

## **Luther (Trey) Denton, III**

Professor of Marketing  
Coordinator, College of Business Honors  
College of Business  
Georgia Southern University

### **Education**

Doctor of Philosophy (1991)

*University of Georgia*

Major Field: Marketing

Major Professor: Dr. Warren French

Dissertation Topic: Critical Issues Involved in the Distribution of Goods Produced and Distributed by United States-China Ventures in the People's Republic of China

Master of Business Administration (1986)

*Emory University*

Concentration: Marketing

Bachelor of Arts (1982)

*Emory University*

Major: Psychology

### **Academic Work Experience**

#### **Teaching Experience**

1992 to present

Professor of Marketing (rank earned in 2001)

Coordinator, COBA Honors and Undergraduate  
Research, ongoing.

Director, COBA Center for Global Business (2008-  
2012)

Georgia Southern University

#### **Courses Taught:**

International Marketing

Advertising

Principles of Marketing

Principles of Marketing (Honors)

Consumer Behavior

Business Marketing

Introduction to Business

Freshman Seminar

International Business (MBA)

Global Marketing (MBA)

Honors Business Seminar

Honors Business Research

Jan 1990-Jan 1992

Lecturer, Department of Marketing  
Hong Kong Baptist College

Courses Taught:

International Marketing  
Advertising  
Consumer Behavior

Fall 1987-Summer 1989

Graduate Instructor, Department of Marketing  
University of Georgia

Courses Taught:

Marketing Strategy  
Principles of Marketing

### **Administrative Experience**

Fall 2004 to July 2006

Director, Office of Institutional Effectiveness and  
Strategic Planning, Georgia Southern University  
Responsible for creation and maintenance  
of all university assessment processes and  
assessment related training

### **Journal Articles**

Wang, May, Cho, Stella, and Denton, Luther (2017), "The Impact of Personalization and Compatibility with Past Experience in E-Banking Usage," *International Journal of Bank Marketing*, Vol. 35, no. 1, pp. 45-55.

Kim, J., L. Denton, and T. Wang (2015). Assessing Stock Market Response to the Release of Ad Meter Rankings of Super Bowl TV Commercials. *International Journal of Integrated Marketing Communications*. 7 (1), 15-22.

Larson, Lindsay R.L. and Luther Denton (2014), "eWOM Watchdogs: Ego-Threatening Product Domains and the Policing of Online Product Reviews," *Psychology and Marketing*, 31 (9), 801-811.

Irani Williams, F., C.R. Campbell, & L. Denton (2013). Incivility in Academe: What if the Instigator is a High Performer? *Journal of Management Policy and Practice*, 14(1), 35-52.

Irani Williams, F., C.R. Campbell, & L. Denton (2013). Incivility in Academe: Strategies for Managing High-Performing Instigators. *Journal of Business and Educational Leadership*, 4(1), 148-159.

Eastman, Jacqueline K., Wendy T. Denton, Michael L. Thomas, and Luther (Trey) Denton (2010), "Consumer Perceptions of Community Banks: An Exploratory Study," Marketing Management Journal, V. 20, #1, 204-216

