

## **BRETT A. BOYLE, PH.D.**

Department of Marketing  
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### ***Education***

**Ph.D. in Marketing**, University of Cincinnati, Cincinnati, OH., October, 1991.

**Master of Business Administration**, Eastern Illinois University, Charleston, IL. August, 1986.

**Bachelor of Science in Business** (Marketing Major, Computer Management Minor), Eastern Illinois University, Charleston, IL. May, 1984.

### ***Academic Employment***

**Associate Professor of Marketing, Richard A. Chaifetz School of Business, Saint Louis University**, Marketing Department. August 1997 - present

**Assistant Professor, DePaul University**, Marketing Department. September, 1991 - 1997.

**Eastern Illinois University**, Management/Marketing Department., visiting lecturer, academic year 1987-88.

### ***Professional Experience***

**Executive Director**, SportMetric Research, LLC, Kirkwood, MO, 2019 – present.

**Industry Analyst**, EvoraMed Consulting Group, LLC, Brentwood, MO, 2020 - present.

### ***Current Teaching Areas***

Sports Marketing – undergraduate & graduate  
Introduction to Sports Business – undergraduate  
Personal Selling / Sales Management – undergraduate & graduate  
Marketing Management – graduate

## Academic Research Interests

Sports Business  
Sales and Sales Management  
Interorganizational Relations

Cultural Influences in Marketing  
Ethical Issues in Marketing

## Research Publications

### Refereed Journal Publications:

- Kalliny, Morris; Ghanem, Salma; Shaner, Matthew; **Boyle, Brett A.**; and Barbara Muller (2019), "Capitalizing on faith: A cross-cultural examination of consumer responses to the use of religious symbols in advertising," *Journal of Global Marketing*, <https://www.tandfonline.com/doi/full/10.1080/08911762.2019.1669760>
- Rishe, Patrick; **Boyle, Brett A.**; and Reese, Jason (2015). "Secondary Market Behavior during College Football's Postseason: Evidence from the 2014 Rose Bowl and BCS Championship Game," *International Journal of Sports Finance*,10(4), 357-374.
- Rishe, Patrick; Reese, Jason; and **Boyle, Brett A.** (2014). "How Event Significance, Pent-up Demand, Playoff Oversaturation, and Series-Clinching Euphoria Can Impact Secondary Market Behavior in Major League Baseball's Postseason," *Journal of Sports Management and Commercialization*,6(1),1-13.
- Rishe, Patrick; Mondello, Michael; and **Boyle, Brett A.** (2014). "How Event Significance, Team Quality and School Proximity Impact Secondary Market Behavior at March Madness," *Sports Marketing Quarterly*,23(4), 148-160.
- Smith, Alexander, **Boyle, Brett A.** and Cannon, Hugh (2010). "Survey-Based Targeting Fine-Tunes Television Media Planning: A Case for Accuracy and Cost Efficiency," *Journal of Advertising Research*, 50(4), 428-439.
- Magnusson, Peter and **Boyle, Brett A.** (2009), "A Contingency Perspective on Psychic Distance in International Trading Relationships", *Journal of Marketing Channels*, 16, 77-99.
- Boyle, Brett A.** and Peter Magnusson, "Social Identity and Brand Equity Formation: A Comparative Study of Collegiate Sports Fans," *Journal of Sport Management*, 21 (2007), pp. 497-520.
- Boyle, Brett A.**, "Leonard Little and the St. Louis Rams," in *Business Rites, Writs and Responsibilities: Readings on Ethics and Social Impact Management* (textbook), Sheb L. True & Lou E. Pelton, eds., (2003).
- Boyle, Brett A.**, "The Internet in Industrial Channels: Its Use in (and Effects on) Exchange Relationships," *Journal of Business and Industrial Marketing*, v. 16, n. 6 & 7 (2001), pp. 452-467.
- Boyle, Brett A.**, "The Impact of Customer Characteristics and Moral Philosophies on Ethical Judgments of Salespeople," *Journal of Business Ethics*, v. 23, n. 3 (2000), pp. 249-267.

### **Research Publications, cont'd.**

**Boyle, Brett A.** and Linda F. Alwitt, "Internet Use within the U.S. Plastics Industry," *Industrial Marketing Management*, v. 28, n.4 (1998), 327-341.

**Boyle, Brett A.**, Robert F. Dahlstrom, James J. Kellaris, "Points of Reference and Individual Differences as Sources of Bias in Ethical Judgments," *Journal of Business Ethics*, v.18 n.1 (1998), pp.63-71.

**Boyle, Brett A.**, "A Multi-Dimensional Perspective on Salesperson Commitment," *Journal of Business and Industrial Marketing*, v.12, n.6 (1997), pp.354-67.

Kellaris, James J., Robert F. Dahlstrom, and **Brett A. Boyle**, "Contextual Bias in Ethical Judgment of Marketing Practices," *Psychology & Marketing*, v.13 n.6, (October 1996), pp. 677-94.

