

Eric H. Shaw, Ph.D.
Emeritus Professor of Marketing

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EDUCATIONAL BACKGROUND

Ph.D., Temple University, GPA = 3.93 (A = 4.0), 1985.

MBA, Florida Atlantic University, GPA = 3.84, 1973.

BBA, Florida Atlantic University, GPA = 3.67, 1972.

cum laude ≥ 3.5 ; *magna cum laude* ≥ 3.7 ; *summa cum laude* ≥ 3.9

ACADEMIC EXPERIENCE

Emeritus Professor of Marketing, FAU, 2014 to present.

Professor of Marketing, FAU, 1996-2014.

Chairman of the Marketing Department, FAU, 1996-2003, 2004-10.

Acting Director, proposed School of Industry Studies, FAU, 1997-99.

Associate Professor of Marketing, FAU, 1988-96.

Associate Chairman of the Marketing Department, FAU, 1986-87.

Associate Dean of the College of Business and Public Administration, FAU, 1985-86.

Assistant Professor of Marketing, FAU, 1982-88.

Assistant Professor of Marketing, University of Miami, 1980-82.

Assistant Professor of Marketing, Rutgers University, 1976-80.

Instructor of Marketing, Temple University, 1975-76.

Instructor of Marketing, FAU, 1973-75.

AWARDS AND HONORS

Acceptance of teaching awards voluntarily ended in 1996 with election to Chairmanship of the Marketing Department (except during year of sabbatical from chair in 2004-05).

Nominated, 16th Annual “Men with Caring Hearts,” Florence Fuller Child Development Centers’ “Male Volunteer of the Year” in Boca Raton. 2017.

President’s Leadership Award, FAU, 2014.

Grand Marshall, FAU’s Homecoming Parade. Elected by Student Government Leadership Committee, 2009.

George Washington Honor Medal, national award (for “advancing understanding and appreciation of the United States’ heritage and freedoms”) sponsored by the Freedoms Foundation at Valley Forge, 2008.

Talon Award for Faculty Leadership, FAU, 2006-07.

Runner-up, Excellence in Undergraduate Teaching Award, College of Business, FAU, 2004-05.

Nominated for Distinguished Teacher of the Year Award, FAU, 2003-04.

Excellence in Undergraduate Teaching Award, College of Business, FAU, 1996-97.

Runner-up, Distinguished Teacher of the Year, College of Business, FAU, 1995-96.

Teaching Incentive Program Award, 1994-95.

Distinguished Teacher of the Year, College of Business, FAU, 1994-95.

Nominated for Distinguished Teacher of the Year Award, FAU, 1994-95.

Finalist for the Sergeant Award (for Innovation in Teaching the American Free Enterprise System, national award sponsored by Society of Mechanical Engineers’ Education Foundation), 1994-95.

Winner, Competitive Fellowship, (\$1,000), Direct Marketing Institute for Professors, sponsored by the Direct Marketing Education Foundation, 1994.

Excellence in Undergraduate Teaching Award, College of Business, 1993-94.

Runner-up, Distinguished Teacher of the Year, College of Business FAU, 1993-4.

Nominated for Distinguished Teacher of the Year Award, FAU, 1991-92.

Recipient, Competitive Teaching Enhancement Grant, FAU, 1990-91.

Runner-up, Excellence in Undergraduate Teaching Award, College of Business, FAU, 1990-91.

Nominated for Distinguished Teacher of the Year Award, FAU, 1990-91.

Nominated for Distinguished Teacher of the Year Award, FAU, 1989-90.

Distinguished Teacher of the Year, College of Business and Public Administration, FAU, 1988-89.

Nominated for Distinguished Teacher of the Year Award, FAU, 1988-89.

Excellence in Undergraduate Teaching Award, College of Business and Public Administration, FAU, 1987-88.

Nominated for Distinguished Teacher of the Year Award, FAU, 1987-88.

Elected to Florida Atlantic University Alumni Hall of Fame, 1986.

Nominated for Distinguished Teacher of the Year Award, FAU, 1986-87.

Outstanding Achievement Award, American Marketing Association (AMA), 1983.

