

# DONALD R. BACON, Ph.D.

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## OFFICE ADDRESS:

Associate Professor of Marketing  
Department of Marketing  
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## INTERNET:

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## EDUCATION:

Doctor of Philosophy in Business Administration, University of Michigan, 1989  
Major: Marketing  
Master of Business Administration, University of Chicago, 1984  
Concentrations: Finance, Marketing, and Statistics  
Bachelor of Science in Mechanical Engineering (*cum laude*), University of Michigan, 1980

## EXPERIENCE:

### Academic

Professor, Department of Marketing, University of Denver, September, 2008 to present.  
Associate Professor, Department of Marketing, University of Denver, September, 1995 to August, 2008.  
Assistant Professor, Department of Marketing, University of Denver, September, 1989 to August, 1995.  
Research Assistant, Department of Marketing, University of Michigan. Worked with Professors James R. Taylor and Richard P. Bagozzi. September, 1985 to August, 1989.  
Teaching Assistant, Department of Marketing, University of Michigan, winter term, 1987 and fall term, 1987.

### Industry

Financial Analyst. Intel Corporation. Performed operational and strategic financial responsibilities. Reported to the Vice President of Technology Development. 1984-1985.  
Marketing Consultant. F. R. Bacon, Inc. Formulated and conducted field research for an industrial product. Summer, 1983.  
Product Engineer. Steelcase, Inc. Engineered new office automation furniture products in the Advanced Development Group. 1980-1982.

### Teaching

Undergraduate Courses Taught:

Introduction to Marketing (2000), Consumer Behavior (2100), Marketing Research (2300), New Product Development (3700), Marketing in an Electronic Commerce Environment (3706).

Graduate Courses Taught:

Buyer Behavior (4310), Marketing Research (4320), Total Quality Management (4160, 4161, team taught), New Product Development (4490), Marketing in an Electronic Commerce Environment (4490), Positioning in a Competitive Environment.

Executive Courses Taught

Positioning in a Competitive Environment.

Industry Seminars Taught:

Statistics Training (for Managers at Storage Technology, March, 1992)

Formulating and Executing an E-Commerce Strategy (CMD), What Every Executive Needs to Know about E-Commerce (CMD), Internet Marketing (CMD)

Faculty Seminars Taught:

LISREL (Structural Equations Modeling), Stating Learning Outcomes

**Consulting**

US West Strategic Marketing, US West Direct, ITT (Hancock Division), ITT (Thompson Division), Maritz Marketing Research, Storage Technology Corporation, Quality Education Data (QED), Colorado Easter Seals, Rocky Mountain Market Research, American Animal Hospital Association, Association of Perioperative Registered Nurses.

