

MEREDITH E. DAVID

HANKAMER SCHOOL OF BUSINESS, BAYLOR UNIVERSITY
ONE BEAR PLACE #98007, WACO, TX 76798
254.710.7378; MEREDITH_DAVID@BAYLOR.EDU

EDUCATION

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Doctor of Philosophy (Ph.D.) in Business Administration, 2013

WAKE FOREST UNIVERSITY WINSTON-SALEM, NC
Master of Business Administration (MBA), 2008

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Bachelor of Science in Business Administration (BSBA), 2006

ACADEMIC POSITIONS

BAYLOR UNIVERSITY WACO, TX
Assistant Professor, Department of Marketing, 2014-present

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Full-time Instructor, Department of Marketing, 2013-2014

RESEARCH

TEXTBOOK PUBLISHED

David, Fred R., David, Forest R., and **David, Meredith E.** 2020. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 17th Edition. Pearson Education: Hoboken, N.J. (forthcoming January 2019).

David, Fred R., David, Forest R., and **David, Meredith E.** 2020. *Strategic Management Concepts – A Competitive Advantage Approach*, 17th Edition. Pearson Education: Hoboken, N.J. (forthcoming January 2, 2019).

Note: This is a mainstream strategic management textbook consisting of 11 chapters, 64 assurance of learning exercises, and 30 cases, totaling 691 pages. This text is globally available in many languages, including Chinese, Japanese, Farsi, Thai, Spanish, Indonesian, Malaysian, Vietnamese, and Arabic. The author website for this textbook is www.strategyclub.com This textbook leads the market in Japan, China, India, Malaysia, Mexico, Peru, Indonesia, Pakistan, Ireland, Singapore, and the Middle East, and is #2 in the USA.

REFEREED JOURNAL PUBLICATIONS

Meredith E. David and Fred R. David (forthcoming), “Strategic Planning for Individuals: A Proposed Framework and Method,” *SAM Advanced Management Journal*, accepted on May 7, 2018.

James A. Roberts and **Meredith E. David** (forthcoming), “Holier Than Thou: Investigating the Relationship Between Religiosity and Charitable Giving,” *International Journal of Nonprofit and Voluntary Sector Marketing*, accepted on May 3, 2018.

David, Meredith E. (2018), “I Love the Product but Will You? The Role of Interpersonal Attachment Styles in Social Projection,” *Psychology & Marketing*, 35 (3), 197-209.

David, Meredith E., James A. Roberts, and Brett Christenson (2017), “Too Much of a Good Thing: Investigating the Association between Actual Smartphone Use and Individual Well-being,” *International Journal of Human-Computer Interaction*, 34 (3), 265-275.

James A. Roberts and **Meredith E. David** (2017), “Put Down Your Phone and Listen to Me: How Boss Phubbing Undermines the Psychological Conditions Necessary for Employee Engagement,” *Computers in Human Behavior*, 75 (October), 206-217.

Ramirez, Edward, Saeed Tajdini, and **Meredith David** (2017), “The Effects of Demarketing Campaigns on Consumer Attitudes and Actual Consumption,” *Journal of Marketing Theory and Practice*, 23 (3), 291-304.

David, Meredith E. and William O. Bearden (2017), “The Role of Interpersonal Attachment Styles in Shaping Consumer Preferences for Products Shown in Relational Advertisements,” *Personality and Individual Differences*, 109 (15), 44-50.

David, Meredith E., and James A. Roberts (2017), “Phubbed and Alone: Phone Snubbing, Social Exclusion, and Attachment to Social Media,” *Journal of the Association for Consumer Research*, 2 (2), 155-163.

David, Meredith E., William O. Bearden, and Kelly L. Haws (2017), “Priced For Me: The Role of Interpersonal Attachment Style on Consumer Responses to Customized Pricing,” *Journal of Consumer Behaviour*, 16 (6), 26-37.

