

# STEPHEN S. PORTER, PhD.

Department of Marketing  
Barton School of Business  
WICHITA STATE UNIVERSITY  
1845 Fairmount  
Wichita, KS 67260  
(316) 978-7105

## EDUCATION:

May-1994:	Ph.D.	Oklahoma State University Major Field: Marketing Minor Field: Communication
1980-1982	M.B.A.	Wichita State University
1972-1976	B.S.	Friends University Major Field: Business Administration. Minor Field: Marketing

## ACADEMIC EXPERIENCE AND PROFESSIONAL WORK EXPERIENCE:

*2008-Present Department Chair, Department of Marketing, Wichita State University*

- <sup>3</sup> Leadership and Administration: Responsible for leading, coordinating and facilitating the internal and external activities of the Department of Marketing while working with approximately 8 faculty and staff personnel.

### Significant accomplishments and responsibilities

- Responsible for all aspects of departmental operations and strategy
- Coordinate activities of 5 full time faculty and 2 teaching faculty
- Elevated and built consensus around strategic departmental goals
- Enhanced efforts to build relationships with other departments within the Barton School
- Enhanced efforts to build relationships with other colleges on campus
- Successfully developed and implemented the minor in Personal Selling
- Maintained moral, productivity, and participation in an already high performing academic unit



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1976-1978 *Territory*

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Frankwick, Gary L., Stephen S. Porter, and Lawrence A. Crosby (2001), Dynamics of Relationship Selling: A Longitudinal Examination of Changes in Salesperson-Customer Relationship Status, *Journal of Personal Selling and Sales Management* (Spring), 135-146.

with Joshua L. Wiener, and Gary L. Frankwick (2003), The Moderating Effect of Selling Situation on the Adaptive Selling - Sales Effectiveness Relationship, *Journal of Business Research*, 56, p. 275-281.

with Frederic B. Kraft and Cindy Claycomb (2003), The Practice of a Wellness Lifestyle in a Selling Environment: A Conceptual Exploration, *Journal of Personal Selling and Sales Management*, 23, (Summer), 189-202.

with Cindy Claycomb and Frederic Kraft (2008), Wellness Lifestyle: A Measurement Perspective, *Journal of Personal Selling and Sales Management*, 28, (Winter), 53-66 .

with Frederic B. Kraft and Devdeep Maity (A *Journal of Business and Industrial Marketing* , Vol. 34 Issue 2, pp. 347-359

#### PUBLICATIONS -- PROCEEDINGS AND CONFERENCE PRESENTATIONS

with Frederic B. Kraft and Devdeep Maity (A *Journal of Business and Industrial Marketing* , Vol. 34 Issue 2, pp. 347-359) -Up:  
Does Salesperson Wellness Influence Individual and Organizational Outcomes? *Proceedings*,

with Frederic B. Kraft and Cindy Claycomb (2005) The State of Wellness of the Salesperson *Proceedings*,  
*National Conference in Sales Management*, p. 23-26.

Porter, Stephen S., Cindy Claycomb, and Frederic B. Kraft (2004) Laboratory Investigation of Salesperson Wellness Lifestyle, *Proceedings, National Conference in Sales Management*, p. 21-26.

Porter, Stephen S., Frederic B. Kraft, and Cindy Claycomb (2002), Antecedents and Consequences of Health and Wellness in a Selling Environment: An Exploratory Investigation, *Proceedings, National Conference in Sales Management*, p.14-18.

Porter, Stephen S. (1998), An Exploratory Investigation of the Relationship Between Communication Competence and the Practice of Adaptive Selling, *Proceedings, The National Conference in Sales Management*, p.161-165.

Porter, Stephen S. (1997), Salesperson Knowledge Structure and the Practice of Adaptive Selling, *Proceedings, The National Conference in Sales Management*

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Porter, Stephen S. and Gary L. Frankwick (1996), "A Scale to Measure Selling Situation," *Proceedings, The National Conference in Sales Management*

Minor, Michael and Stephen S. Porter (1991), "Political Risk: A Simulation for Business Practitioners," *Proceedings*, Association for Business Simulation and Experiential Learning, p. 66-71.

Porter, Stephen S. (1992), "Communication in Personal Selling: An Investigation of Communication Style Flexing," *Proceedings*, The Nebraska Marketing Doctoral Symposium.

Porter, Stephen S. and Michael Minor (1990), "Understanding Political Risk: International Marketing Simulation for Experiential Learning," *Proceedings*, Southern Marketing Association; Received "**Outstanding Paper, Marketing Education Track.**"

### RESEARCH IN PROGRESS

ing and its influence the *Journal of Personal Selling and Sales Management*, Status first round of data collected and analyzed; second data collection process is finished evaluation is underway.

An Exploratory Investigation of Emotional Intelligence and Salesperson Effectiveness. Status: Data is collected. Targeted to: *The Journal of Personal Selling and Sales Management*.

A Descriptive Model for Teaching Product Positioning," Status: Working paper. Targeted to: *Journal of Marketing Education*.

### SELECTED LIST OF GRADUATE COURSEWORK

Title:

Seminar in Marketing Strategy	Stephen J. Miller
Seminar in Consumer Behavior	John C. Mowen
Seminar in Marketing Theory and History	Jerry R. Goolsby
International Marketing	B. Curtis Hamm
Promotion Strategy	Ajay Sukhdial
Multivariate Statistical Methods	H. Safizadeh (Wichita State)