**HONORS AND AWARDS:**

William T. Driscoll Master Teacher Award, 1991

Marketing Club Best Teacher Award, 1991

Outstanding Greek Faculty Advisor Award, 1991

Award for Service to the Marketing Club, 1991, 1992

Vernon L. Loomis Award for Academic Advising, 1993

Lambda Chi Alpha Teaching Award, 1993

Nominated for Vernon L. Loomis Award for Academic Advising, 1994

Nominated for Cecil Pucket Award for Teaching, 1994

Mortar Board Top Prof, 1994

Esther Tripp Award for Academic Advising, 1994

Inter Fraternity Council and Pan Hellenic Faculty Award, 2000

Sigma Chi International Fraternity's Faculty Advisor of the Year Award, 2001

Daniels College of Business Scholarship of Application Award, 2005

Outstanding Paper of 2006, *Journal of Marketing Education*

Best Conference Paper, Marketing Educators' Association, 2007

**Honorary Societies:**

Pi Tau Sigma -- National Honorary Mechanical Engineering Fraternity

Beta Gamma Sigma -- National Honorary Business Fraternity

Order of Omega – National All-Greek Honorary

**PUBLICATIONS:****Refereed Journal Articles:**

- Bacon, Donald R., Pallab Paul, Carol Johnson & Theresa Conley "Improving Basic Writing Skills in Marketing Students." *Journal of Marketing Education*, 30(3), 217-225.
- Bacon, Donald R., and Kim A. Stewart. (2006). "How Fast do Students Forget What They Learn in Consumer Behavior? A Longitudinal Study," *Journal of Marketing Education* 28(3), 181-192. (Lead article, voted Outstanding Article of 2006 by editorial review board.)
- Bacon, Donald R. and Bean, Beth (2006). "GPA in Research Studies: An Invaluable but Neglected Opportunity," *Journal of Marketing Education*, 28(1) (April), 35-42.
- Bacon, Donald R. (2005). "The Effect of Group Projects on Content-Related Learning Outcomes," *Journal of Management Education*, 29(2) (April), 248-267.
- Bacon, Donald R. and Anderson, Elizabeth S. (2004). "Assessing and Enhancing the Basic Writing Skills of Marketing Students," *Business Communication Quarterly*, 67(4) (December), 443-454.
- Bacon, Donald R. (2004). "An Examination of Two Learning Style Measures and their Association with Business Learning," *Journal of Education for Business*, 79:4 (March/April), 205-208.
- Bacon, Donald R. (2004). "The Contributions of Reliability and Pretests to Effective Assessment." *Practical Assessment, Research & Evaluation*, 9(3). Available at <http://PAREonline.net/getvn.asp?v=9&n=3>.
- Mason, K., Olmos-Gallo, A., Bacon, D., McQuilken, M., Henley, A., Fisher, S. (2004). "Exploring the Consumer's and Provider's Perspective on Service Quality in Community Mental Health Care," *Community Mental Health Journal*, 40:1, 33-46.
- Bacon, Donald R. (2003). "Assessing Learning Outcomes: A Comparison of Multiple-Choice and Short-Answer Questions in a Marketing Context," *Journal of Marketing Education*, 25:1 (April), 31-36.
- Bacon, Donald R. (2003). "A Comparison of Approaches to Importance/Performance Analysis," *International Journal of Market Research*, 45:1, 55-71. (Finalist for the Silver Medal from the Market Research Society.)
- Bacon, Donald R., and Novotny, Jennifer (2002). "Exploring Achievement Striving as a Moderator of the Grading Leniency Effect" *Journal of Marketing Education*, 24:1 (April), 4-14. (Lead article.)
- Bacon, Donald R. (2001). "An Evaluation of Cluster Analytic Approaches to Initial Model Specification" *Structural Equation Modeling*, 8:3, 397-429.
- Bacon, Donald R., Kim A. Stewart and Elizabeth S. Anderson (2001). "Methods of Assigning Players to Teams: A Review and Novel Approach" *Simulation & Gaming*, 32:1 (March), 6-17. (Lead article.)
- Bacon, Donald R., and Kim A. Stewart (2001). "A Personal Data Analysis Exercise for Teaching Quality Management" *Journal of Management Education*, 25:1 (February), 70-78.
- Bacon, Donald R., Kim A. Stewart and Bill Silver. (1999) "Lessons from the Best and Worst Student Team Experiences: How a Teacher can Make the Difference" *Journal of Management Education*, 23:5 (October), 467-488. (Lead article)
- Bacon, Donald R., Kim A. Stewart, and Sue Stewart-Belle (1998) "Exploring Predictors of Student Team Project Performance" *Journal of Marketing Education*, 20:1 (May) 63-71.
- Mullins, John, and Donald R. Bacon (1998) "Strategic Framing: A Study of the Antecedents of Threat and Opportunity Perceptions" *Marketing Letters*, 9:1, 37-50.

**Refereed Journal Articles (continued):**

- Roberts, James, and Donald R. Bacon. (1997) "Exploring the Subtle Relationships Between Environmental Concern and Environmentally Conscious Consumer Behavior" *Journal of Business Research*, 40:1, (September) 79-89.
- Bacon, Donald R., Kim A. Stewart and Hank Giclas (1996) "The Ice Cream Experiment: An Exercise in Understanding Quality" *Journal of Management Education*, 20:2 (May) 265-275.
- Bacon, Donald R. (1995) "A Maximum Likelihood Approach to Correlational Outlier Identification." *Multivariate Behavioral Research*, 30:2, 125-148. (Lead article.)
- Bacon, Donald R., Paul Sauer and Murray Young (1995) "Composite Reliability in Structural Equations Modeling" *Educational and Psychological Measurement*, 55:3 (June) 394-406.