Fred R. David, **Meredith E. David**, and Forest R. David (2017), “The Integration of Marketing Concepts in Strategic-Management Courses: An Empirical Analyses,” *SAM Advanced Management Journal*, 82 (1), 26-36.

David, Meredith E. (2016), “The Role of Attachment Styles in Shaping Consumer Preferences for Products Shown in Advertisements that Depict Consensus Claims,” *Journal of Advertising*, 45 (2), 227-243.

Fred R. David, **Meredith E. David**, and Forest R. David (2016), “How Important is Finance Coverage in Strategic Management? Content Analysis of Textbooks,” *International Journal of*

Management and Human Resources, 4 (1), 64-78.

David, Meredith E. and Kelly L. Haws (2016), "Saying "No" to Cake or "Yes" to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals," *Psychology and Marketing*, 33 (8), 588-594.

David, Meredith E. and Fred R. David (2016), "Are Key Marketing Topics Adequately Covered in Strategic Management?," *Journal of Strategic Marketing*, 24 (March), 1-13.

Roberts, James and **Meredith E. David** (2016), "My Life Has Become A Major Distraction from My Cell Phone: Partner Phubbing and Relationship Satisfaction among Romantic Partners," *Computers in Human Behavior*, 54 (January), 134-141.

David, Meredith E., Fred R. David, and Forest R. David (2016), "The Quantitative Strategic Planning Matrix: A New Marketing Tool," *Journal of Strategic Marketing*, 3 (April), 1-11.

Fred R. David, Forest R. David, and **Meredith E. David** (2016), "Benefits, Characteristics, Components, and Examples of Customer-Oriented Mission Statements," *International Journal of Business, Marketing, and Decision Sciences*, 9 (1), 19-32.

David, Meredith E., Forest R. David, and Fred R. David (2014), "Mission Statement Theory and Practice: A Content Analysis and New Direction," *International Journal of Business, Marketing, and Decision Sciences*, 7 (1), 95-110.

Ramirez, Ed, **Meredith E. David**, and Mike J. Brusco (2013), "Marketing's SEM Based Nomological Network: Constructs and Research Streams in 1987–1997 and in 1998–2008," *Journal of Business Research*, 66, 9, 1255-60.

Dagger, Tracey S. and **Meredith E. David** (2012), "Uncovering the Real Effect of Switching Costs on the Satisfaction-Loyalty Association: The Critical Role of Involvement and Relationship Benefits," *European Journal of Marketing*, 46 (3), 447-68.

David, Fred R., **Meredith E. David**, and Forest R. David (2011), "What Are Business Schools Doing for Business Today?" *Business Horizons*, 54 (1), 51-62.

Ng, Sandy, **Meredith E. David**, and Tracey S. Dagger (2011), "Generating Positive Word-of-Mouth in the Service Experience," *Managing Service Quality*, 21 (2), 133-51.

Dagger, Tracey S., **Meredith E. David**, and Sandy Ng (2011), "Do Relationship Benefits and Maintenance Drive Commitment and Loyalty?" *Journal of Services Marketing*, 25 (4), 273-81.

TEXTBOOK CASE PUBLICATIONS

Meredith E. David (2018), PepsiCo, Inc. - 2018, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and

Meredith E. David, (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2018), PetMed Express, Inc. - 2018, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and Meredith E. David, (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2018), Whirlpool Corporation - 2018, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and Meredith E. David, (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David and David Akin Oladipo (2018), National Audubon Society - 2018, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by David et al., (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Forest R. David, Fred R. David, **Meredith E. David** (2018), The Walt Disney Company - 2018, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by David et al., (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2018), L'Oreal SA - 2018, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by David et al., (17th edition), to be published 1-2-19 by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2016), Dunkin' Brands Group, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), published by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Forest R. David and **Meredith E. David** (2016), Hershey Company, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), published by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David and Alvaro A. Polanco (2016), Michael Kors, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), published by Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David and Forest R. David (2016), Revlon, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), published by Pearson Education, Inc., Hoboken, New Jersey, 07030.

