

JEFFERY M. FERGUSON

**Professor of Service Management and Marketing
University of Colorado at Colorado Springs
1420 Austin Bluffs Parkway
Colorado Springs, Colorado 80918**

PERSONAL DATA

Home: 18020 Granite Circle, Monument, Colorado 80132

Telephone: (719) 481-3421(H)

(719) 255-3228(O)

E-mail: jferguso@uccs.edu

EDUCATIONAL BACKGROUND

Arizona State University:

Degree: Doctor of Philosophy, 1981

Major: Marketing

Minors: Management, and Social Psychology

University of Montana:

Degree: Master of Business Administration, 1973

Denison University:

Degree: Bachelor of Science, 1969

Major: Physics

ACADEMIC EXPERIENCE

Daniels Fund Ethics Initiative Fellow, 2013

Professor of Service Management and Marketing, 1994-present

Associate Dean of College of Business, 1999- 2003

Associate Professor of Marketing at the University of Colorado at Colorado Springs, 1987-1994.

Assistant Professor of Marketing at the University of Colorado at Colorado Springs, 1981-1987.

Visiting Assistant Professor of Marketing at the University of Colorado at Colorado Springs, 1979-1981

Instructor in Business and Economics at The Colorado College, 1976-1979.

REFEREED JOURNAL ARTICLES

Gonzalez-Padron, Tracy and Jeffery M. Ferguson, "Using a Service Audit Project for Improving Student Learning in a Service Marketing Course," Marketing Education Review, in press.

Milliman, John F., Tracy Gonzalez-Padron and Jeffery M. Ferguson, "Sustainability-Driven Innovation at Ecolab, Inc.: Finding Better Ways to Add Value and Meet Customer Needs," Environmental Quality Management, Spring 2012, pp. 21-33.

Ferguson, Jeffery and John Milliman, "Made to Order," Marketing Management, Summer 2010, Vol. 19, No. 2, pp. 40-43.

Milliman, John, Jeffery Ferguson, John Grosskopf and Ken Sylvester, "Environmental Leadership: Securing Executive Support for Sustainability through Integrative and Partnering Skills," Environmental Quality Management, Winter 2009, Vol. 19, No. 2, pp.1-12.

Milliman, John and Jeffery Ferguson, "In Search of the 'Spiritual' in Spiritual Leadership: A Case Study of Entrepreneur Steve Bigari," Business Renaissance Quarterly, Vol. 3, No. 1. 2008, pp.19-40.

Milliman, John, Jeffery Ferguson and Andrew Czaplewski, "A New Step in Breaking the Cycle of Failure in Services," Marketing Management, Vol. 17, No. 2. 2008, pp. 14-17.

Ferguson, Jeffery M. and John F. Milliman "Creating Effective Core Organizational Values: A Spiritual Leadership Approach," in "Symposium on Spirituality in the Public Sector" published by International Journal of Public Administration. Vol. 31, No. 4. 2008, pp. 439-459.

Milliman, John F., Andrew Czaplewski and Jeffery Ferguson, "An Exploratory Study of the America's Family Program: Using a New Leadership Paradigm to Break the Cycle of Failure," in "Symposium on Spirituality in the Public Sector" published by International Journal of Public Administration, Vol. 31, No. 4. 2008, pp. 396-419.

Shepherd, Morgan, Martz, Ben, Ferguson, Jeffery, and Gary Klein, "A Survey of Distance Education Programs," EDINEB, Vol. 9. 2004

Milliman, John F., Andrew Czaplewski and Jeffery Ferguson, "Workplace Spirituality and Employee Work Attitudes: An Exploratory Empirical Assessment," Journal of Organizational Change Management, Vol. 16, No. 4. 2003, pp. 426-447.

Rothe, James T., Jeffery M. Ferguson, Michael Harvey, and Bruce A. Condemi, "Assessing the Impact of Negative Marketing Strategies: The Application of Marketing Signaling Metrics," The Journal of Marketing Theory and Practice, Vol. 11, No. 1, 2003, pp.18-27.

Milliman, John F., Andrew Czaplewski and Jeffery Ferguson, "Service Quality at Southwest Airlines: How Internal Marketing Pilots Success," Marketing Management (September/October) 2001, pp.14-17.

Milliman, John, Jeffery Ferguson, David Trickett, and Bruce Condem, "Spirit and Community at Southwest Airlines: An Investigation of a Spiritual Values-Based Model," Journal of Organizational Change Management, Vol. 12, No. 3, 1999, pp. 221-233.