Winner, Competitive Grant (\$2,000) best Chapter Conference Plan, AMA, 1983.

Doctoral Consortium Fellow, AMA, Education Division, 1979.

Temple University Fellowship recipient, 1975-77.

College of Business EAB Fellowship recipient, 1973.

Phi Kappa Phi Fellowship recipient, FAU, 1972-73.

All-time Number 1 on President's List at FAU, highest total Semester Quality Points in FAU history (24 credit hours x 4.0 GPA = 96 quality points), Spring Term, 1972.

LEADERSHIP POSITIONS

President, Broward-Palm Beach Parliamentarians, a unit of the National Association of Parliamentarians (NAP), 2016-2018.

Faculty Advisor, Collegiate Chapter of the American Marketing Association, 2015-18.

- Faculty Advisor, The Professional Business Fraternity of Delta Sigma Pi, 2015-17.
- Faculty Advisor, Collegiate Chapter of the American Marketing Association, 2015-17.
- Co-Chair (with Howard Schnellenberger), Faculty-Staff Fund Raising Campaign, 2011-15.
- Faculty Athletic Representative to NCAA, 2009-14.
- President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 2009-13.
- FAU Board of Trustees, 2007-09.
- FAU Foundation Board of Directors, 2007-09.
- FAU Research Board of Directors, 2007-09.
- President, University Faculty Senate, 2007-09.
- President, Plantation Unit of the National Association of Parliamentarians, 2007-09.
- Associate Editor, *Journal of Historical Research in Marketing*, 2007-present.
- President-Elect, University Faculty Senate, 2006-07.
- Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of SUS, 2000-04, 2006-10.
- Program Chair, Conference for Historical Analysis and Research in Marketing, 2005.
- Editorial Review Board, *European Business Review*, 2005-present.
- Treasurer, The Honor Society of Phi Kappa Phi, FAU, 2004-09.
- President, Boca Raton Campus Faculty Senate, 2000-04.
- Vice President, University Faculty Senate, 2000-04.
- Proceedings Editor, Conference for Historical Analysis and Research in Marketing, 2003.
- Parliament of Owls (Older Wiser LeaderS), FAU Alumni Leadership Society, 1999-present.
- Vice President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 1999-2009.

Vice President, Boca Raton Campus Faculty Senate, 1998-2000.

Chapter Advisor, The Honor Society of Beta Gamma Sigma (Business), 1994-2015.

Faculty Advisor, The Professional Business Fraternity of Delta Sigma Pi, 1994-96.

President, The Honor Society of Beta Gamma Sigma (Business), 1992-94.

Editorial Review Board, *Journal of Macromarketing*, 1991-present.

Executive Vice President, Florida Gold Coast Chapter of the AMA, 1991-1992.

Historian, The Honor Society of Phi Kappa Phi, FAU, 1990-present.

Advisory Committee, Historical Research in Marketing Thought, 1989-present.

Faculty Coordinator, Honor Society of Alpha Mu Alpha (Marketing), 1988-1996.

President, The Honor Society of Phi Kappa Phi (all Academics) FAU, 1988-1990.

Director, Fourth World Marketing Congress, Singapore, co-sponsored by the Academy of Marketing Science and the National University of Singapore, 1988-89.

President, The Honor Society of Beta Gamma Sigma (Business), FAU, 1987-89.

Board of Directors, FAU Alumni Association, 1987-1993.

Vice President, The Honor Society of Phi Kappa Phi, FAU, 1987-1988.

Faculty Advisor, Student Activities Council, College of Business, FAU, 1985-89.

Faculty Advisor, The Professional Business Fraternity of Delta Sigma Pi, 1984-87.

Vice President, Broward-Palm Beach Chapter of the AMA, received Best Chapter Award in the U.S., all divisions, 1983-84.

Faculty Advisor, Collegiate Chapter of the AMA, FAU, 1982-90.

Faculty Advisor, Collegiate Chapter of the AMA, University of Miami, 1981-82.

Planning Coordinator, Philadelphia Chapter of the AMA, 1977-79.

President, The Society of Temple University Fellows, 1977-79.

Secretary, The Honor Society of Phi Kappa Phi, FAU, 1973-74.

