

## RESUME

Franklin Smith Houston  
Department of Marketing  
School of Business  
Rutgers University - Camden  
Camden, New Jersey 08102

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### ACADEMIC BACKGROUND

Doctor of Philosophy: August, 1972  
Herman C. Krannert Graduate School of Industrial Administration  
Purdue University, West Lafayette, Indiana

Master of Business Administration: June, 1969  
Graduate School of Business  
Indiana University, Bloomington, Indiana

Bachelor of Arts: June, 1967  
Harpur College, State University of New York at Binghamton  
Binghamton, New York

### ACADEMIC EMPLOYMENT

Associate Professor of Marketing 1988-Present  
School of Business  
Rutgers University-Camden  
Camden, New Jersey 08102

Professor of Marketing 1986-1988  
College of Commerce and Business Administration  
University of Alabama  
University, AL 35487

Associate Professor of Marketing 1982-1986  
College of Commerce and Business Administration  
University of Alabama  
University, AL 35487

Associate Professor of Marketing 1976-1982  
School of Business Administration  
Temple University  
Philadelphia, PA

Assistant Professor of Marketing 1972-1976  
School of Business  
University of Missouri-St. Louis  
St. Louis, Missouri

## PUBLICATIONS

Mundt, JoNel, and Franklin S. Houston, "Ubiquitous Externalities: Characteristics, Climate, and Implications for Post-Acquisition Behaviors," Journal of Macromarketing, 30 (September 2010).

Gassenheimer, Jule, Franklin S. Houston, and Chris Manolis, "Empirically Testing the Boundaries of Benevolence in Asymmetric Channel Relations: A Response to Economic Dependence," Journal of Managerial Issues, 16 (April, 2004). (Identified as one of two "main articles" in this issue).

Gassenheimer, Jule, Franklin S. Houston, and J. Charlene Davis, "The Role of Economic Value, Social Value, and Perceptions of Fairness in Interorganizational Relationship Retention Decisions," Journal of the Academy of Marketing Science, 26, 322-37 (October 1998).

Mundt, J. & Franklin S. Houston, "Externalities and the Calculation of Exchange Outcomes," Journal of Macromarketing, 16(1), 73-88, (1996).

Gassenheimer, Jule, and Franklin S. Houston, "A Taxonomy for Marketing Distinctions Between Exchange and Non-Exchange and Governance Adaptations and Need-Satisfying Behavior," der Markt, vol. 34, no. 1 (1995).

Houston, Franklin S., editor, Marketing Exchange Relationships, Transactions, and Their Media, Westport, CT: Quorum Books, 1994.

Houston, Franklin S., "The Marketing Taxonomy", in Marketing Exchange Relationships, Transactions, and Their Media, edited by F. Houston, Westport, CT: Quorum Books, 1994.

Houston, Franklin S., Jule B. Gassenheimer, and James M. Maskulka, Marketing Exchange Transactions and Relationships, Westport, CT: Quorum Books, 1992.

(reviewed by **R. Bagozzi** in January, 1994, Journal of Marketing Book Review)

section, pages 155-57).

Houston, Franklin S., and Jule B. Gassenheimer, "Marketing and Exchange," Journal of Marketing, vol. 51, no. 4 (October, 1987).

Houston, Franklin S., "The Marketing Concept: What It Is and What It Is Not," Journal of Marketing, vol. 50, no. 2 (April 1986).

Houston, Franklin S., and John Stanton, "Evaluating Retail Trade Area for Convenience Stores," Journal of Retailing, vol. 60, no. 1 (Spring 1984).

Houston, Franklin S., and Diana Scott, "The Determinants of Advertising Page Exposure," Journal of Advertising, vol. 13, no. 2 (1984).

Homans, Richard, and Franklin S. Houston, "Marketing Research for Public Health: A Demonstration of Differential Responses to Advertising," Journal of the Academy of Marketing Science, vol. 9, no. 4 (Fall, 1981).

Houston, Franklin S., and Diana M. Scott, "APEX Revisited," Medical Marketing and Media vol. 16, no. 1 (January, 1981).