- Campbell, Constance, Luther (Trey) Denton, and Douglas Johnson (2009), "Dementors in our Midst: Managing the Highly Productive But Morale-Killing Employee," Journal of Applied Management and Entrepreneurship, V. 14, #1, 3-25.
- Denton, Luther (Trey), Russell Kent, and Michael McDonald (2008), "Coastal Conservation Association: Reeling in New Members," Southeast Case Research Journal, V. 5, #1, 15-26.
- Denton, Luther (Trey), Karl B. Manrodt, and Joseph Thomson (2008), "The Introduction of Non-Native Species to Marine Environs: An Unintended and Hidden Consequence of International Shipping," Journal of Transportation Management. V. 19, #1, 54-71.
- Swift, Cathy Owens and Luther (Trey) Denton (2003), "Cross Cultural Experiential Simulation in the Global Marketing Classroom: Bafa-Bafa and Its Variants," Marketing Education Review. V. 13, #3.
- Chan, Allan K.K., Luther (Trey) Denton, and Alex S.L. Tsang (2003), "The Art of Gift Giving: Ethically Cultivating Business Relationships in China," Business Horizons. V. 46, #4, July-August, 47-52.
- Gruben, Kathleen H., Cathy Owens Swift, and Luther (Trey) Denton (2000), "Cheating Via Online Paper Mills in Logistics Education," Journal of Transportation Management, vol. 12, no. 1, Spring, 35-48.
- Campbell, Constance R., Cathy Owens Swift, and Luther (Trey) Denton (2000), "Cheating Goes High Tech: Online Term Paper Mills," Journal of Management Education, vol. 24, no.6, 726-740.
- Swift, Cathy Owens, Luther (Trey) Denton, and Sarath Nonis. (1998), "Cheating, Internet Style - Guarding Against On-line Term Paper Mills," Marketing Education Review: vol. 9, no. 3, Fall, 1-8.
- Keys, J. Bernard, Robert Wells, and Luther Trey Denton (1998), "Management Learning in Japan," Thunderbird International Business Review. vol.40, no. 2, 119-139.
- Williams, E. Cameron and Luther Trey Denton (1996), "Merchant Vessel Chartering and Operation in International Trade: Ethical and Safety Issues," International Journal of Commerce and Management, vol. 6, no. 1 & 2, 71-96.
- Cheung, Wah-Leung and Luther Trey Denton (1995), "National Stereotypes and Product Evaluations About Japan and the United States: A Hong Kong Perspective," Journal of International Consumer Marketing, vol. 7, no. 4, 59-79.
- Denton, Luther Trey and Xia Kaixuan (1995), "Food Selection and Consumption in Chinese Markets: An Overview," Journal of International Food and Agribusiness Marketing, vol. 7, no. 1, 55-77.
- Keys, J. Bernard, Luther Trey Denton, and Thomas R. Miller (1994), "The Japanese Management Theory Jungle—Revisited," Journal of Management, vol. 20, no. 2, 373-402.
- Swift, Cathy Owens and Luther Trey Denton (1994), "Teaching About Sexual Harassment Issues: A Sales Management Approach," Marketing Education Review, vol. 4 (Fall), 34-40.

Denton, Luther Trey (1992), "Using Product Positioning Strategies to Establish National Images: An Exercise Using Current International Events in the Marketing Classroom," Journal of Marketing Education, vol.14 (Spring), 68-79.

Denton, Luther Trey and Allan K.K. Chan (1991), "Bank Selection Criteria of Multiple Bank Users in Hong Kong," Special Issue: Bank Marketing in the Asia-Pacific Region, International Journal of Bank Marketing, vol. 9, no. 5, 23-34.

Day, Ellen, Luther Trey Denton, and Jerome A. Hickner (1988), "Clients' Selection and Retention Criteria: Some Implications for the Small C.P.A. Firm," Journal of Professional Services Marketing, vol. 3, no. 4, 283-295.

## **Other Publications**

### **National Marketing Publications**

Hanna, Nessim and Luther Trey Denton (1992), "Where Have We Gone Wrong? Business Students Can't Succeed Without a Liberal Arts Foundation," Marketing Educator, vol. 11, no. 2 (Spring), Lead Article.

### **Chapters in Books**

Swift, Cathy Owens, Luther Denton, and Lynda S. Hamilton, (1999), "In Their Own Words: Lessons Learned From Women Managers Traveling to Mexico on Business," NAFTA Law and Business, Edited by Ralph H. Folsom and W. Davis Folsom, Kluwer Law International: The Hague, Chapter XIV, pages 24-36.

Day, Ellen, Luther Trey Denton, and Jerome A. Hickner (1988), "Clients' Selection and Retention Criteria: Some Implications for the Small C.P.A. Firm," Journal of Professional Services Marketing, vol. 3, no. 4, 283-295, reprinted in Marketing for CPA's, Accountants, and Tax Professionals, William A. Winston, editor, New York: The Haworth Press, 1995, 167-178.

### **Business Magazine Articles**

Fletcher, Leslie B. Lynda S. Hamilton, and Luther Trey Denton (1999), "Exporting the Right Way," Strategic Finance, July, 26-30.

Denton, Luther Trey and Lynda Hamilton (1997), "A Southeast Georgia Success Story in Going Global: Rotary Corporation of Glennville," The Southern Economic Developer, vol. 7, no. 2, 6-9.