Secretary, The Honor Society of Omicron Delta Epsilon (Economics), FAU, 1973-74.

President, Master of Business Administration Association, FAU, 1972-73.

Vice-President, The Honor Society of Blue Key (Leadership), FAU, 1972-73.

President, Student Chapter of the American Marketing Association, FAU, 1972-73.

SERVICE: BUSINESS COMMUNITY

Cotton Co. v. Cushman & Wakefield of Texas, consulting and expert witness for defendant in case alleging wrongful termination of a marketing contract, 2017-18.

Central Buick v. General Motors, consulting and expert witness for plaintiff in case alleging wrongful termination of a franchise, 2016-2017.

Las Olas Riverhouse, Ft. Lauderdale, consulting and expert witness for defendant in case alleging deceptive advertising practices, 2008.

General Electric, Medical Division, consulting and expert witness for defendant in case alleging violation of trade secrets, 2000.

Carnival Cruise Lines v. Sea Escape Cruises, consulting and expert witness for plaintiff in case alleging trademark infringement, 1999. Carnival Corporation v. Sea Escape Cruises, Inc., U.S. District Court for the Southern District of Florida – 74 F Supp. 2d 1261 (S.D. Fla. 1999) October 26, 1999.

Supersonic Services, Inc., general marketing consulting, 1999.

Yellow Book of Florida Directories, L.P., conducted market research survey of usage, 1988.

SoftDev, Inc., developed a Business Plan and Marketing Strategy for company expansion, 1996-97.

Fine Printing Impressions, Inc., general marketing consulting, 1995.

Tech-Find, Inc., developed a Business Plan and Marketing Strategy for a new company start-up, 1994.

Mystique of the Palm Beaches, developed a Business Plan and Marketing Strategy for a company expansion, 1993.

Imaging Dynamics, Inc., developed a Business Plan and Marketing Strategy for a new company start-up, 1992.

Promotion Committee, Palm Beach Business Development Board, 1990-1991.

Marketing Committee, Palm Beach Business Development Board, 1990-1991.

CRC Press Inc., developed a Business Plan and Marketing Strategy for a new product introduction, 1988.

Blue Cross Blue Shield of Florida, identified Market Segments and developed Marketing Strategies for a new product introduction, 1987.

SERVICE: CHARITIES

Board of Directors, Family Promise of South Florida, provides stability for homeless families with children, 2010-2012.

Board of Directors, Boca Helping Hands, provides food, medical/dental and financial assistance to those in need as well as education, job training and mentoring to create self-sufficiency, 2002-present.

SERVICE: PROFESSIONAL

President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 2009-2013.

Editorial Review Board, *Journal of Strategic Marketing*, 2009-present.

Associate Editor, *Journal of Historical Research in Marketing*, 2007-present.

Editorial Review Board, *European Journal of Marketing*, 2006-present.

Vice President of the Board of Directors, Boca Helping Hands, 2006-present.

Judge, South Florida Interactive Excellence Awards (SOFIE) for best e-commerce advertising and promotions, 2006-08.

Member, Bar Grievance Committee for the 15th Judicial Circuit of Palm Beach County, 2006- 2008.

Program Chair, Conference on Historical Analysis and Research in Marketing, 2005.

Ad Hoc Reviewer, *Marketing Theory*, 2005.

Editorial Review Board, *European Business Review*, 2005-present.

Proceedings Editor, Conference on Historical Analysis and Research in Marketing, 2003.

Reviewer, *Prentice Hall*, College Book Division, 2002.

Vice President, Association for Historical Research in Marketing, 2000-09.

Reviewer, *Journal of Business to Business Marketing*, Book Review, 1999.

Reviewer, *Irwin*, College Book Division, 1997.

Reviewer, *Journal of Macromarketing*, Book Reviews, 1995, 1997.

Reviewer, AMS/ACRA, Conference, 1994.

Reviewer, *Prentice Hall*, College Book Division, 1993.

Editorial Review Board, *Journal of Macromarketing*, 1991-present.

Reviewer, Academy of Marketing Science Doctoral Competition, 1991.

