

## CURRICULUM VITA

### RICHARD LEE UTECHT

Department Marketing  
College of Business Administration  
The University of Texas at San Antonio  
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#### Education

Ph.D. in Marketing, August 1987  
The University of North Texas  
Fields: Consumer Behavior, Promotion and Channels  
Minors: Management and Social Gerontology

M.B.A., December 1979  
Texas A&M University at Kingsville

B.B.A. in Marketing, May 1978  
Texas A&M University at Kingsville

#### Experience

##### **University of Texas at San Antonio, (6/88-present)**

Associate Professor of Marketing, have taught:

**Undergraduate:** consumer behavior, promotion, advertising, advertising management, distribution channels, retailing and principles of marketing.

**Graduate:** introduction to marketing, promotion and consumer behavior.

**Doctoral:** doctoral teaching seminar.

##### **UTSA Learning Communities Program, (Fall 2002-2004)**

Selected for the freshman program to teach introduction to business and college success skills. This program creates three linked courses for a module of 25 freshmen to enhance learning and retention.

##### **UTSA Honors Program for Young Scholars, (Summer 1990)**

Selected to teach principles of marketing to gifted and talented high school juniors and seniors. This program was later discontinued.

##### **California State University, Fresno, (8/87-5/88)**

Assistant Professor of Marketing: taught consumer behavior and marketing strategy (graduate).

##### **University of North Texas, Denton, Texas (1/84-6/87)**

Teaching Fellow: taught principles of marketing, advertising, and distribution channels.

**Texas Lutheran University**, Seguin, Texas (8/81-5/83)

Instructor: taught principles of marketing, advertising, marketing research, and marketing strategy.

**Texas A&M University at Kingsville** (8/80-8/81)

Visiting Instructor: taught principles of marketing, consumer behavior, personnel management, and collective bargaining.

**M-Bank**, Brownsville, Texas (1/80-8/80)

Credit Analyst

## **Publications**

Refereed journals:

Bonner, Robert, Stone, Christopher, Mittal, Sarah, Phillips, William and Richard Utecht, "Preparing Academics to Teach: Example of a Structured Method of Preparing Doctoral Students in Business Programs to Teach," *Journal of Management Education*, forthcoming, 2020.

Nagel, Duane, Cronin, Joseph and Richard Utecht, "Consumption or Prosumption? A Question of Resources," *Journal of Services Marketing*, Vol.32, Issue: 6, pp.739-754, Fall 2018.

Darling, John and Richard Utecht, "Leadership Responsiveness to The Key in an Era of Socioeconomic Stress: A Focused Team-Building Paradigm," *Organization Development Journal*, Volume 28, Number 3, Fall 2010, 47-61.

Utecht, Richard and Raydel Tullous, "Are We Preparing Doctoral Students in the Art of Teaching?" *The Review of Higher Education Journal*, Volume 4, September 2009, 131-142.

Utecht, Richard, Juan J. Gonzalez and Raydel Tullous, "Learning Objectives for Quality Education," *Review of Business Research*, Volume VI, Number 4, 2006, 188-195.

Erdem, Altan and Richard Utecht, "Marketing on the Net: A Critical Review," *The Journal of American Academy of Business, Cambridge*, Vol. 2, Number 1, September 2002.

Erdem, Altan and Richard Utecht, "The Impact of Internet on Global Marketing: Toward a New Look at Globalization," The International Journal of Business Disciplines, Vol. 12, No. 2, Summer 2002.

Erdem, Altan and Richard Utecht, "Global Marketing of Services: Exploring Developing Countries," The International Journal of Business Disciplines, Vol. 9, No. 2, Winter 1999, 21-25.

Tullous, Raydel and Richard Utecht, "A Decision Support System for Integration of Vendor Selection Task," The Journal of Applied Business Research, Vol. 10, No. 1, Winter 1994, 132-143.

Tullous, Raydel and Richard Utecht, "Multiple or Single Sourcing?" The Journal of Business and Industrial Marketing, Vol. 7, No. 3, Summer 1992, 5-18.

