2, 107-123.
14. Andrus, David and Amir Tavakkol (1996) "A Study of the Curriculum Content and Administration of the International Financial Management Course," *Journal of Teaching in International Business*, Vol. 8, No.2, 1-17.
15. Norvell, Wayne, David M. Andrus, and Valerie Layman (1996) "The Impact of International Marketing Decisions on the Environment: A Comparative Study of U.S. and Colombian Firms," *Multinational Business Review*, Spring, Vol. 4, No.1, 137-145.
16. Andrus, David, Bob Paul, and Joey Michaud (1995), "Marketing Hospital Wellness Products to Service Companies," *Journal of Hospital Marketing*, Vol.10, No.1, 63-76.
17. Andrus, David and Bob Paul (1995) "The Challenge of Marketing Wellness Programs to Small Versus Large Firm Employees," *Health Marketing Quarterly*, Vol. 13, No. 1, 87-103.
18. Andrus, David (1995) "The Advertising of Legal Services To Small Business Executives," *Journal of Professional Services Marketing*, Vol. 12, No. 1 (Fall), 139-161.
19. Andrus, David, Jay Laughlin, and Wayne Norvell (1995) "Internationalizing the Marketing Curriculum: A Profile of the International Marketing Course," *Marketing Education Review*, Vol. 5, No. 2 (Fall), 9-18.
20. Laughlin, Jay, Wayne Norvell, and David Andrus (1994) "Marketing Presbyopia," *Journal of Marketing Theory and Practice*, Vol. 2, No. 4, 1-10.
21. Andrus, David (1994) "Bank Advertisement Content and Small Business Executive Information Needs," *Journal of Marketing Management*, Vol. 4, No. 1, 35-48.
22. Norvell, Wayne, David Andrus, Maribel Landau, Jay Laughlin, and Rebecca Johnston (1993) "How Marketing Mix Decisions Affect the External Environment of Firms: A Study of the Perceptions of Marketing Managers," *International Journal of Management*, Vol. 10, No. 2, 194-205.
23. Andrus, David, Richard Ott, and Penne Ainsworth (1993) "Small Business Executive Responses to Accountant Print Advertisements," *Journal of Advertising Research*, Vol. 33, No. 2, 47-56.
24. Ott, Richard, David Andrus, Penne Ainsworth (1991) "Small Business Perceptions of

- Accountant Print Advertisements," *CPA Journal*, Vol. 56, No. 12 (December) 74-75.
25. Andrus, David and Wayne Norvell (1990) "International Marketing Strategy Standardization by Level of Involvement," *International Journal of Management*, Vol. 7, No. 4, (December), 422-431.
  26. Andrus, David, and Wayne Norvell (1990) "Marketing Differences Between Large and Small Firms: A Test of the Industrial/Consumer Dichotomy Hypothesis," *Akron Business and Economic Review*, Vol. 2, No. 3, (Fall), 81-90.
  27. Andrus, David, Richard Ott and David Donnelly (1990) "Business Client Satisfaction With Large vs. Small Firm Tax Services," *Journal of Professional Services Marketing*, Vol. 5, No. 2, 33-38.
  28. Norvell, Wayne, Glen Walters, Shalini Gogumalla, David Andrus, and Sujata Ramnarayan (1989) "Towards a More Comprehensive Marketing Strategy," *Journal of Business Strategies*, Vol. 6, (Fall), 124-131.
  29. Andrus, David, Richard Ott, and David Donnelly (1989) "Tax Season Tips: Keeping the Customer Satisfied," *National Public Accountant*, Vol. 34, No. 12, (December), 36-39.
  30. Andrus, David, Richard Ott and David Donnelly (1989) "What Keeps Business Clients Happy With Tax Services?" *Practical Accountant*, Vol. 22, No. 1, (January), 82-84.
  31. Norvell, Wayne, David M. Andrus, Pat McIntyre and Shalini Gogumalla (1988) "Is There A Difference Between Industrial Marketing in Large and Small Firms? Some Empirical Evidence," *Excel, A Journal of Applied Business Research*, 1-9.
  32. Norvell, Wayne, David Andrus, and Shalini Gogumalla (1988) "Some Influences Associated With The Level of Involvement In International Marketing," *Issues In International Business*, Vol. 5, No. 1, (Fall), 15-20.
  33. Hite, Robert E., Joseph A. Bellizzi, and David M. Andrus (1988) "Differences Between Consumers and Psychiatrists In Attitude Toward Advertising Psychiatric Services," *Journal of Health Care Marketing*, Vol. 8, No. 4, (December), 21-28.
  34. Andrus, David, Wayne Norvell, Cynthia Fraser and Shalini Gogumalla (1988) "Profitability of Internationalization," *Journal of Midwest Marketing*, Vol. 3, No. 1, (Spring), 305-312.
  35. Andrus, David, Wayne Norvell, Joseph Bellizzi and Shalini Gogumalla (1988) "Marketing Strategy Differences Between Industrial and Consumer Goods Companies Among Fortune 500 Firms," *American Business Review*, Vol. 6, No. 2, (June), 1-8.
  36. Hite, Robert E., Joseph Bellizzi, and Andrus, David M. (1988) "Consumer Versus Dentist