Board of Directors, Gold Coast Chapter of the American Marketing Association, 1981-82 to 1985-86; 1991-92.

Track Chair, Macromarketing Conference, 1990, 1989, 1988, 1987.

Reviewer, Macromarketing Conference, 1990, 1989, 1988, 1987.

Discussant, Macromarketing Conference, 1990, 1989, 1988, 1987.

Advisory Committee, Conferences on Historical Research in Marketing and Marketing Thought, 1989-present.

Conference Director, World Marketing Congress, 1988-89.

Proceedings Co-editor, World Marketing Congress, 1988-89.

Session Chair, Reviewer & Discussant, Quality of Life Conference, 1989, 1995

Track Chair, Marketing History Conference, 1995, 1993, 1991, 1989, 1987, 1985.

Reviewer, Marketing History Conference, 1996, 1994, 1992, 1990, 1988, 1986, 1984.

Track Chair, AMA Winter Educators' Conference, 1988.

Reviewer, AMA Winter Educators' Conference, 1995, 1993, 1992, 1988.

Discussant, AMA Winter Educators' Conference, 1988.

Reviewer, *Journal of Retailing*, Book Review, 1988.

Reviewer, *McGraw-Hill*, Textbook Division, 1988.

Reviewer, *Prentice Hall*, College Book Division, 1987.

SERVICE: ACADEMIC

State University System (SUS) Committees

Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of the Board of Governors, 2006-09.

Discipline Coordinator for Marketing, SUS Statewide Course Numbering System (SCNS), 2006-09.

Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of the Board of Regents (later Board of Governors), 2000-04.

University Committees

Student Mentor, 2015-16. 2017-18.

Member, Honors Convocation Scholarship Committee, 2014-2015.

Member, Intercollegiate Athletics Board, 2014-present.

Member, Committee to select Soft Drink Beverage Vending for all FAU campus food services, convenience stores, retail outlets, and facilities, 2013.

Co-Chair (with Charles Brown) Athletics Director Search Committee, 2012.

Member, President's Leave Task Force, 2012.

Member, Guggenheim Scholarship Award Committee, 2011-16.

Co-Chair (with Coach Howard Schnellenberger) Faculty-Staff Annual Campaign, 2011-2015.

Member, University Faculty Senate Steering Committee, 2011-12

Member, Executive Director of Marketing and Creative Services Search Committee, 2011-12.

Member, Director of Student Affairs Search Committee, 2010-11.

Member, Football Stadium Concession Search Committee, 2010-11.

Parliamentarian, University Faculty Senate, 2009-14

Member, Interim Provost Search Committee, 2009-10.

NCAA Faculty Athletic Representative, 2009-2014.

Chair, University Faculty Senate Planning and Audit Committee, 2009-10.

Member, Vice President of Research Search Committee, 2007-08.

Member, President's Budget Task Force, 2007-09

Member, FAU Board of Trustees, 2007-09.

Member, FAU Foundation Board of Directors, 2007-09.

Member, FAU Research Board of Directors, 2007-09.

President, University Faculty Senate, 2007-09

Executive Committee for on campus Republican Party 2008 Presidential Primary Debate.

Chair, Academic Connections Committee for Primary Debate, received George Washington Honor Medal for organizing more than 30 workshops, lectures, and seminars regarding presidency and democracy, 2007-08.

Member, University Strategic Planning Committee, 2007-09.

President-Elect, University Faculty Senate, 2006-2007.

Member, University Scholars Awards Committee, 2005-06.

Chair, University Scholars Awards Committee, 2004-05.

Member, Provost Search Committee, 2003.

Member, University Scholars Awards Committee, 2003-04.

Member, Steering Committee, University Faculty Senate, 2002-13.

President, Boca Raton Faculty Senate, 2002-06.

Vice President, University Faculty Council, 2002-04.

Chair, University Scholars Awards Committee, 2002-03.

Member, Advisory Committee for Faculty Senates, 2002-03.

Member, Core Curriculum/General Education Task Force, 2002-07.

Member, Student Mentoring Program, 2001-09.

Member, Athletic Advisory Board, 1991-2001.

Member, Director of Student Placement Search Committee, 2001-02.