Tullous, Raydel and Richard Utecht, "Assessing R&D Projects for Small Businesses: An Analytical Hierarchy Process Approach," Journal of Business and Entrepreneurship, Vol. 3, No. 1, March 1991, 73-86.

#### **Refereed proceedings:**

Bonner, Robert and Richard Utecht, "How to Teach Doctoral Students How To Teach," Southern Management Association Proceedings, Norfolk, Virginia, October 8-12, 2019.

Bonner, Robert, Will Phillips and Richard Utecht, "Research-Teaching Gap: Ought We Preach to Teach?" Proceedings of the Academy of Management, Vancouver, BC, August 7-11, 2015.

Utecht, Richard and Raydel Tullous, "Countdown to Teaching," Allied Academies Fall International Conference Proceedings, October, 2008.

Utecht, Richard and Raydel Tullous, "Project Selection for SME's," ISOBD (International Society of Business Disciplines) Proceedings, November 2007.

Suttle, V. Adele, Richard Utecht and Raydel Tullous, "A Rapid Supplier Selection Methodology," Allied Academies Fall International Conference Proceedings, October, 2005.

Tullous, Raydel, Richard Utecht and Kellye Jones, "Introduction of New Products in a Small Business," ASBE (Association for Small Business and Entrepreneurship) Proceedings, November 2004. Awarded "Best Paper" for the conference.

Utecht, Richard and Juan Gonzalez, "Logistical and Promotional Implications on New Product Success," International Business Trends: Contemporary Readings, Academy of Business Administration Proceedings, March 2004.

Utecht, Richard, "An Alternative Approach to Category Management," International Business Trends: Contemporary Readings, Academy of Business Administration Proceedings, April 2003.

Utecht, Richard and Kevin Albrecht, "Challenging Conventional Thinking in Category Management for New Product Distribution," American Society of Business and Behavioral Sciences Proceedings, February 2003.

Erdem, Altan and Richard Utecht, "A Critical Look at E-Commerce: Issues of Practicality," International Business Trends: Contemporary Readings, Academy of Business Administration Proceedings, November 2001.

Erdem, Altan and Richard Utecht, "E-Commerce in Distribution: A Review of Potential Problems," International Business Trends: Contemporary Readings, Academy of Business Disciplines Proceedings, November 2001.

Erdem, Altan and Richard Utecht, "Potential Impact of E-Commerce on Distribution Channels: Are We on Dangerous Grounds?" Global Business and Technology Proceedings, July 2001.

- Erdem, Altan and Richard Utecht, "E-Commerce and Distribution Channels: Toward a Development of the Ultimate Marketing System," Academy of Business Administration Proceedings, April 2001.
- Erdem, Altan and Richard Utecht, "Anatomy of Channel Conflict in E-Commerce: Toward a Better Understanding," American Society of Business and Behavioral Sciences Proceedings, February 2001.
- Erdem, Altan and Richard Utecht, "Potential Problem Areas In Distribution Channels: One Of The Side Effects Of E-Commerce," International Business Trends: Contemporary Readings, Academy of Business Disciplines Proceedings, November 2000.
- Erdem, Altan and Richard Utecht, "Practicality of a Traditional Channel Structure: How realistic is it?" American Society of Business and Behavioral Sciences Proceedings, February 2000.
- Tullous, Raydel, Richard Utecht and Kellye Jones, "Customer Satisfaction Segmentation Strategy," Global Business Trends: Contemporary Readings, 2000 Edition.
- Erdem, Altan, Victoria A. Seitz and Richard Utecht, "Toward a Better Understanding of International Marketing of Services: Concerns, Concerns, and More Concerns," IBAT Proceedings, Institute of Business Administration & Technology, July 1999.
- Tullous, Raydel and Richard Utecht, "Win-win Program for Channel Members," IBAT Proceedings, Institute of Business Administration & Technology, July 1998.
- Utecht, Richard, Raydel Tullous, and Constance Lehmann, "Assessing the Representation of Maturity Market Models in Magazine Advertisements," Advances in Marketing, Southwestern Marketing Association, March 1996.