Houston, Franklin S., "The Cumulative Effects of Advertising Privacy," Journal of Advertising Research, vol. 20, no. 5 (October 1980).

Weiss, Doyle L., Franklin S. Houston, and Pierre Windal, "The Periodic Pain of Lydia E. Pinkham," Journal of Business, vol. 51, no. 1 (1978).

Houston, Franklin S., "An Econometric Analysis of Positioning," Journal of Business Administration, vol. 9, no. 1 (Fall, 1977).

Houston, Franklin S., and Richard E. Homans, "Public Agency Marketing: Pitfalls and Problems," MSU Business Topics, vol. 25, no. 3 (Summer, 1977).

Houston, Franklin S., and John Hanieski, "Pooled Marketing and Positioning," Journal of Advertising, vol. 5, no. 1 (Winter, 1976).

Houston, Franklin S., and Doyle L. Weiss, "Cumulative Advertising Effects: The Role of Serial Correlation," Decision Sciences, vol. 6, no. 3 (July, 1975).

Houston, Franklin S., "Commentary: The Enis and Kangun Public Policy Process," Public Policy Issues for Marketing, O. C. Ferrell and Ray LaGarce, eds., Lexington Books (1975).

Weiss, Doyle L., and Franklin S. Houston, "Measuring the Effects of Brand Loyalty Behavior," Journal of Business Administration, vol. 6, no. 1 (Fall, 1974).

Houston, Franklin S., and Doyle L. Weiss, "An Analysis of Competitive Market Behavior," Journal of Marketing Research, vol. 11, no. 2 (May, 1974).

#### CONFERENCE PUBLICATIONS

Mundt, J., Gould, S., & Houston, Franklin S. (1997). Failing to try to consume: A reversal of the usual consumer research perspective. Advances in Consumer Research, 24, 211-216.

Gassenheimer, J. B., Franklin S. Houston, and JoNel Mundt, "Cooperation", 1996 Research Conference on Relationship Marketing Proceedings.

Gassenheimer, J. B., Franklin S. Houston, and E. C. Stacey, "Mapping the Terrain of Exchange: A Consignment Perspective," published in the Proceedings of the AMA Winter Theory Conference. February 1987.

Houston, Franklin S., "A Meta-Analysis of the Effects of Temporal and Contemporaneous Aggregation on the Carryover Coefficient in Sales and Advertising Relationships," M. Houston and R. Lutz (eds.), Marketing Communications: Theory and Research, proceedings of the AMA Winter Educators' Conference, 1985.

Bonfield, E. H., Franklin S. Houston, and M. H. Ryan, "The Fishbein Intentions Model and Consumer Behavior: A Test of Selected Causal Models," published in AMA Winter Educators' Conference Proceedings: Research Methods and Causal Modeling in Marketing, 1983.

Houston, Franklin S., and John F. Haneski, "Multiple Product Positioning," published in AMA Proceedings, August, 1979.

Homans, Richard E., and Franklin S. Houston, "Promoting Women's Programs: Who is Listening?," the Proceedings of National American Institute of Decision Sciences Conference, November, 1978.

Houston, Franklin S., "Aggregate and Disaggregate Cumulative Advertising Models," published in AMA Proceedings, August, 1977.

McGuire, Timothy W., Doyle L. Weiss, and Franklin S. Houston, "Consistent Multiplicative Market Share Models," published in AMA Proceedings, August, 1977.

Houston, Franklin S., and Doyle L. Weiss, "The Consequences of Measurement Error," published in AMA Proceedings, August, 1977.

Houston, Franklin S., and Robert Markland, "Public Agency Marketing - Improving the Adequacy of Infant Immunization," published in the Proceedings of the National American Institute of Decision Sciences Conference, November, 1976.

Houston, Franklin S., and Doyle L. Weiss, "An Analysis of Consumer Retention: An Individual-Aggregate Demand Function," published in AMA Proceedings, August, 1976.