**Boyle, Brett A.**, "The Changing Role of the Industrial Inside Salesforce: A Case Study," *Industrial Marketing Management*, v.25 (September 1996), pp. 339-48.

**Boyle, Brett A.** and F. Robert Dwyer, "Power, Bureaucracy, Influence and Performance: Their Relationships in Industrial Distribution Channels," *Journal of Business Research*, v.32 n.3, (March 1995) pp. 189-200.

**Boyle, Brett A.**, "How To (And Not To) Use Bureaucracy with Independent Distributors." *Industrial Marketing Management*, v.23 n.3 (July 1994), pp.191-97.

Dahlstrom, Robert F. and **Brett A. Boyle**, "Behavioral Antecedents to Intrinsic Motivation in Capital Equipment Exchange Relationships," *Journal of Applied Business Research*, v.10 n.2 (Spring 1994), pp. 51-61.

Kellaris, James J., **Brett A. Boyle**, and Robert F. Dahlstrom, "Framing and Situational Ethics," *Marketing Letters: A Journal of Research in Marketing*, v.5 n.1 (January 1994), pp. 69-75.

**Boyle, Brett A.**, F. Robert Dwyer, Robert Robicheaux, and James Simpson, "Influence Strategies in Marketing Channels: Measures and Use in Different Relationship Structures," *Journal of Marketing Research*, v.29 n.4 (November 1992), pp.462-73.

### **Published Conference Papers:**

"The Role of Philosophical Relativism as a Mediator of Cross-National Differences in Ethical Evaluations," with James Kellaris & Jae Min Jung, *Proceedings: 8<sup>th</sup> Annual Cross-Cultural Conference*, Kahuku Oahu Hawaii, December 2001.

"Professionalizing the Marketing Major: Keys to Bridging the Preparation Gap," with Robert Pitts, *Proceedings: 1994 Southern Marketing Association Conference*, New Orleans, LA.

"Measuring Interfirm Influence in Franchise Channels of Distribution," with F. Robert Dwyer, *Proceedings: 1990 Society of Franchising Conference*, Scottsdale, AZ.

"Conflict in Automobile Franchising: Measurement and Contextual Insights," with F. Robert Dwyer, *Proceedings: 1989 Society of Franchising Conference*, Miami, FL.

*Paper Presentations:*

- "Multiple Sports Sponsorships: Is More Always Better?", World Marketing Congress, Academy of Marketing Science, Christchurch New Zealand, June 27 – July 1, 2017.
- "Price Elasticity in Secondary Ticket Markets: An Analysis of the 2015 NCAA Men's Basketball Tournament," 2016 International Conference on Sport and Society, Common Ground Publishing, University of Hawaii – Manoa, Honolulu, Hawaii (June 2-3, 2016).
- "How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis," ICORIA Conference, European Advertising Academy, London England (July 3-4, 2015). **Received Best Conference Paper Award.**
- "After Lance: Effects of the Armstrong Doping Scandal on Sponsor Brand Equity," 15<sup>th</sup> Annual International Conference on Sports, Athens Greece (May 11-14 2015).
- "Cultural Effects on Corporate-Crisis Response Strategies: A Comparison of Chinese and American Consumer Reactions," with Takisha Salley-Toller. 8<sup>th</sup> Annual Conference on Marketing, Athens Institute for Education and Research. Athens, Greece. July 5 – 8, 2010.
- "A Cross-Cultural Comparison of Consumer Ethics: The Mediating Role of Philosophical Relativism," with James Kellaris and Karin Staub, *Proceedings: 7<sup>th</sup> Annual Conference on Marketing*, Athens Institute for Education and Research. Athens, Greece. July 6 – 9, 2009
- "Leonard Little and the St. Louis Rams," (case study) presented at the American Marketing Faculty Consortium for Sports Marketing, University of Kentucky, Fall 2002
- "The Impact of Customer Characteristics and Moral Philosophies on Ethical Judgments of Salespeople," American Marketing Association Marketing Exchange Colloquium, Vienna, Austria, July 1998.
- "Multiple Commitments of Salespeople: Measures and Explorations," Academy of Marketing Science's World Marketing Congress, Melbourne, Australia, July 1995.
- "Influence Objectives as Antecedents to Influence Strategy Selection within Distribution Channels," *Proceedings*, Academy of Marketing Science's World Marketing Congress, Melbourne, Australia, July 1995.
- "What Business Wants from Marketing Majors: Listening (Closely) to the Voice of the Customer," with Robert Pitts, *Proceedings: AMA 1994 Summer Educators' Conference*, San Francisco, CA. **Received Best Paper Award in Education Track.**
- "A Prospect-Theoretic Approach to Ethical Decision Making by Sales Personnel," with James Kellaris and Robert Dahlstrom, *Proceedings: AMA 1993 Winter Educators' Conference*, Newport Beach, CA.
- "Behavioral Antecedents to Intrinsic Motivation in Exchange Relationships," (1992) with Robert Dahlstrom, *Proceedings: 1992 Winter Educators Conference*, San Antonio, TX.