Ferguson, Jeffery M. and Lexis F. Higgins, "A Gap Analysis of HMO Service Quality," Health Marketing Quarterly, Vol. 16, No. 2, 1999, pp. 1-15.

Olson, Eric M. and Jeffery M. Ferguson, "Crash Landing: Fledgling Airline Files for Chapter 11 Bankruptcy," Marketing Management, Vol. 7, No 2, 1998, pp. 54-58.

Zwirlein, Thomas J., Robert A. Zawacki and Jeffery M. Ferguson, "A Job Satisfaction Approach to Internal Marketing: The Case of the Financial Planning Industry," Journal of Customer Service in Marketing and Management, Vol. 1, No. 1, 1995, pp. 97-113.

Ferguson, Jeffery M. and Lexis F. Higgins, "Effects of the Price of Tax Preparation Services and the CPA Credential on the Perception of Serviced Quality," in Marketing for CPAs, Accountants and Tax Professionals, William J. Winston, ed. The Haworth Press, New York: 1995, pp. 137-149.

Higgins, Lexis F. and Jeffery M. Ferguson, "Practical Approaches for Evaluating the Quality Dimensions of Professional Accounting Services," in Marketing for CPAs, Accountants and Tax Professionals, William J. Winston, ed. The Haworth Press, New York: 1995, pp. 325-338.

Ferguson, Jeffery M. and Robert A. Zawacki, "Service Quality: A Critical Success Factor for I/S Organizations," Information Strategy, Vol. 9 No. 2 (Winter) 1993, pp. 24-30.

Ferguson, Jeffery M. and Robert A. Zawacki, "Delivering IS Service Quality," Auerback Publications Reference Service, 1-01-25, New York, 1993.

Ferguson, Jeffery M., Lexis F. Higgins and Gary R. Phillips, "How to Evaluate and Up-grade Technical Service," Industrial Marketing Management, Vol. 22, 1993, pp. 187-193.

Ferguson, Jeffery M., Lexis F. Higgins and James T. Rothe, "Endowed Chairs in Marketing: A Decade of Explosive Growth," Journal of Business and Economic Perspectives, Vol. XVIII, No. 2 (Fall) 1992, pp 52-60.

Discenza, Richard and Jeffery M. Ferguson, "The Instrumental Role of Product Information: A Study of Warning Labels for Non-Prescription Drugs," Health Marketing Quarterly, 1992, Vol 10, No. 1/2, pp. 155-168.

Higgins, Lexis F., Jeffery M. Ferguson and William J. Winston, "Understanding and Assessing Service Quality in Health Maintenance Organizations," Health Marketing Quarterly, 1991, 9 (1/2) pp. 5-21.

Higgins, Lexis F. and Jeffery M. Ferguson, "Practical Approaches for Evaluating the Quality Dimensions of Professional Accounting Services," Journal of Professional Services Marketing,

1991, 7 (1), pp. 3-17.

Ferguson, Jeffery M. and Stephen W. Brown, "Relationship Marketing and Association Management," Journal of Professional Services Marketing, 1991, 7 (1) pp. 137-147.

Ferguson, Jeffery M. and Lexis F. Higgins, "Effects of the Price of Tax Preparation Services and the CPA Credential on the Perception of Serviced Quality," Journal of Professional Services Marketing, 1989 Vol. 5, No.1 pp. 87-99.

Ferguson, Jeffery M., Richard Discenza, and John A. Miller, "Increasing the Odds of Patient Compliance Through Prescription Warning Labels." Journal of Health Care Marketing, 1987, 7 (1), pp. 37-46.

Ferguson, Jeffery M., Ron Wisner, and Richard Discenza, "Developing a Framework for Student Retention: A Challenge to Traditional Enrollment Approaches." NASPA Journal (National Association of Student Personnel Administrators), 1986, 24 (2), pp. 2-9.

Discenza, Richard, Jeffery M. Ferguson, and Ron Wisner, "Marketing Higher Education: Using a Situation Analysis to Identify Prospective Student Needs in Today's Competitive Environment." NASPA Journal (National Association of Student Personnel Administrators), 1985, 22 (4), pp. 18-25.

Reich, John W., Jeffery M. Ferguson, and Marc G. Weinberger, "An Information Integration Analysis of Retail Store Image." Journal of Applied Psychology, 1977, 62, pp. 609-614.

Polson, Henry and Jeffery M. Ferguson, "How Great Falls Businessmen Handle Their Advertising Programs." Montana Business Quarterly, Spring, 1974, pp. 26-31.