Denton, Luther Trey (1990), "International Environmental Scanning a Necessity," The Hong Kong Manager, vol. 26, no. 5, 11-12.

### **Other Magazine Articles**

Luther Trey Denton and Alison Morrison-Shetlar (1999), "Two With a View: Technology in the Classroom," Georgia Southern Magazine, v1, no2, 16-17.

### **Working Papers**

Cheung, Wah-Leung and Luther Trey Denton (1993), "Hong Kong Consumers' Perceptions of Products Manufactured in the Republic of China Versus the People's Republic of China," Business Research Center of the School of Business, Hong Kong Baptist College, Hong Kong, Series Number MS 92102.

Friedmann, Roberto, Luther Trey Denton, and James Gaubert (1991), "Marketing In. . . : A Country-Specific Index of International Marketing Studies 1980-1988," Business Research Center of the School of Business, Hong Kong Baptist College, Hong Kong, Series Number MS 91069.

### **Presentations or Proceedings at Professional Meetings (last five years)**

Thomas, M., Larson, L., Denton, L., & Gruben, K. (2016). Online and In-Store Compulsive Buying Among Metrosexuals, and Other Male Consumers. Association of Marketing Theory and Practice.

Kelly, J., Larson L., & Denton, L. (2015). Social Media Marketing Use Within Georgia's Institutions of Higher Education. Proceedings: Association of Marketing Theory and Practice.  
**(Presenter)**

M. Wang, S,Cho, T. Denton. (2014) The Impact of Personalization Design and Compatibility of Past Experience of Past Experience on E-banking Usage, in *Proceedings of 2014 European Marketing Academy 43<sup>th</sup> Annual Conference (EMAC)*, June 3-5, 2014, Spain.

Larson, L.R.L., Denton, L.T. & Rainio, A. (2014). Environmental concern, environmental advertising and the state of the economy. Proceedings: Association of Marketing Theory and Practice. **Top Paper in Track.**

Larson, L.R.L. & Denton, L.T. (2014). Threatening Products and Threats to the Social Contract Within Consumer Review Forums. Association of Marketing Theory and Practice Conference, Hilton Head SC.

### **Work in Progress**

The impact of religious signaling on perceived salesperson effectiveness and trust. With Meredith Amason and Lindsay Larson. Early stages.

Male compulsive shopping behavior with Mike Thomas and Lindsay Larson and Kathleen Gruben.

The Evolution of Gift-Giving in China: A 25-Year Perspective. Topic of Summer Research Grant awarded in 2015. With Lindsay Larson and Allan K.K. Chan (Hong Kong Baptist University).

Impact of the use of Rotoscope on the Recall of Negative Health Risks in Pharmaceutical Advertising. With Esta Shah and Lindsay Larson.

## Dissertation Committees

Stephanie Thomas (2013).

## Honors and Awards

Honorary Faculty Induction *Golden Key International Honor Society*, 2017.

**GSU Award for Excellence in Contributions in Service, 2016-2017.**

College of Business Martin NeSmith Award for Excellence in Service, 2015.

GSU Outstanding Advocate for First Year Students, 2011.

Jane White Marketing Scholar Award, 2010.

President, GSU Chapter, *Phi Kappa Phi*, 2006-2007, 2007-2008.

College of Business Administration William A. Freeman Professor of the Year Award, 2004.

Inducted *Omicron Delta Kappa*, 2001.

Leadership Bulloch Participant, 2000-2001.

Recipient of "Volunteer of the Year" from the Statesboro-Bulloch County Parks and Recreation Department, 2000.

College of Business Administration Martin NeSmith Award for Excellence in Service, 2000.

Inducted *Beta Gamma Sigma*, Spring 1999.

College of Business Administration M. Albert Burke Faculty Award, 1998.

Nominated for the GSU Board of Regents Distinguished Professor of Teaching and Learning, 1996 and 1997.