### *Professional Presentations*

“Marketing Basics: How to Influence the Buyer,” presented to staff of the Center for Biomedical and Health Care Research, Saint Louis University, Fall 2002

“Friend or Foe? Is the Internet Good for Relationship Marketing?” Lecture at the monthly luncheon meeting of the Business Marketing Association, St. Louis Chapter.

“Product Positioning: The Process and Strategies.” Lecture to a group of Russian entrepreneurs sponsored by the World Affairs Council of St. Louis. October, 1998.

“Marketing Strategies and Positioning Tactics.” Lecture to participants of the Certificate in Business Communications workshop, sponsored by the Business Marketing Association (St. Louis Chapter).

### *Work-in-Progress*

“Mediating Factors in Sponsorship Effectiveness: The Role of Consumer Lifestyle Traits,” with Mark Arnold. Research development stage. Targeting the *Journal of Sport Management*

“The Role of Episodic Memory in Experiential Marketing Effectiveness,” with Patrick Rishe (Washington University), in collaboration with GMR Marketing. Research development stage. Targeting *Sports Marketing Quarterly*.

## ***Service Appointments***

### *Current Positions*

Program Director, Professional MBA Program, Chaifetz School  
Chair, PMBA Task Force  
Graduate Board, Chaifetz School  
Member, Graduate Faculty, Saint Louis University (Ph.D. mentor status)

### *Past Positions*

Director, Sports Business Summer Academy  
Saint Louis University Faculty Senate (University)  
Coordinator, Sports Business Education Program  
Coordinator, Bill Veeck Sports Marketing Awards  
Member, BIZ-100 Task Force  
Member, Undergraduate Core Task Force  
Member, Research Committee

## Doctoral Dissertations

Committee Member, Doug Roy (2019)  
Committee Member, Takisha Salley-Toller (2014)  
Committee Member, Eric Rhiney (2010)  
Chair, Alexander Smith (2008)

## ***Academic Awards/Grants***

Best Paper Award, (with co-authors Morris Kalliny, Salma Ghanem, Matthew Shaner, & Barbara Mueller), "How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis," ICORIA Conference, European Advertising Academy, London England (July 3-4, 2015).

Summer Research Grant, Graduate School, Saint Louis University, 1998, 2008.

Best Paper Award, (with co-author Robert Pitts), "What Business Wants from Marketing Majors: Listening (Closely) to the Voice of the Customer," AMA 1994 Summer Educators' Conference, San Francisco, CA. (with co-author Robert Pitts), 1994 AMA Summer Marketing Educators' Conference, Marketing Education Track.

Received Best Undergraduate Marketing Professor Award (DePaul, 1994-95 academic year).

## ***Academic/Professional Activities***

### *Reviewer:*

*Journal of the Academy of Marketing Science*  
*Journal of Business Research*  
*Journal of Personal Selling and Sales Management*  
*Journal of Business Ethics*  
*Journal of Managerial Issues*  
*Journal of Retailing*  
*Industrial Marketing Management*

### *Curriculum Development:*

Sports Business Program (2009 – 2011). Oversaw the development of (first) a support area of sports business within the Chaifetz School of Business. In 2011, this program was elevated to a concentration area in 2011.

BIZ-100, Foundations in Business (Fall, 2006). The course was designed to give freshman interested in becoming a business major an overview of the essentials of how business works.

*Curriculum Development, cont'd.*

MKT-493, Sports Marketing (Summer, 2003). Case study course incorporating marketing practices to the sports and recreation industries. Inclusive are such topics as team/league management, use of sponsorships by marketers, athletes as brands, and marketing participative sports & sports related products.

MKT-B444, Personal Selling. Overview of the selling process, focusing on transactions in a business-to-business environment. Initially introduced Fall Semester, 1998 (undergraduate).

MKT-B593, European Cases in Marketing. Introduces students to a number of issues and problems one must consider when doing business in Europe; with particular focus on Spain, France, Germany, and the U.K. Taught June 1999 on SLU Madrid Spain campus.

Integrated Marketing Education Honors Program (DePaul University, 1995). Member of a task force which designed a series of integrated marketing modules for undergraduate marketing honors students. Received a regional award for innovation in higher education from the AACSB.

*International Teaching Assignments*

Visiting Lecturer, Royal Education (Vietnam), conducted Sales Management and Customer Relationship Management Seminars to local mid-level executives. July, 2006.

Visiting Lecturer, Dublin City University, Dublin, Ireland. Taught a personal selling course to undergraduate marketing majors. (periodically between 1996 – 2005)

Instructor, Saint Louis University, Madrid Spain, June 1999 & May 2007. Developed and taught a course on European Marketing.

Visiting Lecturer, Helsinki School of Economics, Helsinki, Finland, November, 1995.  
Taught industrial marketing course to undergraduate honors students.

***Professional Memberships***

American Marketing Association  
The Academy of Marketing Science