

Curriculum Vitae
R. Nicholas Gerlich, Ph.D.
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West Texas A&M University
Canyon TX 79016
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<http://www.wtamu.edu/~ngerlich>
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Employment

West Texas A&M University, Canyon TX:
Professor Marketing & Edwards Professor of Banking (2007 – present)
Associate Professor of Marketing (1995 – 2007)
Assistant Professor of Marketing (1989 – 1995)

Indiana University Bloomington:
Visiting Lecturer of Marketing (1986 – 1989)
Associate Instructor (1983 – 1985)

Education

Ph.D. (1990) Indiana University Bloomington
Major: Marketing
Minor: Geography
Work-In-Depth: Quantitative Methods

MBA (1982) Indiana University Bloomington
Major: Marketing

BA (1981) Anderson University (Indiana)
Majors: Marketing and Economics

Publications

Journals:

Lewer, Joshua, R. Nicholas Gerlich, and Nancy Turner “The Ethics and Economics of File Sharing,” (2008 forthcoming), **Southwestern Economics Review**.

Lewer, Joshua and R. Nicholas Gerlich (2007), “Determinants Of Illegal File Sharing: Model And Test,” **Journal of Academy of Business and Economics**, vol. VII, Number 3, pp. 137-149.

Gerlich, R. Nicholas, Nancy M. Turner, and Suresh Gopalan (2007), “Ethics and Music: A Comparison of Students at Predominantly White and Black Colleges, and Their Attitudes Toward File Sharing,” **Journal of the Academy of Educational Leadership**, vol. 11, #2, pp.1-12, and recipient of the **Distinguished Research Award**.

Lewer, Joshua J., Gerlich, R. Nicholas and Terry Pearson (2006 “Market Segmentation for the Online Courses in the College of Business,” **Academy of Marketing Studies Journal**, Vol. 10, #2, pp.95-105, and recipient of the **Distinguished Research Award**.

Gerlich, R. Nicholas, Nancy M. Turner, and Pamela H. Wilson (2005), “Electronic Music Downloads: What’s An Industry to Do?” **Journal of**

Strategic E-Commerce, vol. 3, nos. 1 & 2 combined, and recipient of the **Distinguished Research Award**.

Gerlich, R. Nicholas, Terry Pearson, and Joshua Lewer (2005), "Predicting Student Demand For Online Courses in the College of Business," **Journal of Internet Commerce**, vol. 4, no. 4.

Gerlich, R. Nicholas, and Pamela H. Wilson (2005), "Distance Learning and the Faculty: an Analysis of Perceptions, Concerns, and Opportunities," **Journal of the Academy of Educational Leadership**, vol. 9 no. 1, and recipient of the **Distinguished Research Award**.

Shelley R. Tapp, Ph.D., Barbara E. Hightower, LaVelle H. Mills, Ph.D., SPHR, and R. Nicholas Gerlich (2004), "The Internet and Classroom Plagiarism: Detecting the Problem," **Journal of Internet Banking and Commerce**, July 2004, vol. 9, no. 2.

Shelley R. Tapp, Ph.D., Barbara E. Hightower, LaVelle H. Mills, Ph.D., SPHR, and R. Nicholas Gerlich (2004), "The Internet and Classroom Plagiarism: Dealing With the Problem," **Journal of Internet Banking and Commerce**, July 2004, vol. 9, no. 2.

R. Nicholas Gerlich (2001), "The Digital Revolution: A New Paradigm for Business," published in **Thunderbird International Business Review**, vol. 43, no. 2, March-April.

Troy, Lisa, J. Chris White, and R. Nicholas Gerlich (2000), "The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New Product Acceptance Decisions," published in the **Journal of the Academy of Marketing Science**, vol. 28, no. 2, Spring.

Morris, Tim J. and R. Nicholas Gerlich (1995), "Effect of Wal-Mart Supercenters on Local Market Food Retailing: Survival Strategies for the Small Grocer," **Journal of Business and Entrepreneurship**, vol. 7, no. 1, March.

Gerlich, R. Nicholas, Rockney G. Walters, and Oliver P. Heil (1994), "Factors Affecting Retailer Acceptance of New Packaged Goods: Some Comparisons Across New Product Types," **Journal of Food Products Marketing**, vol. 2 no. 2.

Conferences Proceedings:

Gerlich, R. Nicholas and Joshua Lewer (2007), "An Examination of Student Attitudes Toward Illegal File Sharing," presented and published in the Proceedings of the ASBBS Conference in Las Vegas (February).

Lewer, Joshua, R. Nicholas Gerlich, and Nancy Turner "The Ethics and Economics of File Sharing," (2007), Proceedings of the Southwestern Society of Economists meeting at the Federation of Business Disciplines Conference in San Diego (March).