PAPERS UNDER REVIEW

REFEREED PROCEEDINGS

Milliman, John F., Jeffery M. Ferguson and Ken Sylvester, "Implementation of Michael Porter's Strategic Corporate Social Responsibility Model." The Journal of Global Business Issues, Conference Edition, 2008, pp. 29-33.

Milliman, John F., Andrew Czaplewski and Jeffery Ferguson, "America's Family Public-Private Partnership Approach: Using A New Leadership Paradigm To Break the Cycle of Failure." International Conference on Advances in Management, 2004

Milliman, John F., Andrew Czaplewski and Jeffery Ferguson, "An Exploratory Empirical Assessment of the Relationship between Spirituality and Employee Work Attitudes," 2001 Academy of Management Conference Proceedings.

Condemi, Bruce, James Rothe, Jeffery Ferguson, and Michael Harvey, "All That Was 'Cooking'

Was More Than Chicken: The Boston Chicken Case History," 2001 Association of Marketing Theory and Practice Conference. Selected as outstanding paper in the Marketing Management Track. 2001

Gruen, Thomas W. and Jeffery M. Ferguson, "Memberships: Relationship Builders or Transactions Marketing Tool?" in Contemporary Knowledge or Relationship Marketing, Center for Relationship Marketing, 1996.

Gruen Thomas W. and Jeffery M. Ferguson, "Using Membership as a Marketing Tool: Issues and Applications," in Relationship Marketing: Theory, Methods and Applications, Center for Relationship Marketing, 1994.

Williams, J. D., R.J. Steele, P.D. Cooper, J.M. Ferguson and E. Drogan (1989), "An Exploratory Study of Stage of Life Satisfaction and Psychological Outcomes for Recreation and Tourism Among Older Consumers," American Psychological Association's Society for Consumer Psychology, New Orleans, LA.

Ferguson, Jeffery M., Richard Discenza, and Lexis F. Higgins, "Suggestion Selling in the Fast Food Environment: Observations and Implications," Academy of Marketing Science Proceedings, 1989, pp. 403-408.

Ferguson, Jeffery M. and Kathleen M. Malone, "Quality Service in Health Clubs: Do Employees Know What Customers Want?" Proceedings of the International Conference on Services Marketing, October 1988, pp. 72-83.

Ferguson, Jeffery M. and Philip D. Cooper, "Dimensions of Service Quality: Looking Beyond Technical Competency," in Developments in Marketing Science, Volume XI, Kenneth D. Bahn, ed. (Blacksburg, Virginia: Academy of Marketing Science), 1988, pp. 370-372.

Cooper, Philip D. and Jeffery M. Ferguson, "The Culture of the Older Consumer: A New Look at Older Needs." A.M.A. Cultural and Subcultural Conference Proceedings, December 1987.

Ferguson, Jeffery M. and John A. Miller, "Good News . . . Bad News: Negative Information in Advertising --Does Presentation Order Make a Difference?" In Florence G. Feasley, editor, The Proceedings of the 1987 Conference of the American Academy of Advertising, Columbia, South Carolina: Florence G. Feasley, College of Journalism, University of South Carolina, 1987, pp. R61-66.

Ferguson, Jeffery M. and Lexis F. Higgins, "Structure and Locus of Control in Marketing Courses." In Jon M. Hawes and George B. Gilsan, eds. Developments in Marketing Science, Vol. X, Akron, OH: Academy of Marketing Science, 1987, pp. 236-240.

Cooper, Philip D., Jeffery M. Ferguson, and George Miaoulis, "The Shifting of Consumers' Needs and the Need to Shift Marketing's Focus: The Older Consumer," in Marketing: Meeting the Challenges of the 1990s, J. Joseph Cronin, Jr. and Melvin T. Stith, Editors, Tallahassee, FL: Southern Marketing Association, 1987, pp. 219-221.

Ferguson, Jeffery M. and Richard Discenza, "Consumer Preferences for Higher Education: Evidence for Action and Research." American Institute for Decision Sciences 16th Annual Meeting Proceedings, 1984, pp. 603-605.

Ferguson, Jeffery M. and John A. Miller, "Warning Label Strength and Source Effects: An Experiment." 1984 American Marketing Association Educators' Conference Proceedings, Chicago: American Marketing Association, pp. 304-308.

Ferguson, Jeffery M. and Donald W. Jackson, Jr., "Negative Information: Asset or Liability," in An Assessment of Marketing Thought and Practice, 1982 American Marketing Association Educators' Conference Proceedings, pp. 34-38.

Ferguson, Jeffery M., John W. Reich, and Marc G. Weinberger, "The Application of Functional Measurement and Integration Theory to the Study of Retail Store Image." Eighth Annual Conference, American Institute for Decision Sciences Proceedings, 1976, pp. 429-431.

