

# John Stockmyer

9 Cumberlin Road • Enid, OK 73703  
(580) 747-8707 • jlstockmyer@nwosu.edu

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**Marketing Information Technology Specialist • Teaching • Research • Consulting**

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## EDUCATION

UNIVERSITY OF MISSOURI - Columbia, Missouri  
**Ph.D.**, Business Administration (Marketing), 1999

ROCKHURST UNIVERSITY - Kansas City, Missouri  
**M.B.A.**, Business Administration (Marketing Emphasis), 1992

UNIVERSITY OF CENTRAL MISSOURI - Warrensburg, Missouri  
**B.S.E.**, Physics/Physical Science, 1987

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## PROFESSIONAL EXPERIENCE

NORTHWESTERN OKLAHOMA STATE UNIVERSITY - Alva, Oklahoma

**Associate Professor of Business (tenure-track)**, 8/13-present

### Teaching / Duties included:

- Taught a broad variety of courses: Business Research, Principles of Marketing, IMC, Personal Finance, Services Marketing, Marketing Management, Professional Selling, Technology and Marketing.

### University and Departmental Service (Selected List) / Duties included:

- *Chair, DOB Assessment Committee* (8/13-present): Responsible for developing new course assessment plan. Prepare and present yearly program evaluation reports.
- *Academic Affairs Committee* (8/15-present): Responsible for reviewing and modifying new academic program proposals, and reviewing existing programs/degrees.
- *Social Affairs Committee* (8/14-5/15): Responsible for set-up, take-down, and directing participants at university social events.
- *EBI Committee* (8/14-5/16): Conducted focus groups with students related to their satisfaction with the DOB. Developed strategies to improve student satisfaction.
- *Online Marketing Plan Committee* (8/15-5/16): Developed a plan to better promote the DOB's online program.
- *Disc Golf Course* (8/13-present): Planned and implemented a disc golf course on the NWOSU-Enid campus. Help maintain and upgrade the course, and coordinate ongoing events for the Enid community.

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EASTERN NEW MEXICO UNIVERSITY - Portales, New Mexico

**Associate Professor of Marketing (with tenure), 8/07 – 5/13**  
**Assistant Professor of Marketing, 8/02 - 8/07**

## **Teaching / Duties included:**

- Taught a broad variety of courses: Principles of Marketing, IMC, Consumer Behavior, Retailing, E-Commerce, Services Marketing, Marketing Management, Professional Selling.

## **University and Departmental Service (Selected List) / Duties included:**

- *Chair for Faculty Performance (2/12-5/13)*: Helped develop new COB administrative structure, conducted Annual Performance Evaluations, reviewed requests for funding, etc.
- *COB Graduate Coordinator (1/05-5/08)*: Responsible for many aspects of the MBA Program such as strategy, curriculum review, graduate policy and course delivery mode.
- *Chair, Dept. of Business Administration and Economics (1/06-8/06)*: Responsible for issues such as strategic planning, scheduling, and responding to statewide articulation agreements.
- *University Graduate Committee*: Resolved Graduate School issues such as student appeals, Graduate School policy, Graduate Program reviews, catalog updates, etc.
- *Faculty Search Committees: (2005/2007/2010/2011/2012/2013)* Reviewed applicants for tenure-track faculty positions in Marketing, Accounting, IS, Dean.
- *Bookstore Committee*: Reviewed RFPs, made recommendations on vendor outsourcing.
- *COB Faculty Evaluation Committee: (2003/2006-2011)* Evaluated faculty for P & T.
- *Marketing Club Advisor*: Supervised student fund raising and visits with potential employers

BENTLEY UNIVERSITY - Waltham, Massachusetts  
*Private Business-Specialist University*

**Assistant Professor of Marketing, 8/98 - 5/02**

## **Teaching / Duties included:**

- Taught four different courses: Principles of Marketing, Marketing Information Technology, Retailing, Marketing Management (MBA leveling course).
- Developed a new course: MK 351 (Marketing Information Technology). This course focused on cutting-edge business technology and processes. Sample topics included: new economy business models, customer tracking, web site design and analysis, Internet advertising and innovative promotional practices.

BENTLEY UNIVERSITY (continued)

## **Special Assignments / Duties included:**

- Helped with the design and operation of the Center for Marketing Technology (CMT). Responsible for the conceptualization, design, implementation and maintenance of the initial CMT Web site.
- Evaluated new software and hardware for the CMT. Developed training modules and helped instruct other professors in the use of installed software.
- Served as the Marketing Department Web site coordinator. (8/99 - 5/02) Streamlined the site and made many improvements such as: updating faculty information, improving overall navigation, deleting unnecessary or redundant information. Brought the departmental site into compliance with the new e-campus initiative.

## **College and Departmental Service / Duties included:**

- *Marketing Technology Committee:* Worked on all aspects of the university's newest "Level One" facility, The Center for Marketing Technology (CMT).
- *Scholarly Activities Committee:* Reviewed departmental research grants for funding. Helped develop, evaluate and coordinate a high-tech. Summer Immersion Workshop with the Computer Information Systems Department - Summer 1999.
- *Faculty Evaluation Procedures Committee:* Reviewed procedures for faculty evaluation. Created a Web-based survey which was administered to the faculty (April, 2002).
- *Page Masters Support Group:* Provided expertise and training to other Page Masters regarding university Web site creation and maintenance.

## **CONSULTING**

Provided strategic and technical assistance to University organizations and to external clients.