CONFERENCE PRESENTATIONS

- David, Meredith E.** and Fred R. David.” The Dynamics of Organizational Structure,” 2018 IABPAD Conference in Dallas, Texas, April 2018.
- David, Meredith E.** and Fred R. David* (2017), “Strategic Planning for Individuals: A Proposed Framework and Method,” Academy of Business Research (ABR) Conference, Atlantic City, NJ.
- David, Meredith E.,*** Fred R. David, and Forest R. David (2016), “Should Strategic-Management Courses Be Interdisciplinary? A Content Analysis and Empirical Analysis,” Academy of Management Annual Meeting, Anaheim, CA.
- Meredith E. David** (2016), “The Role of Interpersonal Attachment Styles in Consumer Tendencies to Engage in Social Projection,” American Marketing Association Annual Winter Conference, Las Vegas, NV.
- Roberts, James** and **Meredith E. David** (2016), “My Life Has Become A Major Distraction from My Cell Phone: Partner Phubbing and Relationship Satisfaction among Romantic Partners, American Marketing Association Annual Winter Conference, Las Vegas, NV.
- David, Fred R.***, Meredith E. David, and Forest R. David. “How Important is Finance in Strategic Management? ” 2016 IABPAD Conference in New Orleans, Louisiana, October 22, 2016.
- David, Fred R., Forest R. David, and **Meredith E. David.*** “Benefits, Characteristics, and Components of Customer-Oriented Mission Statements,” 2016 IABPAD Conference in Dallas, Texas, April 2016.
- Cooper, Marjorie, Chris Pullig*, and **Meredith E. David** (2015), “Will Donating My Time Make Me Look Good?: Role of Brand and Personality in Determining Donation of Time to Charitable Organizations,” presented at the AMA Marketing and Public Policy Annual Conference, Washington, D.C.
- Carter, Kealy* and **Meredith E. David** (2015), “The Role of Attachment Styles and Anthropomorphism in Sustainable Consumption,” presented at the AMA Marketing and Public Policy Annual Conference, Washington, D.C.
- David, Meredith E.** and Kelly L. Haws* (2015), “Saying ‘No’ to Cake or ‘Yes’ to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals,” presented as part of a Symposium Proposal entitled “The Behavioral Science of Eating: Using Colors, Approach/Avoidance, and Sampling, to Nudge Consumers towards Healthful Consumption” at the Society for Consumer Psychology (SCP) Second International Conference, Vienna, Austria.
- Carter, Kealy and **Meredith E. David** (2015), “Sustainamorphism: The Role of Attachment Styles and Anthropomorphism in Sustainable Consumption,” American Marketing Association (AMA) Annual Winter Conferences, San Antonio, Texas.
- David, Meredith E.*** and Fred R. David (2015), “Mission Statements as a Key Tool for Marketing Strategy,” American Marketing Association (AMA) Annual Winter Conferences, San Antonio, Texas.