REFEREED PRESENTATIONS

Ferguson, Jeffery M., Tracy Gonzalez-Padron and Peggy McNulty, "How Can Social Enterprises Compete in Electronic Recycling?" 2013 North American Case Research Association Conference. Victoria, British Columbia, October 2013.

Milliman, John F. and Jeffery M. Ferguson, "How Zappos Uses Organizational Culture to Wow Customers," 13th Annual Hawaii International Conference on Business, Honolulu, Hawaii, May 2013.

Gonzalez-Padron, Tracy, Jeffery M. Ferguson and John F. Milliman, "Using the Big Picture Approach to Effectively Integrate Sustainability into Business-to-Business Marketing," 2011 World Marketing Congress, Reims, France, July 2011.

Ferguson, Jeffery M., Tracy Gonzalez-Padron and Carrie Anne Oylo, "Improving Student Learning in Service Marketing: Better Business Bureau Customer Service Award," 2011 Marketing Educators' Association Annual Conference, San Diego, California, April 2011.

Milliman, John F. and Jeffery M. Ferguson, "A Study of a New Boundary Spanning NGO Concept for Low-Wage Workers," Eighth International Conference of the International Society for Third-Sector Research, Barcelona, Spain, July 2008.

Jeffery M. Ferguson and John F. Milliman, "Improving Service Quality through Technology," 15th International Conference on Retailing and Consumer Services Marketing, Zagreb, Croatia, July 2008.

Milliman, John, Jeffery M. Ferguson, Donald. D. Warrick, and Mark L. McConkie, "Spirituality at Work: Lessons for Organization Performance and Personal Meaning at Work," Academy of Management Conference, August 2002 .

OTHER PUBLICATIONS

Sutton, Mindy and Jeffery M. Ferguson, "6 Steps to Sponsorship Procurement Success," BizNet, USOC's NGB web site. Forthcoming.

Sutton, Mindy and Jeffery M. Ferguson, "6 Steps to Sponsorship Procurement Success," abstract in 2009 Skater's Edge Sourcebook, Covey Publications. 2008.

Lazaro, Caitlin and Jeffery M. Ferguson, "Building Loyalty Through Experiential Marketing," Sports Events, June (2008), 15.

Ferguson, Jeffery M. and Thomas J. Zwirlein, 2001-2002 Southern Colorado Economic Forum

Ferguson, Jeffery M. and Thomas J. Zwirlein, 2000 Southern Colorado Business Economic Outlook Forum

Ferguson, Jeffery M. and Thomas J. Zwirlein, 1999 Southern Colorado Business Economic Outlook Forum

Ferguson, Jeffery M. and Thomas J. Zwirlein, 1998 Southern Colorado Business Economic Outlook Forum

Ferguson, Jeffery M. AService Management, @ Study guide for BAD 619 distance learning course, 1998.

Ferguson, Jeffery M. and Thomas J. Zwirlein, 1997 Southern Colorado Business Economic Outlook Forum.

Ferguson, Jeffery M., "International Convention Survey Analysis," Bookstore Journal, February 1990, 49-52.

Ferguson, Jeffery M., "A Marketing Expert Analyzes CBA Surveys," Bookstore Journal, May 1988, 57-59.

Ferguson, Jeffery M., "Measuring Advertising Effectiveness," The Chamber Magazine, December 1987.

Ferguson, Jeffery M., "Developing a Competitive Edge Through Segmentation," The Chamber Magazine, October 1987.

Ferguson, Jeffery M., "Chiropractic Survey Results," Dynamic Chiropractic, September 1, 1987, Vol. 5, No. 17, p. 3.

Ferguson, Jeffery M., "Improve Your Opportunities for Success with a Marketing Plan," The Chamber Magazine, September, 1987.

Ferguson, Jeffery M., "What Can Marketing Research Do For Me?" Business Quarterly of Colorado Springs, Summer 1987, p. 30.

Ferguson, Jeffery M., "Churches Buy Bibles -- Creative Ideas to Capture the Church Market." Bookstore Journal, September 1981, pp. 33-34.

UNPUBLISHED PAPERS

Ferguson, Jeffery M., "University Housing Study." A twenty-seven page report presented to the Regents. The report is based on our survey of 700 high school and junior college students in southeastern Colorado.

Ferguson, Jeffery M., "The Effects of Negative Information and Spokesperson on Believability of Advertisements and Attitude Toward Retail Stores." Unpublished Dissertation, Arizona State University, 1981.