**Non-Refereed Journal Articles:**

- Bacon, Donald R. (2008). Results of the 2008 AORN Salary Survey: Trends for Perioperative Nursing. *AORN Journal*, 88:6 (December), 901-915. Invited article.
- Bacon, Donald R. (2007). Results of the 2007 AORN Salary Survey: Trends for Perioperative Nursing. *AORN Journal*, 86:6 (December), 944-957. Invited article.
- Bacon, Donald R. (2006). Results of the 2006 AORN Salary Survey: Trends for Perioperative Nursing. *AORN Journal*, 84:6 (December), 952-963. Invited article.
- Bacon, Donald R. (2006). Readers' Choice Software Survey. *Trends magazine*, 22(4), (July/August) 34-41. Published by the American Animal Hospital Association (AAHA). Invited article.
- Bacon, Donald R. (2005). Results of the 2005 AORN Salary Survey: Trends for Perioperative Nursing. *AORN Journal*, 82:6 (December), 965-972. Invited article.
- Bacon, Donald R. (2004). The 2004 AORN Salary Survey: Trends Among Perioperative Nurses. *AORN Journal*, 80:6 (December), 1042-1053. Invited article.

**Proceedings (national):** \*indicates presentation of paper at the conference

- Bacon, Donald R., Theresa Conley, Carol Johnson, and Pallab Paul. Improving writing through the marketing curriculum: A longitudinal study (abstract) *Marketing Educators Association Conference*, San Antonio, Texas, April 2007.\* Received award for best conference paper.
- Bacon, Donald R. "Assessing Improvement in Case Analysis Skills" (abstract) *Marketing Educators Association Conference*, San Francisco, California, April 2006.\*
- Bacon, Donald R., "How Fast do Students Forget What They Learn in Consumer Behavior?" (abstract) *Marketing Educators Association Conference*, La Jolla, California, April 2005.\*
- Bacon, Donald R. "Comparisons of Measures of Covariation and Conceptual Similarity" *Academy of Marketing Science*, Lake Buena Vista, Florida, May, 1995.\*
- Bacon, Donald R. "Conceptual Similarity or Conditional Probability?" *Academy of Marketing Science*, Lake Buena Vista, Florida, May, 1995.\*
- Bacon, Donald R. "Further Comparisons of Semantic Differential Scales and Monopolar Scales: Test-Retest Reliabilities and Order Effects" *Academy of Marketing Science*, Miami, Florida, May, 1993.\*
- Bacon, Donald R., and James S. Pike. "Shelf Wars: A Grocery Channel Simulation," *Association for Business Simulation and Experiential Learning (ABSEL)*, Savannah, Georgia, March, 1993.\*
- Mullins, John and Donald R. Bacon. "Strategic Framing: Antecedents of Threat and Opportunity Perceptions" (abstract) *Winter Educators Conference of the American Marketing Association*, San Diego, California, February, 1995.

Burnett, John, Donald R. Bacon and Bruce Hutton. "Profiling Levels of Environmental Consciousness: A Cluster Analytic Approach," (abstract) *Summer Educators Conference of the American Marketing Association*, Boston, Massachusetts, August, 1993.

**Proceedings (regional):**

Giclas, Hank, Don Bacon and Sally Stott. "Where am I with Quality?" *1993 Rocky Mountain Quality Conference*, Denver, Colorado, June, 1993.

Grove, Hugh D., Donald R. Bacon and Cynthia V. Fukami. "Analysis of Information System Effectiveness with LISREL," *Southwest Regional Meeting of the AAA*, New Orleans, Louisiana, March, 1993.

**Other Publications:**

Bacon, Donald R. (2006). "Assessment in Marketing" Chapter 12 in K. Martell & T. Calderon (eds.), *Assessment of Student Learning in Business Schools: Best Practices Each Step of the Way*. Tampa: Association for Institutional Research and AACSB International, 207-214.

Bacon, Donald R. (2004). Multiple Regression and Quadrant Analysis. *Marketing Research*, 16 (1), 47-48. [Letter to the editor]

Bacon, Donald R. (1987). Multivariate Techniques for Industrial Marketing Research, Ann Arbor: Institute for Science and Technology, Industrial Development Division. 82 pages. [Technical report]

**Presentations:** \*indicates presentation at the conference

Bacon, Donald R. "Exploring the Learning Effectiveness of Group Quizzes." Accepted for presentation at *Marketing Educators Association Conference*, Newport Beach, California, April 2009

Bacon, Donald R. Want to Improve Student Learning? Drop your Textbook! Accepted for presentation at *Marketing Educators Association Conference*, Newport Beach, California, April 2009

Bacon, Donald R. "Leveraging Assessment Activities to Expand Research Opportunities" *AACSB International 2008 Associate Deans and Innovative Programs Conference*, Phoenix, Arizona, November 2008.\*

Karns, Gary L., Duke, Charles R., and Bacon, Donald R. "Trends in outcome assessment practices and their implication for marketing educators" *Marketing Educators Association Conference*, San Francisco, California, April 2006.\*

Olmos-Gallo, A., Bacon, D., and Mason, K., "Comparison of expert-based and a Rasch based approach in the development of a severity index to measure outcomes" *Canadian Evaluation Society National Conference*, Saskatoon, Canada, May, 2004.