- David, Meredith E.*,** Forest R. David*, and Fred R. David* (2015), “The QSPM: A New Marketing Tool,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, Texas.
- David, Meredith E.*** and Kelly L. Haws (2014), “Saying ‘No’ to Cake or ‘Yes’ to Kale: Plans to Exclude or Include Foods to Reach Health Goals,” Association for Consumer Research (ACR) Annual Conference, Baltimore, Maryland.
- David, Meredith E.**,** William O. Bearden, and Kelly L. Haws (2014), “The Role of Interpersonal Attachment Anxiety and Security on Consumer Responses to Customized Pricing,” Association for Consumer Research (ACR) Annual Conference, Baltimore, Maryland.
- David, Meredith E.**,** William O. Bearden, and Kelly L. Haws (2014), “Consumer Responses to Customized Pricing Mechanisms and the Key Role of Interpersonal Attachment Styles,” AMA Summer Educators’ Conference, San Francisco, California.
- David, Meredith E.**,** and William O. Bearden (2014), “The Benefits of Fit Between Interpersonal and Normative Stimuli in Ads and Consumer’s Attachment Styles,” AMA Summer Educators’ Conference, San Francisco, California.
- David, Meredith E.**,** Forest R. David*, and Fred R. David* (2014), “Mission Statement Theory and Practice: Content Analysis and New Direction,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, Texas.
- David, Meredith E.**,** and Thomas Kramer (2012), “Feeling Lucky while Feeling Good: The Relative Impacts of Superstitious Beliefs and Affect on Consumer Judgment and Choice,” ACR Annual Conference, Vancouver, British Columbia.
- David, Meredith E.**,** and William O. Bearden (2012), “The Role of Goal Specificity In Initial and Subsequent Decisions Regarding Consumption of Healthy or Unhealthy Foods,” AMA Summer Marketing Educators’ Conference, Chicago, Illinois.
- David, Meredith E.**,** and William O. Bearden (2012), “Mitigating America’s Obesity Epidemic: A Consumer Behavior Analysis as to When the ‘Fat Tax’ Approach May Be Effective,” AMA Marketing and Public Policy Annual Conference, Atlanta, Georgia.
- Ng, Sandy*, **Meredith E. David**, and Tracey S. Dagger (2011), “How Do Novice and Experienced Customers Construct Relationship Quality Perceptions?” AMS World Marketing Congress, Reims, France.
- David, Meredith E.**,** and Fred. R. David (2010), “Are Business Students Learning What Businesses Need?” Academy of Marketing Science (AMS) Annual Conference, Portland, Oregon.
- Ramirez, Edward*, **Meredith E. David**, and Michael J. Brusco (2010), “The Evolution of Marketing Thought: An Examination of the Structural Equation Models that Compose Marketing’s Nomological Network,” Global Marketing Conference, Tokyo, Japan (September 9-12).
- David, Meredith E.**,** and Tracey S. Dagger (2009), "Satisfaction-Loyalty: It’s Not That Simple," Academy of Marketing Science (AMS) Annual Conference, Baltimore, Maryland.

TEACHING

BAYLOR UNIVERSITY
Assistant Professor, Marketing Department

WACO, TX
Fall 2014 - present

SHANGHAI JIAO TONG UNIVERSITY
Visiting Professor of Management and Marketing Courses

SHANGHAI, CHINA
Summer 2017 and 2018

UNIVERSITY OF SOUTH CAROLINA
Full-time Instructor, Department of Marketing

COLUMBIA, SC
Fall 2013 – Spring 2014

UNIVERSITY OF SOUTH CAROLINA
Instructor, Department of Marketing

COLUMBIA, SC
Spring 2011 – Summer 2013

FLORIDA STATE UNIVERSITY
Instructor, Department of Marketing

TALLAHASSEE, FL
Summer 2009 and 2010

SERVICE

EXTERNAL SERVICE

Pearson Education

Invited Attendee, Pearson Education Summit, *Digital Learning Summit: Business, Economics, & IT*, Orlando, Florida, 2018

Mc-Graw Hill Education

Invited Attendee, Marketing Symposium, *Teaching without Limits Symposium for Learning and Leadership in the 21st Century*, La Jolla, California, 2017

Personality and Individual Differences

Reviewer for Journal Articles, 2018-present

Computers in Human Behavior

Reviewer for Journal Articles, 2016-present

Journal of Management Education

Reviewer for Journal Articles, 2016-present

Monterrey Institute of Technology and Higher Education

(Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM)

Invited to Host an Interactive Workshop at the Industrial Congress XXII, 2015

Journal of Consumer Research (JCR)

Trainee Reviewer, Fall 2012

Association for Consumer Research (ACR)

Conference Submission Reviewer, 2012 Annual Conference in Vancouver, British Columbia

American Marketing Association (AMA)