President-elect, Boca Raton Faculty Senate, 2000-02.

University Scholars Awards Committee, 1999-2002.

Member, University Judiciary Committee, 1998-2007.

Member, University Faculty Senate, 1998-2014.

Vice President, Boca Raton Faculty Senate, 1998-2000.

Member, Boca Raton Faculty Senate, 1997-2008.

Chair, University Scholars Awards Committee, 1998-99.

Chair, University Scholars Awards Committee, 1997-98.

Member, Honors Convocation Task Force, 1997-98

Member, Excellence in Undergraduate Teaching and Advising Awards Committee, 1997-98.

Member, Dean of Students Search Committee, 1997-98

Member, Director of Alumni Affairs Search Committee, 1996-97.

Chair, University Scholars Awards Committee, 1996-97.

Chair, Excellence in Undergraduate Teaching & Advising Awards Committee, 1995-96.

Member, FAU Student Newspaper Committee, 1993-96.

Member, Dean of Graduate Studies Search Committee, 1992-93.

Member, Presidential Task Force on Honors and Awards, 1991-94.

Chair, University Scholars Awards Committee, 1992-95.

Member, FAU Student Newspaper Committee, 1991-94.

Member, University Scholars Awards Committee, 1990-92.

Member, Sabbatical Ranking Committee, 1991-92.

Chair, Teaching Enhancement Grant Committee, 1990-91. Received \$200,000 in grants (second highest in SUS).

Member, Student Affairs Advisory Committee, 1988-89.

Member, Teaching Enhancement Committee, 1987-89.

Member, International Student Exchange Committee, 1987- 89.

Member, Alumni—Student Liaison, Reunion Weekend, 1986-89

Member, Board of Directors, FAU Alumni Association, 1986-92.

Member, Student Constitution Committee, 1986-88.

Member, University Petitions Committee, 1982-85.

Athletics Committees

Presidential Appointment, Intercollegiate Athletics Board, 2014-present

Representative to Coalition on Intercollegiate Athletics (COIA), 2011-2014.

Faculty Athletics Representative to the NCAA, 2009-2014.

Chair, Athletics Advisory Board (AAB), 2009-2014.

Chair, University Faculty Senate Athletics Committee, 2009-2014.

Member, Head Football Coach Search Committee, 2013.

Member, Athletics Strategic Planning Committee, 2012-2013.

Co-Chair (with V.P. Charles Brown), Athletics Director Search Committee, 2012.

Member, Student Athletics Fee Committee, 2009-2014.

Member, Institutional Control Committee, 2009-2014.

Member, Student-Athlete Academic Performance Committee, 2009-2014.

Member, Student-Athlete Well-being Committee, 2009-2014.

Member, Academic Progress Planning Committee, 2009-2014.

Member Student-Athlete Certification and Eligibility Committee, 2009-2014.

Member, Student-Athlete Hall of Fame Committee, 2009-2014.

College of Business Committees

Judge, Business Plan Competition, 2016-2017.

Mentor, Business Plan Competition, 2015-2016.

Member, Teaching Awards Selection Committee, 2012-2014.

Member, Undergrad and Graduate Student Petitions Committee, 2012-2014.

Member, Scholar of the Year Award Committee, 2010-11.

Member, Equity Committee 2010.

Member, Executive Committee, 1996-2004, 2006-10.

Parliamentarian, College Assembly 2005-2014.

Member, Promotion and Tenure Committee, 2004-05.

Member, College of Business—Alumni Steering Committee, 2001-02.

Member, Teaching Incentive Program Selection Committee, 2001.

Member, Search Committee, Chair Department of Industry Studies, 1998-99.

Chair, Marketing Plan for MBA Program Committee, 1998-99.

Chair, New Courses and Programs Committee, 1997-98.

Chair, Search Committee, Program Director for Health Administration, 1997-98.

Member, Search Committee, Assistant Professor of Health Administration, 1997-1998

Acting Director, proposed School of Industry Studies, 1997-99.

Director, Joint Programs and Strategic Alliances, 1996-98.

Coordinator, Professional Services Strategic Industry Unit, 1996-98.

Chair, Excellence in Undergraduate Teaching Awards Committee, 1995-96.