- Erdem, S. Altan, Raydel Tullous, and Richard L. Utecht, "Understanding the Study Habits of Students to Improve Performance: What Happens after the Test?" American Society of Business and Behavioral Sciences Proceedings, September 1994.
- Utecht, Richard and Raydel Tullous, "So, You are Over Fifty, Does Anyone Care?" Advances in Marketing, Southwestern Marketing Association, March 1994.
- Utecht, Richard and Raydel Tullous, "Sourcing Strategy: A Segmentation Base," Advances in Marketing, Southwestern Marketing Association, March 1994.
- Tullous, Raydel and Richard Utecht, "Effects of the Uncertainty of a Purchasing Situation on the Decision Making Unit," Advances in Marketing, Southwestern Marketing Association, March 1992.
- Tullous, Raydel and Richard Utecht, "Strategies for Reducing Risk: Multiple or Single Sourcing," Progress in Marketing Thought, Southern Marketing Association, November 1990.
- Utecht, Richard and Raydel Tullous, "Differences in Use of External Information Sources by Maturity Market Segments," (with Raydel Tullous), Advances in Marketing, Southwestern Marketing Association, March 1990.
- Utecht, Richard, "Toward a Taxonomy Approach for Teaching Marketing," Advances in Marketing, Southwestern Marketing Association, March 1989.

## **Presentations**

Family Orientation, presented “College Survival Skills” to parents of incoming students, August 7, 2018.

Roadrunner Days, presented to incoming College of Business Students in the Liu Auditorium, August 20, 2018.

"College Success Skills," Alpha Lambda Delta First Year Honor Society, Alpha Lambda Delta, UTSA, April 5, 2017.

“Classroom Dynamics and the Critical Drivers,” 38th Annual Accounting Education Conference, Texas Society of Certified Public Accountants, CPE Foundation, Inc., Austin, Texas, October 27, 2012.

“The Critical Drivers for a Effective Teaching-Learning Environment,” 37<sup>th</sup> Annual Accounting Education Conference, Texas Society of Certified Public Accountants, CPE Foundation, Inc., Austin, Texas, October 22, 2011.

“Interactive Lecturing,” Provost’s Academy on Critical Thinking, UTSA Teaching Learning Center, UTSA Institute of Texan Cultures, San Antonio, Texas, May 12, 2011.

“The Critical Drivers for a Effective Teaching-Learning Environment,” 36<sup>th</sup> Annual Accounting Education Conference, Texas Society of Certified Public Accountants, CPE Foundation, Inc., Austin, Texas, November 6, 2010.

“Interactive Lecturing,” UTSA Teaching Learning Center, UTSA Downtown Campus, San Antonio, Texas, October 6, 2010.

“Interactive Lecturing,” UTSA Teaching Learning Center, UTSA Institute of Texan Cultures, San Antonio, Texas, May 13, 2010.

“Marketing Misconceptions,” Air Force Family Advocacy Training Conference, River Center Marriott, San Antonio, Texas, July 10, 2009.

“Countdown to Teaching,” Allied Academies International Conference, Reno, Nevada, October 2008.

“Project Selection for SME’s,” ISOBD (International Society of Business Disciplines) Conference, Las Vegas, Nevada, November 2007.

Panelist, New Faculty Orientation, UTSA, August 2006.

Panelist, Student Retention Summit, UTSA, April 2006.

“Learning Objectives for Quality Education,” IABE (International Association of Business and Economics) Conference, Las Vegas, Nevada, October 2006.

“A Rapid Supplier Selection Methodology,” Allied Academies Fall International Conference, Las Vegas, Nevada, October 2005.

“Motivating Undergraduate Students,” Learning Communities Teaching Workshop, University of Texas at San Antonio, May 19, 2005.