Session Chair, 2016 Winter Conference in Las Vegas, Nevada

Reviewer, 2016 Winter Conference in Las Vegas, Nevada

Session Chair, 2015 Winter Conference in San Antonio, Texas

Session Chair and Reviewer, 2012 Summer Marketing Educators' Conference in Chicago, Illinois

AMA Marketing and Public Policy (MPPC)

Reviewer, 2012 Annual Conference in Atlanta, Georgia

Participant, 2012 Marketing and Public Policy Research Workshop, Georgia State University

Society for Marketing Advances (SMA)

Reviewer, 2016, Annual Conference in Atlanta, Georgia

INTERNAL SERVICE

- Faculty Representative**, Invitation to Excellence Opening Reception, Baylor University, January 19, 2018.
- Session Chair, Presenter, and Attendee**, Texas Marketing Consortium, Baylor University, March 23-27, 2017.
- Faculty Mentor**, Distinguished Scholars Day Luncheon, Hankamer School of Business, Baylor University, October 30, 2017.
- Faculty Expert**, Baylor University Media Communications Department, April 25, 2017-present.
- Attendee**, Baylor Round Table Style Show Luncheon, Baylor University, May 2, 2017.
- Invited Attendee**, Studio On Camera Media Training, Baylor Media Communications, Baylor University, October 27, 2016.
- Invited Attendee**, Classroom Module on Media Communications, Baylor Media Communications, Baylor University, October 13, 2016.
- Speaker/Workshop Host**, Baylor's Student Activities Leadership Training Retreat, Glen Rose, Texas, August 28, 2016.
- Research Committee Member**, Marketing Department, Hankamer School of Business, Baylor University, Spring 2016-present.
- Keynote Speaker**, Baylor's American Marketing Association for Students, Annual Meeting on "Dress for Success," April 2015.
- Honors College Thesis Committee Member**, Kelsey Murray, Hankamer School of Business, Baylor University, Spring 2015
- Faculty Mentor**, Distinguished Scholars Day Luncheon, Hankamer School of Business, Baylor University, November 3, 2014
- New Student Dinner Attendee**, Hankamer School of Business, Baylor University, August 22, 2014
- Faculty Recruiting Committee Member**, Marketing Department, Hankamer School of Business, Baylor University, Fall 2014
- SACS Accreditation Review Assistant**, Marketing Research Courses, Department of Marketing, Darla Moore School of Business, University of South Carolina, Spring 2013.
- President**, Doctoral Student Association, Darla Moore School of Business, University of South Carolina, January 2013 – December 2013.
- Treasurer**, Doctoral Student Association, Darla Moore School of Business, University of South Carolina, August 2011 - January 2013.
- Committee Member**, South Carolina Honors College Thesis for Gillian Fishman, "Analyzing the Effectiveness of the University of South Carolina Honors College Advisement System," Defended in May 2012.
- Coordinator**, Behavioral Laboratory Sessions, Darla Moore School of Business, University of South Carolina, Fall 2012.
- Internal Branding Campaign Member**, Competitively Selected Marketing Scholars Agency, Darla Moore School of Business, University of South Carolina, January 2006 – May 2006.

ADDITIONAL INFORMATION

- Taught abroad at Shanghai Jiao Tong University (Courses: Strategic Management, Introduction to Marketing, and Introduction to Organizational Behavior) in Shanghai, China, Summer 2017 and Summer 2018.
- Granted the Young Researcher Award, Hankamer School of Business, Baylor University, Spring 2016.
- Invited to speak and host an Interactive Workshop at the Industrial Congress XXII at the Monterrey Institute of Technology and Higher Education (ITESM) in Monterrey, Mexico, 2015.
- Received the “Best Paper Award” for the Consumer Behavior Track of the Annual American Marketing Association Summer Educator’s Conference, 2014.
- Traveled abroad to Australia, Canada, China, Costa Rica, Curacao, England, France, Germany, Iceland, Indonesia, Ireland, Japan, Macau, Mexico, Peru, and Thailand.
- Certified SCUBA diver for 20 years.