Attitudes Toward Dental Services Advertising," *Journal of Health Care Marketing*, Vol. 8, No. 1, 30-38.

37. Andrus, David, Daylin Butler, and Wayne Norvell, (1988) "The Comparative Test in Marketing Research and Theory Development," *Journal of the Academy of Marketing Science*, Vol. 15, No. 4, 9-14.
38. Norvell, Wayne, David Andrus, and Shalini Gogumalla (1988) "International Marketing Strategy Differences Between Large and Small Firms," *International Journal of Management*, Vol. 5, No. 2 (June): 209-219.
39. Andrus, David, Richard Sundheim, and Wayne Norvell (1988) "Outshopping for Gifts: A Stepwise Logit Analysis," *Journal of Business and Economic Perspectives*, Vol. 14, No. 1 (Spring), 3-14.
40. Andrus, David, Edward Silver, and Dallas Johnson (1986) "Status Brand Management and Gift Purchase: A Discriminant Analysis," *Journal of Consumer Marketing*, Vol. 3, No. 1, 5-13.
41. Carter, Lanita S., David Andrus, and Sherman Hanna (1986), "The Effects of Demographic Characteristics on Consumer Information Periodical Readership and Financial Knowledge," *Journal of Consumer Studies and Home Economics*, Vol. 10, 139-150.
42. Andrus, David, (1986) "Office Atmospherics and Consumer Satisfaction with Dental Services," *Journal of Professional Services Marketing*, Vol. 1, No.4 (Summer), 77-85.
43. Andrus, David and James Buchheister (1985) "Major Factors Affecting Dental Consumer Satisfaction," *Health Marketing Quarterly*, Winter, Vol. 3, No. 1 (Fall), 57-68.
44. Andrus, David (1984), "Factors Affecting Rural Consumer's Satisfaction with Medical Care," *Journal of Health Care Marketing*, Summer, Vol. 4, No. 3, 7-15.
45. Andrus, David, and Frank Kohout (1984), "The Effect of Rural Consumer Satisfaction on Outshopping for Medical Services," *Health Marketing Quarterly*, Winter, Vol. 3, No. 2, 171-184.
46. Andrus, David and John Andrus (1983), "The Effects of Consumer's Social Characteristics and Behavior on Psychiatric Admission Decisions," *Social Psychiatry*, 18: 161-168.

**Conference Proceedings (Refereed):**

1. Prince, Bruce, Kevin Gwinner, and David Andrus (2007) "Patterns of Food Supply Veterinary Medicine Career Selection and Commitment and Underlying Causes," Proceedings of the North American Veterinary Medical Conference.