“Logistical and Promotional Implications on New Product Success,” Academy of Business Administration 2004 National Conference, Las Vegas, Nevada, March 2004.

“An Alternative Approach to Category Management,” Academy of Business Administration 2003 National Conference, Las Vegas, Nevada, April 21-25, 2003.

“Challenging Conventional Thinking in Category Management for New Product Distribution,” for the Marketing track of the American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada, February 20-24, 2003.

“Marketing and Nonprofit Organizations,” UTSA Downtown Campus, Bridging Our Communities Program, December 3, 2001 and November 18, 2002.

“E-Commerce and Distribution Channels: Toward a Development of the Ultimate Marketing System,” Academy of Business Administration 2001 National Conference, San Antonio, Texas, April 11-16, 2001.

“Anatomy of Channel Conflict in E-Commerce: Toward a Better Understanding,” for the Marketing track of the American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada, February 22-26, 2001.



“Practicality of a Traditional Channel Structure: How realistic is it?” for the Marketing track of the American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada, February 17-22, 2000.

“Career Challenges for College Students,” UTSA conference to prospective students sponsored by the Alpha Lambda Delta and Alpha Chi honor societies, February 26, 1999.

“Teaching Techniques for New Faculty,” The UTSA Teaching Learning Center’s New Faculty Seminar, gave a presentation on teaching to new UTSA faculty at a luncheon on September 30, 1998.

“What Your Student Should Know,” a presentation to parents of UTSA freshman on the First Annual and Second Annual Family Day for New Student Programs, October 30, 1998 and October 29, 1999.

“Win-win Program for Channel Members,” for the marketing track of IBAT, Institute of Business Administration & Technology Conference, Toronto, Canada, July 8-12, 1998.

"Assessing the Representation of Maturity Market Models in Magazine Advertisements," (with Raydel Tullous and Constance Lehmann) for the consumer behavior track of the SWMA, Southwestern Marketing Association, San Antonio, Texas, March 1996.

"Understanding the Study Habits of Students to Improve Performance: What Happens after the Test?" (with Altan Erdem and Raydel Tullous), for the American Society of Business and Behavioral Sciences Conference, September 19, 1994.

"So, You are Over Fifty, Does Anyone Care?" (with Raydel Tullous), for the promotion track of the SWMA, Southwestern Marketing Association, Dallas, Texas, March 4, 1994.

"Sourcing Strategy: A Segmentation Base," (with Raydel Tullous), for the purchasing track of the SWMA, Southwestern Marketing Association, Dallas, Texas, March 4, 1994.

"Contemporary Pedagogical Issues and Challenges," presented to the Chancellor's Council for the University of Texas System, Austin, Texas, May 15, 1992.

"Strategic Career Assessment," Southwestern Marketing Association Doctoral Consortium--Southwestern Federation of Administrative Disciplines Conference, San Antonio, Texas, March 1992.

"Effects of the Uncertainty of a Purchasing Situation on the Decision Making Unit," (with Raydel Tullous), for the purchasing track of the SWMA, Southwestern Marketing Association, San Antonio, Texas, March 1992.

"Assessing R&D Projects for Small Businesses: An Analytical Hierarchy Process Approach," (with Raydel Tullous), for the R&D and Forecasting track of SSBIA, Southwestern Small Business Institute Association, Houston, Texas, March 1991.

"Differences in Use of External Information Sources by Maturity Market Segments," for the Consumer Behavior track of SWMA, Southwestern Marketing Association, Dallas, Texas, March 1990.

"Strategies for Reducing Risk: Multiple or Single Sourcing," (with Raydel Tullous), for the Purchasing track of SMA, Southern Marketing Association, Orlando, Florida, November 1990.

"Toward a Taxonomy Approach for Teaching Marketing," for the Marketing Education track of SWMA, Southwestern Marketing Association, New Orleans, Louisiana, March 1989.

"Taxonomies, Paradigms and the Marketing Major," TIMS/ORSA (The Institute of Management Science/Operations Research Society of America) meeting at Washington, D.C. April 1988.