

Richard L. Flight
Curriculum Vitae

(217) 508-6053 (cell)
(217) 581-6904 (work)
rflight@eiu.edu

Eastern Illinois University
4611 Lumpkin Hall
600 Lincoln Avenue
Charleston, IL 61920

Academic Experience

Positions: Eastern Illinois University, Charleston, IL
Associate Professor (2013-Present), Assistant Chair, School of Business-
Marketing (2012-Present), Graduate Faculty (2007–Present), Assistant
Professor (2007–13), School of Business Assurance of Learning Coordinator
(2011-12)

University of Alabama, Tuscaloosa, AL
Research and Teaching Assistant (2002-2007), Instructor (2004-2007)

Courses: Lifetime Student Evaluation: 4.63/5.
Primary Courses: Marketing Strategy (2011-Present), Marketing Research
(2009-2012, 2015- Present).
Secondary Courses: Marketing Strategy- Executive MBA (2016), Marketing
Management- Undergraduate (2007-2011, 2014), Principles of Marketing
(2004, 2006, 2010, 2013-2014), Study Abroad- the Netherlands and Italy
(2012), Croatia and the Netherlands (2013), Marketing Management-
Graduate (2009-2011), Promotional Management (2007-2009), New Product
Development (2006-2008), Principles of Electronic Commerce (2004-2005)

Education: Ph. D., University of Alabama, 2007.
Major: Marketing
Supporting Area of Emphasis: Economics

MA, University of Alabama, 2004.
Major: Economics

MBA, Samford University, 2002.

BS, Samford University, 1993.
Major: Management
Supporting Area of Emphasis: Marketing

HS Diploma, St. Johnsbury Academy, 1989

Research Experience

Published:

- Flight, Richard L., Kesha K. Coker (2016), "Brand Constellations: Reflection of the Emotional Self," *Journal of Product and Brand Management*, 25 (2) 134-137.
- Flight, Richard L., Devon Sacramento (2015), "Brand Attachment and the Compulsive Buyer," *International Journal of Academic Research in Business and Social Science*, 5 (8), 157-171.
- Dobbs, Michael E., David J. Boggs, Marko Grünhagen, Laura L. Palacios, and Richard L. Flight (2014), "Time Will Tell: Interaction Effects of Franchising Percentages and Age on Franchise Mortality Rates," *International Entrepreneurship and Management Journal*, 10 (3), 607-621.
- Flight, Richard L., and Richard J. Palmer (2013), "Organizational Structure and Intra-firm Innovation Diffusion," *Marketing Management Journal*, 23 (2), 35-57.
- Flight, Richard L., and Jarrod Scherle (2013), "Shopping Context and the Impulsive and Compulsive Buyer," *Atlantic Marketing Journal*, 2 (2).
- Flight, Richard L., Melissa Markley Rountree, and Sharon E. Beatty (2012), "Feeling the Urge: Affect in Impulsive and Compulsive Buying," *Journal of Marketing Theory and Practice*, 20 (4).
- Flight, Richard L., Giles D'Souza, and Arthur W. Allaway (2011), "Characteristics-based Innovation Adoption: Scale and Model Validation," *Journal of Product and Brand Management*, 20 (5), 343-355.
- Flight, Richard L., Arthur W. Allaway, Wan-Min Kim, and Giles D'Souza (2011), "A Study of Perceived Innovation Characteristics across Cultures and Stages of Diffusion," *Journal of Marketing Theory and Practice*, 19 (1), 109-125.
- Grünhagen, Marko, Richard L. Flight, and David J. Boggs (2011), "Franchising During Times of Economic Recession: A Longitudinal Analysis of Automotive Service Franchises," *Journal of Marketing Channels*, 18 (1), 57-77.
- Flight, Richard L., Rusty Henley, and Robert A. Robicheaux (2008), "A Market-level Model of Relationship Regulation," *Journal of Business Research*, 61 (8), 850-858.
- Flight, Richard (2001), "Promote New Business Now to Secure Sales Later," *Athletics Administration*, 36 (6), 36.