Rowe, Debra G., Bacon, Donald R., and Calder, Wynn, "Reducing Student Apathy and the UN Upcoming Decade for Education about Sustainability" 90<sup>th</sup> Annual Meeting of the Association of American Colleges and Universities, Washington, D.C., January, 2004.

Bacon, Donald R., and Elizabeth S. Anderson "Using Computer Automation to Assess and Facilitate Improvement in Writing Mechanics," *Colorado Regional Higher Educational Assessment Conference*, Greeley, Colorado, November, 2003.\*

Bacon, Donald R. "Issues in the Use of Pretests," *Colorado Regional Higher Educational Assessment Conference*, Westminster, Colorado, October, 2002.\*

Bacon, Donald R. "A New Cluster Analytic Approach for Exploring Scale Dimensionality," *First Annual Colloquium on Marketing*, Boulder, Colorado, February, 1994.\*

- Sauer, Paul, Murray Young and Donald R. Bacon. "Comparisons of Alpha and Omega," *Marketing Science*, St. Louis, Missouri, March, 1993.
- Bacon, Donald R. "Toward a Method of Identifying Correlationally Homogeneous Subgroups (Correlational Segmentation)" *Marketing Science*, London, England, July, 1992.\*

### **Works in Progress:**

- Bacon, D. R., "Implicit Theories of Service Quality and the Implications for Inferred Measures of Attribute Importance." Funded by DCB. Data collection complete, currently in analysis phase.
- Bacon, D. R., John Burnett, & Pallab Paul (Authors listed alphabetically) "Market Orientation and Performance among Non-Profit Organizations" Data collection complete, currently in analysis phase.
- DeRoche, Katherine, Jesse Owen, Donald R. Bacon, and Shiela Summers Thompson "New Insights into the RCI scale from Rasch Analysis." Currently in analysis phase.
- Bacon, D. R., "Estimating Attribute Importance via Marginal Utility Analysis." Data collection 70% complete.

### **UNIVERSITY SERVICE:**

- Member, Undergraduate (Business) Curriculum Committee, 1989-90.
- Member, Undergraduate (Marketing Major) Curriculum Committee, 1989-90.
- Member, Faculty Development Committee, 1990-91.
- Member, Quality Design Team, 1992.
- Member, Driscoll Center Renovation Committee, winter, 1992.
- Member, Quality Row Team, autumn 1991 to spring 1993.
- Member, Greek Review Committee, 1993-94.
- Faculty Advisor, DU Marketing Association, January, 1990, through winter, 1996.
- Member, Morton Margolin Award Selection Committee, 1991 through 1995.
- Faculty Advisor, Sigma Chi (Social) Fraternity, September, 1990 to present.
- Member, DCB Communications Committee, spring 1994 to fall, 1997.
- Member, Undergraduate Assessment Committee, fall 1994 to fall, 2000.
- Member, Undergraduate Programs Committee, winter 1996 to winter 1998.
- Member, Assessment Committee (University level) Fall 1998 to fall 2000.
- Member, Greek Strategic Planning Committee, fall 1999 to fall 2001.
- Member, DCB Learning Outcomes Task Force, summer, 2000.
- Member, Classroom Assessment Group, winter 2001 to winter 2003.
- Member, DCB Academic Assessment Task Force, fall 2002 to fall 2003.
- Member, Provost Conference Committee (conference on the evaluation of teaching, October, 2004).
- Member, DU Teaching Task Force, March to June 2005.
- Chair, DCB Course Evaluation Task Force, spring 2004 to June 2005.
- Chair, DCB Assessment Committee, fall 2004 to June 2005.
- Member, DU Committee on Learning Assessment, January 2005 to June 2008.

### **OTHER PROFESSIONAL ACTIVITIES:**

#### Editorial Review Board:

*Journal of Marketing Education*

*Academy of Management Learning & Education*

Ad Hoc Reviewer:

*Journal of Management Education*

*Marketing Educators' Association Conference*

Member, Marketing Educator's Association (MEA)

Member, American Marketing Association (AMA)

Member, Rocky Mountain Direct Marketing Association (RMDMA)

Secretary, Member of Board of Directors, 1992-93

Member of Board of Directors, Education Committee Chair, 1993-94

Treasurer, Member of Board of Directors, 1994-96