Member, Undergraduate Council, 1995-1997.

Chair, Curriculum Committee, 1990-92, member 1989-1995.

Member, Accelerated BBA Program, 1990 to 1993.

Chair, Scholarship Committee, 1985 to 1992.

Member, AACSB Reaccreditation Committee, 1985 to 1988.

Secretary, Steering and Policy Committee, 1986 to 1988.

Member, Computer Committee, 1986 to 1988.

Member, Petitions Committee, 1982 to 1988.

Chair, Ph.D. in Business Planning Committee, 1985 to 1987.

Chair, FAU - FIU Ph.D. Planning Committee Liaison, 1985-87.

Department of Marketing Committees

Member, Ph.D. Resurrection Committee, 2017-18.

Acting Coordinator, Ph.D. Committee, 2012-2013.

Chair, Excellence in ... Research, Teaching, and Ph.D. Program ... Award Committee, 2008-2015.

Member, Marketing Ph.D. Committee, 2010-2015.

Chair of the Marketing Department, 1996-2003; 2004-2010.

Member, Faculty Recruitment Committee, 1990-1996.

Member, Ph.D. Admissions Committee, 1988-1996.

Member, Personnel Committee, 1988-1996.

RESEARCH: PUBLICATIONS

Shaw, Eric H., “Eric H. Shaw: Reflections on an Improbable Academic Career,” *Journal of Historical Research in Marketing*, forthcoming May 2019.

El-Ansary, Adel, **Eric H. Shaw**, and William Lazer, “Marketing's Identity Crisis: Insights from the History of Marketing Thought,” *Academy of Marketing Science Review*, Vol 8, (1) June, 2018, pp. 5-17. Online advance copy: <http://link.springer.com/article/10.1007/s13162-017-0102-y>

D. G. Brian Jones and **Eric H. Shaw**, “Avoiding Academic Irrelevance in the Marketing Discipline: The Promise of the History of Marketing Thought,” *Journal of Marketing Management*, Vol 34 (1-2), 2018, pp. 52-62. Online advance copy: <https://doi.org/10.1080/0267257X.2017.1398771>

Hall, Justin and **Eric H. Shaw**, “An Empirical Test of a Theoretical Model of Problem-Solving,” *Journal of Customer Behavior*, Vol 16 (4), 2017, pp. 371-393.

Shaw, Eric H. “Ancient and Medieval Marketing” in *Routledge Companion to Marketing History*, Brian D. G. Jones and Mark Tadajewski (Eds.), London: Routledge, 2016, pp. 23-40.

Shaw, Eric H. “Educational Lessons from the Past: Marketing Textbooks during the Age of Enlightenment (16th to 18th centuries),” *Journal of Historical Research in Marketing*, Vol. 7 (3), 2015, pp. 389-406.

Branchik, Blaine and **Eric H. Shaw** “Net Transaction Value: A Model of High Involvement Decision Making in Buyer Choice Behavior,” *Atlantic Marketing Journal*, Vol. 4 (2), 2015, pp. 1-19.

Shaw, Eric H. “Teaching the Ph.D. History of Marketing Thought Course: An Approach,” *Journal of Historical Research in Marketing*, Vol. 7 (2), 2015, pp. 256-271.

Shaw, Eric H. “On the Origin of Marketing Systems,” *Proceedings of the 17th Conference for Historical Analysis and Research in Marketing*, Leighann Neilson (Editor), Long Beach, CA: Association for Historical Research in Marketing, May, 2015.

Shaw, Eric H. “Historical Analysis in Marketing,” in *Encyclopedia of Management*, 3rd Edition, Vol. 9 Marketing, Nick Lee and Andrew M. Farrell (Vol. Eds.), London, Wiley, 2014, pp. 236-7.

Shaw, Eric H. “The Quest for a General Theory of the Marketing System,” *Journal of Historical Research in Marketing*, Vol. 6 (4), 2014, pp. 523-537.

Shaw, Eric H. “The Marketing Institution: An Analysis,” *Journal of Historical Research in Marketing*, Vol. 6 (3), 2014, pp. 449-454.