Markland, Robert E., Franklin S. Houston and Douglas E. Durand, "Improving the Adequacy of Infant Immunization - A Statewide Program of Implementation," published in Proceedings of American Institute of Decision Sciences: Western Conference March, 1976.

Houston, Franklin S., Doyle L. Weiss and Lawrence W. Westermeyer, "Integrative Marketing Analysis: A Comparison of Econometric Methods and Multidimensional Scaling Techniques," published in Proceedings of Southern Marketing Association, November, 1974.

Weiss, Doyle L., and Franklin S. Houston, "Cumulative Advertising Effectiveness and Brand Loyalty Behavior," published in the Proceedings of Canadian Association of Administrative Science, May, 1973.

#### OTHER PROFESSIONAL PUBLICATIONS AND ACTIVITIES

Co-Chair (with JoNel Mundt), Panel on Externalities, American Marketing Association Conference, San Francisco, CA, August 2010.

Guest Speaker for the International Comic Book Conference, San Diego, July 1996.

Article Series for the Comics Retailer (Trade Publication): December 1995, March 1996, July 1996.

#### OTHER PRESENTED PAPERS

Houston, Franklin S., Vinay Kanetkar, and Doyle L. Weiss, Marketing Science Special Scanner Conference, Toronto, Canada, September, 1994.

Houston, Franklin S., Vinay Kanetkar, and Doyle L. Weiss, Marketing Science Conference, St. Louis, Mo., March, 1993.

Houston, Franklin S., and James Maskulka, "The Gray Market: An Exchange Theory Perspective", Summer American Marketing Association Conference, San Diego, August, 1991.

Stacey, Craig, Franklin S. Houston, Doyle Weiss, Vinay Katekar, "Incorporating Lagged Marketing Effects in Scanner Data Models", Marketing Science Institute Scanner Conference, UCLA, February, 1991.

Houston, Franklin S., Doyle Weiss, Craig Stacey, Vinay Katekar, "Lagged Marketing Effects: Two Approaches to Redesigning Lagged Effects in Market Share Models", MSI Marketing Science Conference, Wilmington,

Delaware, April, 1991.

Katekar, Vinay, Franklin S. Houston, Doyle Weiss, and Craig Stacey, "Consistent Market Share Models", MSI Marketing Science Conference, Wilmington, Delaware, April, 1991.

Houston, Franklin S., "Services Marketing: The Nay Sayer View," Southern Marketing Association, Atlanta, GA, November, 1986.

Houston, Franklin S., and L. Parsons, "Modeling Cumulative Advertising as a Continuous Function," TIMS/ORSA Marketing Science Conference, Dallas, Texas, March, 1986.

Houston, Franklin S., "In Search of the Average Value of the Carryover Coefficient in Sales and Advertising Relationships", Marketing Science Conference, Nashville, TN, March, 1985.

Houston, Franklin S., and John Stanton, "Retail Site Location of Convenience Stores: An Application of the Huff Model and the Crunch Version of the Huff Model.", Marketing Science Conference, Chicago, IL, March, 1984.

Homans, Richard E., and Franklin S. Houston, "Policy Implications for Public Health: Empirical Analysis of Alternatives for Venereal Disease Prevention," TIMS-ORSA, April, 1976.

Houston, Franklin S., and Doyle L. Weiss, "The Autoregressive Carryover Model: An Alternative to the Current Effects Model", Cumulative Advertising Workshop, AMA Educator's Conference, Rochester, NY, August, 1975.

## OTHER ASSOCIATION ACTIVITIES

Chair and Discussant for various association meetings over the years.

American Marketing Association, Chair and Organizer of Special Panel on Marketing Exchange Media, February, 1994.

American Marketing Association, invited member of the Macro-Marketing Panel, Winter Educators' Conference, San Diego, February, 1988.

American Marketing Association, Chairperson for the 1987/88 Dissertation Awards Committee.

Occasional Reviewer for Journal of Advertising, Journal of Marketing Research, Decision Sciences, Journal of the Academy of Marketing Science, Journal of

## Marketing.

Philadelphia Chapter of Instrumentation Society of America, presentation for accreditation series on marketing, April 1981.