Buchanan, Frederick and R. Nicholas Gerlich (2007), "Goals and Intentions of MBA Students: What Do They Want From Their Degrees?",

to be presented and published in the Proceedings of the Western Academy of Management Conference in Missoula MT (March).

Turner, Nancy, R. Nicholas Gerlich, and Donna Stringer (2007), "The Schism Between Legal Requirements and Practical Experience Regarding Co-Worker Accommodation in the Workplace," presented and published in the Proceedings of the IABPAD Conference in Orlando (January).

Gerlich, R. Nicholas, Nancy M. Turner, and Suresh Gopalan (2006), "Ethics and Music: A Comparison of Students at Predominantly White and Black Colleges, and Their Attitudes Toward File Sharing," presented and published in the Proceedings of the Allied Academies Conference in New Orleans (April).

Gerlich, R. Nicholas and Tina Stickney (2006), "Blogging in the Online Classroom: Exploring Student Attitudes Toward An Emerging Teaching Method," presented and published in the Proceedings of the Allied Academies Conference in New Orleans (April).

Gerlich, R. Nicholas and Nancy M. Turner (2006), "Ethics and Music: A Comparison of Traditional and Non-Traditional Student Attitudes Toward File Sharing," published and presented at the ASBBS conference in Las Vegas (February).

Gerlich, R. Nicholas (2005), "Looting While The Store Is Open: Student Attitudes About Stealing Music," published and presented at Allied Academies conference, Las Vegas (October).

Gerlich, R. Nicholas, Nancy M. Turner, and Pamela H. Wilson (2005), "Electronic Music Downloads: What's An Industry to Do?" published and presented at Allied Academies conference Memphis (April).

Gerlich, R. Nicholas, Nancy Turner, and Pamela H. Wilson (2005), "Electronic MusicDownloads: A Survey of College Students and Their Downloading Habits," published and presented at the ASBBS Conference February 2005 in Las Vegas.

Gerlich, R. Nicholas, Terry Pearson, and Joshua Lewer (2005), "Market Segmentation For Online Courses in the College of Business," published and presented at ASBBS Conference February 2005 in Las Vegas.

Gerlich, R. Nicholas and Pamela H. Wilson, "Online Faculty: Who They Are And What They Are Saying," published and presented at the IABPAD conference, May 2004.

Gerlich, R. Nicholas, Terry Pearson, and Joshua Lewer, "Undergraduate Online Course Strategy Development For The College of Business," published in the proceedings of the IBER conference, October 2004.

Mills, LaValle H., R. Nicholas Gerlich, and Shelley R. Tapp (2004), "A Comparison of Course Performance with Myers-Briggs Type Indicator Preferences in a Class Delivered in Two Modalities: Evidence of Selection Effects," published and presented at Allied Academies conference in New Orleans.

Gerlich, R. Nicholas, and Pamela H. Wilson (2004), "Distance Learning and the Faculty: An Analysis of Perceptions, Concerns, and Opportunities," published and presented at Allied Academies conference in New Orleans.

Gerlich, R. Nicholas and Mills, LaVelle H. (2003). "The Design and Delivery of Effective Web-based Instruction: An Analysis of Faculty Concerns," published and presented at Association of Collegiate Marketing Educators Conference, Houston, Texas, March 5-8, 2003.

Mills, LaVelle H. and Gerlich, R. Nicholas (2003). "A Comparison of Pre- and Post-test Outcomes in Online and On-Campus Sections of a Graduate Organizational Behavior Course," published and presented at American Society of Business and Behavioral Sciences, Tenth Annual Meeting, Las Vegas, Nevada. February 20-23, 2003.

Mills, LaVelle H.; Gerlich, R. Nicholas; and Tapp, Shelley R. (2003). "Myers Briggs Type Indicator as a Predictor in Online Student Effectiveness," published and presented at American Society of Business and Behavioral Sciences, Tenth Annual Meeting, Las Vegas, Nevada. February 20-23, 2003.

Gerlich, R. Nicholas and Mills, LaVelle H., (2003). "Computer-Assisted Instruction: Enhancing Traditional Classroom Teaching with Online Course Technology," published and presented at Marketing Educators' Association 2003 Conference, Scottsdale, Arizona, April 10-12, 2003.

Gerlich, R. Nicholas (2002), "Web-Assisted Courses: A Case Study of How On-Campus Students Use Online Materials," published and presented at Allied Academies Fall 2002 conference (October), Las Vegas.

Gerlich, R. Nicholas (2002), "A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course," published and presented at International Business and Economics Research Fall 2002 conference (October), Las Vegas.

Gerlich, R. Nicholas (2002), "A Comparison of Outcomes For Online and On-Campus Delivery of the Principles of Marketing Course," published and presented at the International Business and Economics Research Fall 2002 conference (October), Las Vegas.

Troy, Lisa, J. Chris White, and R. Nicholas Gerlich (2000), "Role of Uniqueness in Retailers' Product Acceptance Decisions," presented and published at the 2000 AMA Winter Educator's Conference in San Antonio, February 2000. This paper was chosen as Best of Track.