- 2006: Helped develop the ENMU Peanut Project. Developed a relationship with Sunland Peanuts and helped to produce a co-branded product sold by ENMU groups. Proceeds of sales used to fund student-related activities. Developed cost and pricing estimates.
- Fall 2005: Led a student team consulting project for The Roosevelt County Literacy Council, a non-profit adult education organization in Portales, New Mexico. Conducted a marketing analysis, and provided recommendations for improving their brand and positioning.
- Spring 2001: Led a student team consulting project for Lee Imported, a major East Coast automobile dealer based in Wellesley, MA. Conducted a competitive analysis, provided recommendations on an upgrade path, and designed a custom Web site template for their used car business: *Lee Preowned*.

## SCHOLARLY PUBLICATIONS / PRESENTATIONS (Selected List)

- “Amazon’s KDP Select Program: Is it Illegal or Just Anti-Competitive?”  
Presentation at the (March 2015) MBAA International Conference, Chicago, Illinois.
- “Perceived Deservingness: A New Type of Cognitive Bias.”  
Presentation at the (March 2014) MBAA International Conference, Chicago, Illinois.
- Weyant, Lee E., Palmer, Steven and Stockmyer, John (2010). "The Role of Technology to Enhance Graduate Business Education: One University's Experience," *Journal of Business, Society and Government*. 2, 4-15.
- “A New Framework for Creative Idea Generation: Toward an Ideal System for Organizational Innovation”  
Presentation at the (March 2010) MBAA International Conference, Chicago, Illinois.
- “Educating Future Business Leaders: Using Technology to Enhance Business Education” with Steve Palmer, Lee Weyant and Teresa Main. Paper presented at the (March 2007) MBAA International Conference, Chicago, Illinois.
- Researching the Shopping Environment Using Architectural Design Software, with Christian Gilde. Paper presented at the (October 2005) Mountain Plains Management Association, 47<sup>th</sup> Annual Fall Conference, Cedar City, Utah. *This paper won the Best Paper Award for the Marketing Track.*
- Assessing the Viability of Inexpensive Web-Conferencing for the ENMU MBA Online Program, Project funded by a (2005-2006) competitive internal research grant at Eastern New Mexico University.
- Flash-Based Technology Makes Streaming Audio Practical for Educators, Paper presented at the (October 2004) Mountain Plains Management Association, 46<sup>th</sup> Annual Fall Conference, Grand Junction, Colorado.
- The Role of Perceptual Factors in Corporate Crisis Management: A Conceptual Framework, with Leland Campbell and Simon Moore. Proceedings, 2002 International Business and Economics Research Annual Conference, Las Vegas, Nevada.
- Examining The Relationships Between Consumer Patronage and Selected Relationship Retailing Strategies, with Gul Butaney. Proceedings, 2000 Academy of Marketing Science Annual Conference, Montreal, Canada.
- Catastrophe Versus Responsibility: Tactical and Cultural Differences in Corporate Responses to Disaster, with Simon Moore and Leland Campbell. Presentation, 1999 International Popular Culture Association Annual Conference, Cambridge, England.
- Brands in Crisis: Consumer Help for Deserving Victims, in *Advances in Consumer Research*, (1996) Vol. 23, Kim P. Corfman and John G. Lynch, eds., Provo, Utah: Association for Consumer Research, 429-435.

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## TECHNOLOGY SKILLS

- Teaching with Technology expert. Experience includes: Extensive ITV use, many different types of hybrid, or blended approaches, pure online, synchronous desktop course delivery.
  - Multimedia expert. Experience includes: scanning, digital photography, audio/video capture and editing, developing computer-based presentations.
  - Web/Internet expert. Experience includes: building Web sites from scratch, Web site critique/analysis, Web-based courses, distance-learning software (Blackboard and WebCT). All courses taught have included Web page support since 1995.
  - Trained in multivariate statistical analysis and have experience using SPSS and SAS.
  - Experience with HTML, FTP, Javascript and related software.
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## ADDITIONAL ACCOMPLISHMENTS

- Selected as Honorary Member of Delta Mu Delta-Gamma Omega Chapter (2013).
  - Helped the Marketing Club put on a fund-raiser Disc Golf tournament in Clovis, NM (2007). Funds raised by the event paid for a club trip to Denver to meet with advertising agencies.
  - Presented with the Faculty Member of the Year award by Kappa Sigma Fraternity (2007).
  - Selected as the University of Missouri's Ph.D. candidate to attend the AMA Doctoral Consortium in Cincinnati, Ohio (1997).
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## ADDITIONAL WORK EXPERIENCE (Selected list)

- 1987-1992: Worked my way up from sales clerk to Assistant Manager at a small chain of Sentry hardware stores. Duties included: supervising and training other employees, receiving, stocking, ordering, dealing with vendors, attending trade shows, etc.
  - 1984-1987: Worked in various capacities at Dolgin's/BEST Products (Catalog Showroom).
  - 1983-1984: Co-owner of Kansas City Parking Lot, a small business that did asphalt sealing, parking lot layout, painting and repair.
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## HOBBIES / PERSONAL INTERESTS

- Band Booster Officer for Chisholm High School (my son plays tuba for the marching band)
- Tournament Disc Golf player (amateur). PDGA # 30068
- Podcasting / Digital sound editing
- Manage an e-commerce business site to promote and sell my father's books:  
Visit: [www.johnstockmyer.com/books](http://www.johnstockmyer.com/books)

References available upon request