Branchik, Blaine and **Eric H. Shaw** “Net Transaction Value: A Model of High Involvement Decision Making in Buyer Choice Behavior,” In *Proceedings of the Conference on Pricing and Retailing*, Dhruv Grewal et al (Editors), Wellesley, MA: Babson College, 2013.

Shaw, Eric H. “The Quest for a General Theory of the Marketing System,” *Proceedings of the 16th Conference for Historical Analysis and Research in Marketing*, Leighann Neilson (Editor), Copenhagen, Denmark: Association for Historical Research in Marketing, May, 2013.

Shaw, Eric H. “Marketing Strategy: from the Origin of the Concept to the Development of a Conceptual Framework,” *Journal of Historical Research in Marketing*, Vol. 4 (1) 2012, pp. 30-55.

[Most downloaded article in the *Journal of Historical Research in Marketing* (data available from 2012 to 2015: 9,115 downloads of 69,754 total downloads = 13.1%); in 2015: 4,007 of 25,775 = 15.6%; in 2014: of 2,381 of 18,407 = 12.9%; in 2013: 1,643 of 13,296 = 12.4%; in 2012: 1,152 of 12,276=9.4%].

Shaw, Eric H. “A Comment on the Relationship between the History of Marketing Thought and the Development of Marketing Theory,” *Marketing Theory*, Vol. 11 (4) 2011, pp. 491-495.

Rutherford, Jana and **Eric H. Shaw**, “What was Old is New Again: The History of Nostalgia as a Buying Motive in Consumer Behavior,” in *Proceedings of the 15th Conference for Historical Analysis and Research in Marketing*, Leighann C. Neilson (editor), New York, NY: Association for Historical Research in Marketing, May 2011, pp. 157-166.

Shaw, Eric H. and Ian F. Wilkinson (Editors) “Special Issue Honoring Donald F. Dixon’s Contributions to Marketing Thought,” *Journal of Historical Research in Marketing*, Vol. 3 (1), 2011.

Shaw, Eric H. “Reflections on the Dixon’s Seminar: the Development of Marketing Thought and Theory,” *Journal of Historical Research in Marketing*, Vol. 3 (1), 2011, pp. 131-143.

Shaw, Eric H. “Marketing Myths and Marketing Realities: A Commentary on the Consumer as Voter, Judge and Jury,” *Journal of Macromarketing*, Vol. 31 (1), March 2011, pp. 100-104.

Shaw, Eric H. “Revisiting and Revising Alderson’s Formula to Measure the Productivity of the Aggregate Marketing System,” *Marketing Theory*, Vol. 10, No. 4, December 2010, 347-367.

Shaw, Eric H., D. G. Brian Jones and Paula A. McClean, “The Early Schools of Marketing Thought,” in *Handbook of Marketing Theory*, Pauline Maclaran, Michael Saren Barbara Stern and Mark Tadajewski (editors), London: Sage Publications, 2010, pp. 27-41.

Jones, D. G. Brian, **Eric H. Shaw**, and Paula A. McClean, “The Modern Schools of Marketing Thought,” in *Handbook of Marketing Theory*, Pauline Maclaran, Michael Saren, Barbara Stern and Mark Tadajewski (editors), London: Sage Publications, 2010, pp. 42-59.

Shaw, Eric H. “A General Theory of Systems Performance Criteria,” *International Journal of General Systems*, Vol. 38, No. 8, November 2009, pp. 851-869.

[Runner-up for Best Article of the Year in the *International Journal of General Systems*.]

Shaw, Eric H. “Reflections on the History of Marketing Thought,” *Journal of Historical Research in Marketing*, Vol. 1 (2) 2009, pp. 330-345.

Jones, D. G. Brian, **Eric H. Shaw** and Deborah R. Goldring, “Stanley C. Hollander and the Conferences on Historical Research in Marketing,” *Journal of Historical Research in Marketing*, Vol. 1 (1), 2009, pp. 55-73.

Shaw, Eric H., William Lazer and Stephen F. Pirog III, “Wroe Alderson: Father of Modern Marketing,” *European Business Review*, Vol. 19, No 6, 2007, 440-451 [Lead article].