2. Prince, Bruce, David Andrus, and Kevin Gwinner (2007) "Maintaining as Adequate Supply of Food Supply Veterinarians: Strategic Choices for the Future," *Proceedings of the North American Veterinary Medical Conference*.
3. Prince, Bruce, David Andrus, Kevin Gwinner (2007) "The Future Demand and Likely Shortages of Food Supply Veterinarians," *Proceedings of the North American Veterinary Medical Conference*.
4. Andrus, David, Bruce Prince, and Kevin Gwinner (2005) "Job Satisfaction, Turnover Intentions, and Demand for Beef and Dairy Cattle Veterinarians," *Proceedings of the American Association of Bovine Practitioners*.
5. Prince, Bruce, Kevin Gwinner and David Andrus (2005) "Demand, Attraction, and Retention for Food Animal Veterinarians: Strategies for Colleges of Veterinary Medicine," *Proceedings of the American Association of Veterinary Medical Colleges*.
6. Gwinner, Kevin, Bruce Prince, and David Andrus (2005) "Estimating FSVM Demand and Maintaining the Availability of Veterinarians for Careers in Food Supply Disciplines," *Proceedings of the American Veterinary Medical Association*.
7. Trocchia, Philip and David Andrus (2002) "Faculty Perceptions of a Successful Marketing Department Head," *Proceedings of the Marketing Education Association Conference*.
8. Andrus, David, and Dawne Martin (2001) "Forming and Governing a Department of Marketing Advisory Council," *Proceedings of the American Marketing Association's Winter Educator's Conference*.
9. Richard Ott and David Andrus (2000) "The Effect of Personal Property Taxes on Consumer Vehicle Purchasing Decisions: A Partitioned Price/Mental Accounting Theory Analysis," *Proceedings of the American Society of Business and Behavioral Sciences Seventh Annual Meeting*.
10. Andrus, David M. and Jay Laughlin (1997) "A Study of the Curriculum Content and Administration of the Undergraduate Marketing Research Course," *Proceedings of the Southern Marketing Association Conference*, 209-215.
11. Laughlin, Jay and David Andrus (1996) "Improving Measurement of the Relational Communication Process", in Atul Parvatiyar and Jagdish Sheth, Eds, *Contemporary Knowledge of Relationship Marketing, Proceedings of the Third Conference on Relationship Marketing*, 178-181.
12. Andrus, David, Robert Paul and Jay Laughlin (1996) "A Customer Focus and the Design of Employee Wellness Programs: Blue and White Collar Employee Attitudes" *Proceedings of the Southern Marketing Association Conference*, 109-116.
13. Norvell, Wayne, David Andrus, and Angela West (1995) "International Marketing Mix Decisions and their Impact on the Environment Over Time: A Comparative Study of U.S. and Colombian Firms," *Proceedings of the Association for Global Business Conference*,

401.

14. Zou, Shaoming, David Andrus, and Wayne Norvell (1995) "Standardization of International Marketing: A Developing Country Perspective," *Proceedings of the American Marketing Association Summer Educator's Conference*, 340-341.
15. Andrus, David, Jay Laughlin, and Wayne Norvell (1995) "A Study of the Curriculum Content and Administration of the International Marketing Course," *Proceedings of the Western Marketing Educators' Association Conference*, 53.
16. Laughlin, Jay L. and David M. Andrus (1995) "Creative Pedagogy in Marketing for Attaining Constituent Need-Based Educational Objectives," *Proceedings of the Western Marketing Educators' Association Conference*, 97-100.
17. Laughlin, Jay and David Andrus (1993) "A Pedagogy for Educating Students in the Management of Face-to-Face Marketing Relationships," *Proceedings of the Western Marketing Educators' Conference*, 1-6.
18. Andrus, David, Jay Laughlin, and Katherine Ryan (1992) "University Market Assessment for Interactive, Multimedia Computer Based Learning," *Proceedings of the Southern Marketing Association Conference*, 172-176.
19. Andrus, David, Jay Laughlin, and Vashti Balkissoon-Jutla (1992) "Market Penetration and Customer Retention Strategies In the U.S. Cable T.V. Industry," *Proceedings of the Southern Marketing Association Conference* 281-284.
20. Andrus, David and Katherine Ryan (1992) "Educating K-12 Teachers to Integrate Computers into their Curriculums: A Marketing Education Perspective," *Proceedings of the Academy of Marketing Science Conference*, Vol. 25, 220-224.
21. Andrus, David, Wayne Norvell and Angela West (1991) "Market Competition and Economic-Political Variables Associated With International Involvement," *Proceedings of the Southern Marketing Association Conference*, 485-489.
22. Norvell, Wayne, Angela West, and David Andrus (1991) "Marketing Opportunities, Pitfalls and Strategies for Eastern Europe," *Proceedings of the International Symposium on Pacific Asian Business*, 243-248.
23. Andrus, David, Wayne Norvell, and Angela West (1991) "Marketing Strategies For the Utilization of Telecommunications In Higher Education," *Proceedings of the Western Marketing Educators' Association Conference*, 74-78.
24. Andrus, David, Bradley Kramer, and Paul McCright (1989) "Global Competitiveness: The Case for Cooperative Manufacturing/ Marketing Education," *Proceedings of the Southern Marketing Association Conference*, 247-251.0.