Conference Proceedings:

- Dobbs, Michael E., Richard L. Flight, and Mark A. Bayer (forthcoming), "Tumultuous Times in Illinois Higher Education: Analysis, Assessment & Implications from Business Analysis Tools," *The 2017 North American Management Society Conference*, Chicago, IL.
- Coker, Kesha K., Dominic M. Baima, and Richard L. Flight (forthcoming), "Skip It or View It? The Role of Video Storytelling in Social Media Marketing" *Marketing Management Association Spring 2017 Conference*, Chicago, IL.
- Sedari Mudiyansele, Achira, and Richard L. Flight (2016), "Driven to Innovate: Motivations of Small and Medium Enterprises in the Context of Strategic Orientation," *Society for Marketing Advances 2016 Conference Proceeding*, Atlanta, GA.
- Flight, Richard L., and Marko Grünhagen (2015), "Tourism Marketing in the Context of War: An Exploration of Iraqi Kurdistan as a Destination," *Society of Interdisciplinary Business Research*, Hong Kong, China.
- Coker, Kesha K., Kelly, Vale, and Richard L. Flight (2015), "Marketing in Social Entrepreneurship Education: Where are We Now?" *Marketing Management Association Fall Educators' Conference*, San Juan, Puerto Rico.
- Vale, Kelly, Kesha K. Coker, and Richard L. Flight (2015), "When in Rome: The Role of Leadership Culture on Social Entrepreneurship," Poster Presentation. *40th Macromarketing Conference*, Chicago, IL.
- Vale, Kelly, Kesha K. Coker, and Richard L. Flight (2015), "Social Entrepreneurship in its Social Context: The Role of National Leadership Culture" *Marketing Management Association Spring 2015 Conference*, Chicago, IL.
- Sacramento, Devon, M., and Richard L. Flight (2014), "Brand Attachment and the Compulsive Buyer" *Marketing Management Association Spring 2014 Conference*, Chicago, IL.
- Dobbs, Michael E., David J. Boggs, Marko Grünhagen, Laura L. Palacios, and Richard L. Flight (2013), "The Influence of Franchising Percentages and Age on Franchisor Mortality Rates: Evidence from The US Automotive Products and Service Sector," *2013 Economics and Management of Networks (EMNet) Conference*. Agadir, Morocco.
- Flight, Richard L., and Kesha K. Coker (2013), "A Consumer Personality Approach To Brand Constellation Formation," *Society for Marketing Advances 2013 Conference Proceeding*, Hilton Head, SC.
- Flight, Richard L., and Jarrod Scherle (2012), "Impulsive and Compulsive Buying from a Perspective of Context," *Atlantic Marketing Association 2012 Conference Proceedings*, Williamsburg, VA.
- Boggs, David J., Marko Grünhagen, Laura L. Palacios, and Richard L. Flight (2011), "Franchise Survival in the Automotive Products and Services Sector," *2011 Proceedings of the Midwest Academy of Management*, Omaha, NE.

Flight, Richard L., Giles D'Souza, Arthur W. Allaway, and Sergey S. Maximov (2011), "The Effect of Innovation Characteristics on Product Diffusion," *Marketing Management Association Spring 2011 Conference Proceedings*, Chicago, IL.

Grünhagen, Marko, Richard L. Flight, and David J. Boggs (2010), "Franchising During Times of Economic Recession: A Longitudinal Analysis of Automotive Service Franchises," *International Society of Franchising 2010 Conference Proceeding*, Sydney, Australia.

Flight, Richard L., and Melissa Markley (2005), "Controlling my Compulsion: A Model of Compulsive Buying and the Strategies Used to Control Behavioral Outcomes," *Society for Marketing Advances 2005 Conference Proceeding*, San Antonio, TX.

Flight, Richard L., John R. Henley, and Robert A. Robicheaux (2005), "The Effects of Public Policy on Relationship Marketing Identified by the Market Effects Models of Relationship Regulation. Regulation," *Society for Marketing Advances 2005 Conference Proceeding*, San Antonio, TX.

Flight, Richard L., and George Deitz (2004), "Novel Measures of the Stadium Novelty Effect," *Sports Marketing Association 2004 Conference Proceeding Abstract*, Memphis, TN.

Flight, Richard L., and Robert A. Robicheaux, (2004), "Novelty Effect Theory: Implications for Store Renovation," *Society for Marketing Advances 2004 Conference Proceeding*, St. Pete Beach, FL.

Flight, Richard L., Robert A. Robicheaux, and John R. Henley, (2004), "Gasoline Retailing: The Impact of Motor Fuel Marketing Legislation on Prices and Distribution Gross Margins," American Collegiate Retailing Association, *2004 Annual Meeting Conference Proceeding*, New York, NY.

Non-Published Conference Proceedings:

Coker, Keshia K, Richard L. Flight, and Kelly Valle (2017), "Using Business For Good: A Cross-Cultural Study on Social Entrepreneurship," *EIUnity 9th Annual Diversity Conference*.

Sedari Mudiyansele, Achira, and Richard L. Flight, (2016), "Out of Necessity or Opportunity? The Drive to Innovate in Small and Medium Enterprises," *Conference on Subsistence Marketplaces*, University of Illinois.