GRANTS AND SCHOLARSHIPS

College of Business Summer Research Grant, \$10,000, 2013.

Awarded \$4,500 grant from CRCW and College of Business, 1991.

Received a scholarship to attend the Direct Marketing Professors' Institute sponsored by the Chicago Association of Direct Marketing and Direct Marketing Educator's Foundation, June 1984.

Received a \$3,000 grant from Research and Creative Works Committee to study the effects of warning labels, 1982.

COURSES TAUGHT

Marketing Research GR/UG
Marketing Policy and Strategy UG
Marketing Management GR
Services Marketing GR/UG
World Class Service Management GR
Marketing Strategy GR

RECOGNITIONS

Impact of Research Award in the Literati Network 2012 Awards for Excellence
Daniels Ethics Fellow 2013-2014

UCCS Outstanding Teacher Award, 2005
2003-2004 Bank One Faculty Community Service Award
UCCS Community Service Award, 2002
Outstanding Faculty Member in College of Business, 1986-87 & 1992-93
Outstanding Service Award in College of Business, 1994-95
Outstanding Teaching Award in College of Business, 2001-2002, 2006
School Board Member of the Year, 1996
Colorado Association of School Boards - McGuffey Award, 2000, 2013
Colorado Association of School Boards - All State School Board 2000
International Who's Who of Professionals

UNIVERSITY SERVICE

Selected Committees:

General Education task Force Co-chair 2011-12
College of Business Personnel Advisory Committee 2012-
Food Service Committee 1980-1981
United Fund 1980
Student Center Advisory Council 1981-1984
Marketing Search & Screening Committee 1981-1986,
Chair 1983-1986, 1991, 2007, 2011
Course Evaluation Committee 1982
Student Center Expansion Committee 1982-1984
UCCS Marketing Committee 1983-1986
Dean Search Committee 1983-1986
Marketing Area Coordinator 1984-1986
Research and Creative Works, Chair 1986, 1992, 1996-2000
Teaching Award Committee 1986-1988
Business Research Seminar Committee 1984-1988
Dissertation Committee for Lexis F. Higgins 1985-1986
Master Planning Committee 1987-1988
Business Policy Search and Screening Committee, Chairman, 1988-1989
Student Services Program Review Committee 1990
COB Minor Committee 1991
COB Internal Organization Committee, Chair 1991
COB Admissions Committee 1991-2
Department Chairman 1988-92
UCCS Committee on Research and Creative Works 1991-2, 1993-5, 1997-98
COB Undergraduate Team Leader 1992-96
COB Teaching Evaluation Committee 1993
M & O Search Committee 1993
POM Search Committee 1995-6
MBA Curriculum Committee 1993
Primary Unit P & T Chair 1995-1999
Dean's Review Chair 2000-2001

VCAA Review Committee 2002-2003, 2005-present
COB Grad Team 1997-9, 2004-2009
Undergraduate Team Chair 1999-2003
Undergraduate Team 2004-2005
College of Business Mission Team 1997-99
UCCS Academic Program Quality and Priorities Committee 1993-4
I/S Search Committee 1994-5
Dean Search 1994
International Search Committee 1998
Institutional Review Board 1999-2001
Academic Planning Committee 2000-2003
Associate Deans Council 2001-2003
SAAC 1999-2002
Faculty Senate P & T Committee 2005
College of Business Teaching Team 2004-present

Other Services:

Faculty Advisor to Student Chapter of AMA 1981-1983
Developed Surveys for the library, Chancellor's housing study, College of Business Strategic Planning Committee, College of Engineering, and UCCS Student Center
Designed and ran methodology colloquia
Participant in College of Business Associates Program
Presenter for UCCS Faculty and Staff Development

COMMUNITY SERVICE

Speeches & Seminars

Over 50 presentations and seminars on marketing management, advertising, retailing, service excellence and marketing research have been made to:

The Chamber of Commerce
UCCS Center for Entrepreneurship
School District #38
Junior League
Junior Achievement
Kiwanis
Sertoma
Ute Pass Historical Society
Rotary
Business and Professional Women
Colorado Springs Civitan Club
SCORE
The Business of Art Center

American Society of Personnel Administration
American Society for Training and Development
Colorado Apartment Association
Christian Booksellers Association
Tri-Lakes Chamber of Commerce
Hispanic Chamber of Commerce
Woodland Park Chamber of Commerce

Free Consulting:

Junior League
School District #38
Colorado Springs Symphony
Chamber of Commerce
Colorado Springs Hospital Consortium
UCCS Student Center
Pikes Peak Y
Catholic Herald