25. Kramer, Bradley K., Paul McCright, David Andrus (1989) "Manufacturing vs. Marketing: Breaking the Barriers," *Proceedings of the Midwest American Society for Engineering Education*, Vol. 24, 82-87.
26. Andrus, David, Richard Ott, and David Donnelly (1989) "Client Perceptions of Tax Planning and Tax Preparation Services," *Proceedings of the Western American Accounting Association*, 169-174.
27. Andrus, David, Wayne Norvell and Sujata Ramnarayan (1989) "Distribution and Sales Management Strategies Related To International Involvement Levels," *Proceedings of the Academy of Marketing Science Conference*, Vol. 12, 465-468.
28. Milner, Laura, David Andrus, and Wayne Norvell (1988) "Academic Rank, Affiliation, and Degree Granting Institution of Authors Publishing in Seven Elite Marketing Journals," *Proceedings of the Southwestern Marketing Association Conference*, 73-77.
29. Andrus, David, Wayne Norvell, Pat McIntyre, and Laura Milner (1987) "Market Planning in INC 500 Companies," *Symposium on Research at the Marketing/Entrepreneurship Interface*, 163-171.
30. Andrus, David, Richard Sundheim, Wayne Norvell and Pat McIntyre (1987) "Department Store Status and Gift Purchases: A Stepwise Logit Analysis," *Proceedings of the Southern Marketing Association Conference*, 334-338.
31. Andrus, David, Edward Silver, Wayne Norvell, and Robert Hite (1987) "A Discriminant Analysis of Store Choice for Clothing Gift Purchases," *Proceedings of the Southwestern Marketing Association Conference*, 109-112.
32. Andrus, David, Wayne Norvell, Laura Milner, and Richard Sundheim (1986) "A Stepwise Logit Analysis of Major Factors Affecting Status Clothing Gift Purchases," *Proceedings of the American Marketing Association Conference*, No. 52, 6-11.
33. Andrus, David, Wayne Norvell, and Joseph Bellizzi (1986) "Marketing Factors Affecting Sales of Industrial and Consumer Products: Fortune 500 Executives Views," *Proceedings of the Southwest Business Symposium*.
34. Milner, Laura, Wayne Norvell and David Andrus (1986) "Who's Publishing Where: Productivity Ratings Based on An Analysis of Three Elite Marketing Journals During the Years 1975-1984," *Proceedings of the Southwestern Marketing Association Conference*, 194-197.
35. Andrus, David, Richard Sundheim, Wayne Norvell and Robert Hite (1986) "Department Store Choice and Gift Purchases: A Stepwise Logit Analysis," *Proceedings of the Academy of Marketing Science Conference*, Vol. 9, 218-222.