Inducted *Phi Kappa Phi*, Spring 1997

**Georgia Southern University Award for Excellence in Contributions to Instruction, 1996-1997**

College of Business Administration Faculty Award for Teaching Excellence, 1995

Brown and Williamson 1993-1994 Faculty Development Award

Full Member of the Graduate Faculty, Georgia Southern University

American Marketing Association 1991 Faculty Consortium on Global Marketing Participant

American Marketing Association 1988 Doctoral Consortium Fellow

Comer Fellowship, University of Georgia, 1987-1989

Who's Who in American Colleges and Universities, 1985-1986

M.B.A. Merit Fellowship, Emory University, 1985-1986

Member, Emory University Council of Presidents, 1985-1986

President, Emory University Graduate Business Association, 1985-1986

Gordon Siefkin Award for the Most Outstanding M.B.A., Emory University, Class of 1986

**Consulting/Strategic Planning Facilitation/Business Training (Last 5 Years)**

Crider Foods

Koyo Bearings

Beaufort Jasper County Water and Sewer Authority (CE)

Georgia Clerk of Court, Southeast District Bankruptcy Court (CE)

Interstate Paper (CE)

Eagle Leadership Program (CE)

Leadership Skills for the Front-Line Manager (CE)

Greater Hinesville Development Authority

Downtown Statesboro Development Authority

Hollingsworth-Vose

Fokker Aerotron

## **Service and Professional Activity (Last 5 Years)**

### **University Committee/Service Assignments**

- GSU-Armstrong Consolidation Committee, Mission Statement Group, 2017.
- University Honors Program Faculty Advisory Council, ongoing.
- Primary Faculty Speaker, GSU Southern Scholars Showcase 2008 to present.
- GSU Rebranding Committee 2014/2015.
- Interviewer, Southern Scholars Showcase 2008-present.
- Workshop Session Speaker, Southern Collegiate Leadership Conference. With Constance Campbell. *Incivility in Organizations: Dealing With Difficult Colleagues*. October 3, 2015.
- Workshop Session Speaker, Southern Collegiate Leadership Conference. *Restoring Faith in Business: Lesson from Conscious Capitalism*. 2014.
- Workshop Session Speaker, Southern Collegiate Leadership Conference. *Building a Happy Organization*. 2013.
- Member, Search Committee for Director of Institutional Marketing, 2005 and 2007 and 2013 (Jan Bond hire).
- Curator, Museum Exhibit "At Home With The World: The Global Origins of Everyday Stuff," 2011-2012.
- Chair, University level search for Assistant Vice President and Director of International Studies. Lubecki hire. 2010
- Member, Global Citizens Advisory Group, 2010-2011.
- Chair, GSU Presidential Search and Advisory Committee, 2009-2010. Brooks Keel, President.

### **College Committee/Service Assignments**

- Coordinator COBA Honors and Undergraduate Research, 2009-present. Wrote and gained approval for COBA Honors and course sequence.
- Marketing Department Assessment Committee 2014 to present.
- Chair of Marketing Search Committee 2014. Dai, Shin, and Sleep hires.
- COBA Governance Committee, 2014 and ongoing.
- Member, Search Committee for COBA Dean. Allen Amason hire. 2013.
- Chair, Search Committee for Marketing Faculty, Kim hire. 2011.
- Director, Center for Global Business 2009 to 2012.

### **Community Service**



Board Member and Strategic Planning Facilitator, Boys and Girls Club of Bulloch County 2015 and ongoing.  
(*Best New Board Member Award Recipient 2016*).

Facilitator, Statesboro-Bulloch Community Leadership Conference. February 20, 2015.

Facilitator, Bulloch Academy SACS Reaccreditation Strategic Planning Day, 2010, 2013, 2015.

Facilitator, Statesboro Downtown Development Authority Strategic Planning Retreat, 2013

### **Service to Profession**

External Assessments for faculty promotion for the Hong Kong Baptist College. I reviewed the packets of two candidates for promotion: Dr. Henry Kwong-Yin Fock (2014) and Dr. Danny Tan Wang (2015).

Panel Member assessing for re-accreditation the Self-Funded Undergraduate (Top-up) Programmes Bachelor of Commerce in Marketing and Bachelor of Commerce in Human Resources Management at the Hong Kong Baptist College. 2013. Hong Kong, China.

Panel Member reviewing the Postal Accreditation of BBA (HONS) in Marketing Management Programme. United International College. 2013. Zhongshan, China.