Sheng, Shirley Ye and **Eric H. Shaw**, “The Evil Trade that Opened China to the West,” in *Proceedings of the 13th Conference for Historical Analysis and Research in Marketing*, Blaine J. Branchik (editor) Durham, NC: Association for Historical Research in Marketing, 2007, pp. 194-200.

Shaw, Eric H. “A Twenty-First Century Guide to Aldersonian Marketing Thought: A Review,” *Journal of Macromarketing*, Vol. 27 (2) June 2007, pp. 193-197.

Jones, D. G. Brian and **Eric H. Shaw**, “Historical Research in the Journal of Macromarketing, 1981–2005,” *Journal of Macromarketing*, Vol. 26 (2) December 2006, pp. 178-192.

Shaw, Eric H. and D. G. Brian Jones, “A History of Schools of Marketing Thought,” *Marketing Theory*, Vol. 5 (3) September, 2005, pp. 239-282.

[Reprinted in *Philosophy of Marketing*, Mark Tadajewski, and John O’Shaughnessy (eds.), London: Sage Publications, Vol. I, 2013. pp.]

[Reprinted in *The History of Marketing Thought* Mark Tadajewski and D.G. Brian Jones (eds.) London: Sage Publications, Vol. III, 2008, pp. 3-44.]

[Most downloaded article in the journal *Marketing Theory* Jan.-Dec. 2006, 2007, 2008, 2009, 2010, 2011,2012, 2013,2014, 2015. <http://online.sagepub.com/cgi/searchresults>]

[Listed as #1 read in the category: “History, Thought, and Macromarketing,” by Stanley J. Shapiro, “A *JMM*-Based Macromarketing Doctoral-Level Reading List,” *Journal of Macromarketing*, Vol. 26, No. 2 (December), 2006, pp. 250-55.]

Shaw, Eric H. and Kendall Goodrich, “Marketing Strategy: From the History of the Concept to a Conceptual Framework,” in *Proceedings of the 12th Conference for Historical Analysis and Research in Marketing*, Leighann C. Nielson (editor), Long Beach, CA: Association for Historical Research in Marketing, 2005, pp. 265-274.

Shaw, Eric H. (Editor), *Proceedings of the 11th Conference for Historical Analysis and Research in Marketing*, Boca Raton, FL: Association for Historical Research in Marketing, 2003.

Shaw, Eric H. and D.G. Brian Jones, “The History of Schools of Marketing Thought,” in *Proceedings of the 11th Conference for Historical Analysis and Research in Marketing*, Shaw, Eric H. (editor) Boca Raton, FL: Association for Historical Research in Marketing, 2003, pp. 38-51.

Shaw, Eric H. and Stuart Alan, “The History of Cigarette Advertising,” in *Encyclopedia of Advertising, Vol 1*, John McDonourgh, Karen Egolf (eds.), NY: Fitzroy-Dearborn Publishers, Vol. 1, 2003, pp. 110-118.

Shaw, Eric H. “A. Eicoff & Company: A History,” in *Encyclopedia of Advertising, Vol. 1*, John McDonourgh and Karen Egolf (eds.), NY: Fitzroy-Dearborn Publishers, 2003, pp. 520-522

Jones, D. G. Brian and **Eric H. Shaw**, “A History of Marketing Thought,” in *Handbook of Marketing*, Barton Weitz, Robin Wensley (eds.), London: Sage Press, 2002, pp. 39-65.

[Listed as #1 read in the category: “Macromarketing: The Broader Context and Early Definitional Efforts,” by Stanley J. Shapiro, “A *JMM*-Based Macromarketing Doctoral-Level Reading List,” *Journal of Macromarketing*, Vol. 26, No. 2 (December), 2006, pp 250-55.]

[Reprinted in *The History of Marketing Thought* Mark Tadajewski and D.G. Brian Jones (eds.) London: Sage Publications, Vol. I, 2008, pp 165-208.]

Samli, A. Coskun and **Eric H. Shaw**, “Achieving Managerial Synergism: Balancing Strategic Business Units and Profit Centers,” *Journal of Market-Focused Management*, Vol. 5, No. 1, January 2002, pp. 59-73.

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