36. Andrus, David, Wayne Norvell, and Pat McIntyre (1986) "Marketing Strategy Elements and Business Performance: Inc. 500 CEO's Views," *Proceedings of the Southwestern Marketing Association Conference*, 120-123.
37. Andrus, David, Richard Sundheim, and Wayne Norvell (1986) "Difference In Personal Use Versus Gift Outshopping Behavior," *Proceedings of the Southwestern Marketing Association Conference*, 263-266.
38. Snepenger, David J., John Herde, and David Andrus (1985) "Public Policy and Product Development Strategies: The Changing Drinking Law and Nonalcoholic Beverage Bar Case," *Proceedings of the Southwest Business Symposium*, Vol. 2, 474-486.
39. Andrus, David (1985) "Tactics for Student Success in Graduate Marketing Ph.D. Programs," *Proceedings of the Southwest Business Symposium*, Vol. 2, 435-447.
40. Andrus, David, and James Buchhesiter (1985) "Stepwise Regression of Selected Factors Affecting Dental Satisfaction," *Proceeding of the Western AIDS Conference*, Vol. 14, 276-277.
41. Andrus, David, Wayne Norvell, and David Snepenger (1985) "Sex Differences, Store Characteristics, and Clothing Gift Purchases," *Proceedings of the Southwestern Marketing Association Conference*, 192-195.
42. Andrus, David and Wayne Norvell (1985) "Sex Differences and Gift Decisions for Signature Goods," *Proceedings of the Southwestern Marketing Association Conference*, 50-53.
43. Andrus, David (1984) "New Directions in Marketing Theory: The Case of Illegal Market Structures, Consumer Behavior, and Symbolic Interaction Theory," *Proceedings of the Southwest Business Symposium*, Vol. 1, 384-400.
44. Andrus, David and John Andrus (1983) "The Effect of Consumer's Social Characteristics on Psychiatric Diagnosis and Medication Recommendations," *Proceedings of the American Council on Consumer Interests*, Vol. 29, 116-122.

#### **Current Submissions:**

1. White, BJ, Gwinner, KP, Andrus, DM, Prince, JB. Unique educational methods to improve the veterinary employment selection process for rural mixed animal practices. *JVME*, 2006.

#### **Textbooks:**

*International Marketing Management: A Reader*, (1988) Colonial Press, with Wayne Norvell and Shalini Gogumalla.

### **Textbook Supplements:**

1. *PowerPoint Lectures* (2000) to accompany *Marketing Management* by Russell Winer.
2. *Test Bank* (2000) to accompany *Marketing Research: A Practical Approach For the New Millennium* by Joseph Hair, Robert Bush, and David Ortinau.
3. *Test Bank* (1998) to accompany *Marketing Research Essentials* (2nd edition) by Carl McDaniel and Roger Gates.
4. *Marketing: Student Study Guide* (1996) with Jay Laughlin to accompany *Marketing (5th Edition)*, by William Zikmund and Michael d'Amico.
5. *Contemporary Marketing Research: Test Bank* (1996) to accompany *Contemporary Marketing Research* by Carl McDaniel, Jr. and Roger Gates by West Publishing Company.
6. *Marketing Research Essentials: Test Bank* (1995) to accompany *Marketing Research Essentials* by Carl McDaniel, Jr. and Roger Gates by West Publishing Company.
7. *International Channels of Distribution* (1993), Chapter 14 in *Supplemental Lectures* to accompany *Marketing* by William Zikmund and Michael d'Amico by West Publishing Company, 167-180.
8. *International Marketing* (1993), Chapter 1 in *Advanced Instruction Modules* to accompany *Marketing* (4th edition) by William Zikmund and Michael d'Amico by West Publishing Company, 1-30.
9. *Some Major International Distribution Members* (1993), Chapter 15 in *Supplemental Lectures* to accompany *Marketing* by William Zikmund and Michael d'Amico by West Publishing Company, 181-196.

### **Review Boards:**

Services Marketing Quarterly  
Journal of Hospital Marketing  
Journal of Customer Service in Marketing and Management

### **Professional Associations:**

American Marketing Association  
Marketing Educator's Association  
Academy of Marketing Science  
Marketing Management Association

### **References:**

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