American Business Press, presentation, Winter Conference, March, 1981.

Chairperson, Non-Traditional Applications, Academy of Marketing Science, 1979 Annual Conference.

Six-week Seminars: Philadelphia Chapter of the American Marketing Association - Quantitative Techniques for Marketing Managers, Fall, 1977 and Spring, 1978.

Articles in News and Views, a publication of the St. Louis Chapter of the American Marketing Association. January and April, 1975. "Practical Advice for Marketing Students and Professors" and "'Fear' in Public Health Campaigns."

## REPORT

Houston, Franklin S., A Promotional Campaign for Improving Infant Immunization Levels in the State of Missouri; prepared as part of the Implementation of New Statewide Infant Immunization Supervisory Procedures contract; project director Robert E. Markland, 1976.

## BOOK REVIEW

Advertising, Competition and Market Conduct in Oligopoly Over Time, by J. J. Lambin. Journal of Marketing, 50 (October, 1976), 147.

## SELECTED UNIVERSITY SERVICE

Rutgers University

1992-94 University Senate Budget Advisory Committee.

1991-92 University Senate;  
Chair, Senate Budget Advisory Committee;  
Rutgers-Camden Grievance Committee.

1990-91 University Senate;  
Senate Executive Committee;  
Senate Budget Advisory Committee.

Rutgers-Camden School of Business representative  
to the Library Addition Committee.

1989-90 University Senate;  
Senate Executive Committee;  
Chair, School of Business Policy (Program) Committee.

University of Alabama

Ph. D. doctoral program coordinator;  
New Building Design Committee;  
Computer (PC) Lab Review Committee.

Temple University

Marketing Department Ph. D. Co-Coordinator.  
Marketing Department representative to Graduate  
Council.

University of Missouri-St. Louis

University Graduate Council.

Included in the following internet listing:

A Brief List of Prominent Marketing Scholars and Their Works - Compiled From Sheth

<http://www.scribd.com/doc/108025469/a-brief-list-of-prominent-marketing-scholars-and-their-works-compiled-from-sheth>



## Rutgers-Camden Marketing Prof's Research Cited for Influence on National Doctoral Programs

August 08, 2005

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For Immediate Release

CAMDEN -- The research and scholarship generated by Rutgers-Camden faculty breaks ground for educators and students around the world. The most recent example supporting this statement is in the current edition of the *Journal of the Academy of Marketing Science*, which cites research by Dr. Frank Houston, an associate professor of marketing at the Rutgers University School of Business at Camden, as among those most frequently used in the syllabi of doctoral marketing programs.

In the JAMS article "An Evaluation of Journals Used in Doctoral Marketing Programs," the authors note that, in the category "most frequently cited articles for the five main types of seminars," Houston's "Marketing and Exchange" article is quite often referenced in theory-oriented seminars. The article was co-authored by Jule Gassenheimer.

Houston's colleague, Dr. Barbara Bickart, also an associate professor of marketing at Rutgers-Camden, has been chosen to receive the 2004-05 Outstanding Reviewer Award from the *Journal of Consumer Research* in honor of her work in reviewing national and international scholarly contributions to this academic publication.

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For questions or comments about this page, contact [porel@ur.rutgers.edu](mailto:porel@ur.rutgers.edu)

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### **Recognition:**

Article co-authored with JoNel Mundt in the *Journal of MacroMarketing* recognized in the **SILVER ANNIVERSARY SPECIAL ISSUE** of that journal as one of a number of articles that would serve as the basis for a proposed doctoral course in Macro-marketing.

## **A JMM-Based Macromarketing Doctoral-Level Reading List**

**Stanley J. Shapiro**

Journal of Macromarketing, Vol. 26, No. 2, 250-255 (2006)  
<http://www.iimahd.ernet.in/library/PDFs/NICMAN/Macromarketing%20-%20PhD%20level%20reading%20list.pdf>