Flight, Richard L., and Marko Grünhagen (2016), "The Kurdish Textile Museum: A Collaborative Initiative to Develop and Promote Cultural Heritage," *Conference on Subsistence Marketplaces*, University of Illinois.

Dissertation:

Flight, Richard L. (2007), *Innovation Characteristics and Their Influence on the Rate of Diffusion*, Committee Members, Arthur W. Allaway (co-chair), Giles D'Souza (co-chair), Robert M. Morgan, John S. Hill, and James Leeper. University of Alabama.

Presentations:

- “Driven to Innovate: Motivations of Small and Medium Enterprises in the Context of Strategic Orientation,” *2016 Society for Marketing Advances*. 11/5, Atlanta, GA.
- “The Kurdish Textile Museum: A Collaborative Initiative to Develop and Promote Cultural Heritage,” *6th Conference on Subsistence Marketplaces*, June 18, 2016, University of Illinois.
- “Business and Marketing Plan Development Workshop,” May 24-28, 2016. PL Consulting and Jireh Hotel, Baku, Azerbaijan.
- “Marketing in Social Entrepreneurship Education: Where are We Now?” *Marketing Management Association 2015 Fall Educators’ Conference*, San Juan, Puerto Rico.
- “Brand Attachment and the Compulsive Buyer.” *Marketing Management Association Spring 2014 Conference*, Chicago, IL.
- “A Consumer Personality Approach to Brand Constellation Formation,” *Society for Marketing Advances 2013 Conference*, Hilton Head, SC
- “Impulsive and Compulsive Buying from a Perspective of Context,” *2012 Atlantic Marketing Association Conference*, Williamsburg, VA.
- “Developing a Plan: Marketing Post-War Iraq”, November 2011, with Dr. Marko Grünhagen, Sullivan Rotary Club, Sullivan, IL.
- “Business and Marketing Plan Development Workshop,” March 28-April 1, 2011. U.S. Department of State and the Kurdish Textile Museum, Erbil, Iraq.
- “The Effect of Innovation Characteristics on Product Diffusion,” *2011 Marketing Management Association Spring Conference*, Chicago, IL.
- “The Organizational Ecology of Franchise in the Automotive Services Sector,” December 6, 2010 with David J. Boggs, Marko Grünhagen, and Laura Lucia Palacios. *EIU School of Business Faculty Research Forum Series*, Charleston IL.
- “Marketing and Baseball- The Inside Pitch, Charleston Rotary Club, November 2011.
- “Bridging the Divide: Bringing Faculty and Students Together through Shared Technologies,” September 30, 2009. *EIU School of Business Faculty Research Forum Series*, Charleston IL.
- “Nothing Minor about Minor League Sports; Professional Baseball in America” April 7, 2009, Charleston Rotary Club, Charleston, IL.
- “Modeling the Triggers of Impulsive and Compulsive Buying Tendencies,” February 20, 2008. *EIU School of Business Faculty Research Forum Series*, Charleston IL.

“Controlling my Compulsion: A Model of Compulsive Buying and the Strategies Used to Control Behavioral Outcomes,” *2005 Society for Marketing Advances Conference*, San Antonio, TX.

“The Effects of Public Policy on Relationship Marketing Identified by the Market Effects Models of Relationship Regulation. Regulation,” *2005 Society for Marketing Advances Conference*, San Antonio, TX.

“Novel Measures of the Stadium Novelty Effect,” *2004 Sports Marketing Association Conference*, Memphis, TN.

“Novelty Effect Theory: Implications for Store Renovation,” *2004 Society for Marketing Advances Conference*, St. Pete Beach, FL.

Service Experience

Academic Service:

Journal of Small Business Management, Editorial Review Board (2009-Present); ad hoc reviewer (2007-2008)

Journal of Product and Brand Management, ad hoc reviewer (2016)

Journal of Business Research, Editorial Review Board (2010-2015); ad hoc reviewer (2008-2009)

Journal of Marketing Theory and Practice, Editorial Review Board (2010-2015); ad hoc reviewer (2008-2009)

Marketing Management Association Annual Conference, reviewer (2015)

International Society of Franchising Annual Conference, reviewer (2010, 2013)

Society for Marketing Advances, reviewer (2005, 2009-2012)

Society for Marketing Advances, Ethical and Legal Issues Track Co-chair (2011)

Journal of Retailing, Special franchising issue reviewer (2009)

Journal of Product and Innovation Management, ad hoc reviewer (2008)

University, College and School Service:

Eastern Illinois University Vitalization Task Force, Chair Marketing and Branding Workgroup (2016-Present)