Gerlich, R. Nicholas, and Suresh Gopalan (2000), "Student Perceptions of Online Courses: A Comparison of US-based and Taiwan-based Students in an Online MBA Program", published and presented at ASBBS conference in Las Vegas, February 2000.

Gopalan, Suresh, and R. Nicholas Gerlich (2000), "The Effects of Acculturation on Hispanic Consumers: Implications for Marketers," published and presented at ASBBS conference in Las Vegas, February 2000.

Gerlich, R. Nicholas (1999), "E-Commerce Strategies for Small Businesses," presented at Academy of Business Disciplines conference in Fort Myers, November 1999.

Gerlich, R. Nicholas (1999), "A Comparison of On-Campus and Online Teaching Methods and Outcomes: The Principles of Marketing Course in Analog and Digital Formats," presented at Academy of Business Disciplines conference in Fort Myers, November 1999.

Gerlich, R. Nicholas (1999), "The Online Class and the On-Campus Class: An Empirical Comparison of Outcomes for the Principles of Marketing Course Delivered Through Both Methods", published and presented at the 1999 meeting of the American Society of Business and Behavioral Sciences in Las Vegas, February.

Gerlich, R. Nicholas (1999), "Challenges Faced by Online Course Developers: Recommendations for Putting Courses Online", published and presented at the 1999 meeting of the American Society of Business and Behavioral Sciences in Las Vegas, February.

White, J. Chris and R. Nicholas Gerlich (1996), "Are Retailers' Requests For Slotting Fees Discriminatory or Anti-Competitive? An Empirical Investigation of Retail Buyers' Product Acceptance Decisions," published and presented at the AMA Winter Educator's Conference in Hilton Head, February 1996.

Gopalan, S., and Gerlich, N. R. 1993. An Empirical Investigation of the Impact of Reference Groups on Strength of Black Identification with Black Culture. Proceedings of the Mountain Plains Management Conference, 135-141.

Gerlich, N. R., and Gopalan. S. 1993. An Empirical Investigation of the Impact of Viewers' Race and their Association of Celebrities on Television Advertising. Proceedings of the Minority Marketing Conference-Academy of Marketing Science, 6, 48-52.

Gerlich, N. R., and Gopalan, S. 1993. An Empirical Investigation of the Relationship of Respondents' Primary Environment and Recognition of Celebrities in Television Advertising. Proceedings of the Atlantic Marketing Association, 6-10.

Gopalan, S., & Gerlich, R. N. 1993. An Assessment of the Impact of Racially Homogeneous Reference Groups on Strength of Ethnic Affiliation for Black Consumers. Proceedings of the Minority Marketing Conference-Academy of Marketing Science, 13-17.

Gerlich, R. Nicholas, Winston D. Stahlecker, and J. Chris White (1993), "Retail Grocer Acceptance of New Food Products: A Comparison of New and Established Food Manufacturers," Proceedings of the Southern Management Association, Fall, 406-409.

Gerlich, R. Nicholas (1993), "Retail Acceptance Rates of Different Types of New Food Products," published and presented at the Academy of Business Administration conference in Las Vegas.

Courses Taught MKT3340 Principles of Marketing (online and campus)
 MKT3342 Consumer Behavior (online and campus)
 MKT3350 E-Commerce (online)
 MKT4342 Advertising (campus)
 MKT4344 Retail Management (campus)
 MKT5500 Marketing Management (online and campus)
 MKT5548 Marketing Strategy
 MKT6340 Graduate Seminar in Marketing (online and campus)
 MKT6352 E-Commerce (MBA) (online)

Off-Campus Teaching Taiwan (winter 1995-1996). Taught Marketing Strategy to students in our Taiwan MBA program.

Vancouver B.C. (Nov-Dec 2003). Taught the Seminar in Marketing course to students in our Canada MBA program

BWXT Pantex (numerous). Taught the Seminar in Marketing course to students in our custom MBA program at the Pantex D.O.E. facility near Amarillo.

Course Evaluations 2005 Instructor Ratings (70 and 71 are online sections)

(0.00 – 4.00, with 4.00 being perfect, and 3.00 sufficient)

MKT3342-70,71	Spring	3.24
MKT3350-70	Spring	3.46
MKT6352-70	Spring	3.46
MKT6340-70	Summer	3.49
MKT4344-01	Summer	3.42
MKT3342-70,71	Fall	3.43
MKT6340-70	Fall	3.71
MKT6340-01	Fall	3.49

Awards Distance Learning Innovation Award (2006)
 Distance Learning Innovation Award (2002)

Proficiencies Web design (HTML, XHTML, CSS, Javascript)
 Online course development, delivery, and teaching
 Survey research (online and offline)
 Statistical analysis (SPSS)