Eastern Illinois University Intercollegiate Athletic Board, Member (2008-2014, 2015-Present), Vice-Chair (2013-2014); Chair of the Student-Athlete Experience Sub-committee (2012-2013); Chair of Institutional Control Sub-committee (2010-2011)

Lumpkin College of Business and Applied Sciences Curriculum Committee, Chair (2016-Present), Member (2009-2010, 2015-Present), Vice-chair (2009-2010, 2015)

School of Business Faculty Council, Member (2012-Present)

School of Business Strategic Planning Committee, Member (2012-Present)

School of Business Curriculum Committee, Member (2007-Present), Chair (2010-2015)

School of Business Marketing Discipline, Member (2007-Present)

School of Business Personnel Committee, Alternate Member (2014)

School of Business Interim Chair Advisory Committee, Member (2013)

Eastern Illinois University Assistant Vice President of Marketing Search Committee, Member (2012)

Eastern Illinois University, Information Technology Services, Research Project Leader (2011, 2012)
School of Business Entrepreneur Program Committee, Member (2010-2011)
Eastern Illinois University, Study Abroad, Research Project Leader (2010)
School of Business Faculty Issues Committee, Member (2009-2011)
Eastern Illinois University Admissions Appeal Review Committee, Member (2008-2011)
Lumpkin College of Business and Applied Sciences Entrepreneur Program Committee, Vice-chair and Member (2009)
School of Business Faculty Search Committee, Marketing (2012-Chair, 2009), Management (2008)
Lumpkin College of Business and Applied Sciences Ad Hoc Honors Program Research Course Development Committee, Vice-chair and Member (2007-2008)

Global Community Service:

Validation Network, Co-Founder (2016-Present)
Marble People, Board of Directors, Marketing Strategist and Consultant (2010-Present)
Broadway Christian Church, Research Project Leader (2009)
Operation Starfish, Research Project Leader (2008)
City of Homewood Chamber of Commerce, Board of Directors (2002)
Member of the I Love Homewood Day, Volunteer Committee (2001-2)

Faculty Mentor

Achira Sedari Mudiyansele, M.B.A. (2016) "Out of Necessity or Opportunity? The Drive to Innovate in Small and Medium Enterprises."
Collin Severing (2016), "Cause-Related Marketing: How to Avoid Turning Your Customers into Aliens."
Thomas Sisson (2016), "If the Shoe Fits – An Individual's Social Footprint."
Jordyn Reitz (2016), "Emotional Delight: A Response to Package Design."
Devon Sacramento, University Honors (2014) "Brand Attachment and the Compulsive Buyer."
Rodney Dawson, M.B.A. (2010), "Investigating Purchase Card Usage and Developing a Model to Promote Program Growth."

Recognition

Achievement and Contribution Award in Teaching, Service, and Research, Eastern Illinois University (2016)
Faculty Commencement Marshall- LCBAS Faculty, Eastern Illinois University (2016)
Celebration of Publications, Creative Works, and Grants, Eastern Illinois University (2013-2016)
Faculty Award for Service, Eastern Illinois University, School of Business (2015)
Faculty Research Grant, Eastern Illinois University, School of Business (2008-2013, 2015)
Faculty Award for Service, Eastern Illinois University, School of Business (2013)
Publishing Author, Eastern Illinois University (2008, 2010-2012)
Faculty Award for Service, Eastern Illinois University, School of Business (2010)
Achievement and Contribution Award in Teaching, Service, and Research, Eastern Illinois University (2009)

Faculty Award for Balanced Contribution, Eastern Illinois University, School of Business (2009)

Excellence in Teaching Award, University of Alabama, Manderson School of Business (2006)

Bostick Scholarship, University of Alabama (2006)

Discrete Choice: Consumer Behavior Modeling Scholarship Recipient, Massachusetts Institute of Technology (2005)

Minnie and Sam Pizitz Scholarship, University of Alabama (2004)

Rita T. Parker Scholarship, University of Alabama (2002, 2003)

Association Membership (current and former)

Marketing Research Association (MRA), American Marketing Association (AMA), Society for Marketing Advances (SMA), Beta Gamma Sigma Honor Society (Samford University, 2002), National Association of Collegiate Marketing Administrators (NACMA, 1999-2002), NCMA National Conference Representative, Atlantic Sun Conference (2001-2002).

Professional Experience

Samford University, Birmingham, AL. Assistant Director of Athletics- External Affairs (August 1999 - August 2002).

Blues City Baseball, DBA Memphis Redbirds Baseball Club, Memphis, TN. Director of Promotions (January 1998 - August 1999).

Birmingham Barons Baseball Club, Birmingham, AL. Director of Public Relations and Team Operations (September 1994 - January 1998).