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**Emeritus Professor of Marketing**

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**EDUCATIONAL BACKGROUND**

Ph.D., Temple University, GPA = 3.93 (A = 4.0), 1985.

MBA, Florida Atlantic University, GPA = 3.84, 1973.

BBA, Florida Atlantic University, GPA = 3.77, 1972.

**ACADEMIC EXPERIENCE**

Emeritus Professor of Marketing, FAU, 2015 to forever.

Professor of Marketing, FAU, 1996-2014.

Chairman of the Marketing Department, FAU, 1996-2004, 2005-10.

Acting Director, proposed School of Industry Studies, FAU, 1996-99.

Associate Professor of Marketing, FAU, 1988-96.

Associate Chairman of the Marketing Department, FAU, 1986-87.

Associate Dean of the College of Business and Public Administration, FAU, 1985-86.

Assistant Professor of Marketing, FAU, 1982-88.

Assistant Professor of Marketing, University of Miami, 1980-82.

Assistant Professor of Marketing, Rutgers University, 1976-80.

Graduate Teaching Associate, Temple University, 1975-76.

Instructor of Marketing, FAU, 1973-75.

## AWARDS AND HONORS

*Acceptance of teaching awards voluntarily ended in 1996 with election to Chairmanship of the Marketing Department (except during year of sabbatical from chair in 2003-04).*

President's Leadership Award, FAU, 2014.

Grand Marshall, FAU's Homecoming Parade. Elected by Student Government Leadership Committee, 2009.

George Washington Honor Medal, national award (for advancing understanding and appreciation of the United States' heritage and freedoms), sponsored by the Freedoms Foundation of Valley Forge, 2008.

Talon Award for Faculty Leadership, 2006-07.

Runner-up, Excellence in Undergraduate Teaching Award, College of Business, FAU, 2003-04.

Nominated for Distinguished Teacher of the Year Award, FAU, 2003-04.

Excellence in Undergraduate Teaching Award, College of Business, FAU, 1996-97.

Runner-up, Distinguished Teacher of the Year, College of Business, FAU, 1995-96.

Teaching Incentive Program Award, 1994-95.

Distinguished Teacher of the Year, College of Business, FAU, 1994-95.

Nominated for Distinguished Teacher of the Year Award, FAU, 1994-95.

Finalist for the Sergeant Award (for Innovation in Teaching the American Free Enterprise System, national award sponsored by Society of Mechanical Engineers' Education Foundation), 1994-95.

Winner, Competitive Fellowship, (\$1,000), Direct Marketing Institute for Professors, sponsored by the Direct Marketing Education Foundation, 1994.

Excellence in Undergraduate Teaching Award, College of Business, 1993-94.

Runner-up, Distinguished Teacher of the Year, College of Business, FAU,

- 1993-94.
- Nominated for Distinguished Teacher of the Year Award, FAU, 1991-92.
- Recipient, Competitive Teaching Enhancement Grant, FAU, 1990-91.
- Runner-up, Excellence in Undergraduate Teaching Award, College of Business, FAU, 1990-91
- Nominated for Distinguished Teacher of the Year Award, FAU, 1990-91.
- Nominated for Distinguished Teacher of the Year Award, FAU, 1989-90.
- Distinguished Teacher of the Year, College of Business and Public Administration, FAU, 1988-89.
- Nominated for Distinguished Teacher of the Year Award, FAU, 1988-89.
- Excellence in Undergraduate Teaching Award, College of Business and Public Administration, FAU, 1987-88.
- Nominated for Distinguished Teacher of the Year Award, FAU, 1987-88.
- Elected to Florida Atlantic University Alumni Hall of Fame, 1986.
- Nominated for Distinguished Teacher of the Year Award, FAU, 1986-87.
- Outstanding Achievement Award, American Marketing Association (AMA), 1983.
- Winner, Competitive Grant (\$2,000) best Chapter Conference Plan, AMA, 1983.
- Doctoral Consortium Fellow, AMA, Education Division, 1979.
- Temple University Fellowship recipient, 1975-77.
- Phi Kappa Phi Fellowship recipient, FAU, 1972-73.
- Graduation with Honors, FAU, 1972.
- Number 1 on President's List at FAU, highest semester quality point total in FAU history (24 credit hours x 4.0 GPA = 96 quality points), Spring Term, 1972.
- Dean's List, all terms, FAU, 1971-72.

## LEADERSHIP POSITIONS

Co-Chair (with Howard Schnellenberger) Faculty-Staff Fund Raising Campaign, 2011-2015.

Faculty Athletic Representative to NCAA, 2009-2014.

President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 2009-2013.

FAU Board of Trustees, 2007-2009.

FAU Foundation Board of Directors, 2007-2009.

FAU Research Board, 2007-2009.

President, University Faculty Senate, 2007-2009.

Associate Editor, *Journal of Historical Research in Marketing*, 2007-present.

President-Elect, University Faculty Senate, 2006-2007.

Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of SUS, 2000-2004, 2006-2010.

Program Chair, Conference for Historical Analysis and Research in Marketing, 2005.

Editorial Review Board, *European Business Review*, 2005-present.

Treasurer, The Honor Society of Phi Kappa Phi, FAU, 2004-2009.

President, Boca Raton Faculty Senate, 2000-2004.

Vice President, University Faculty Senate, 2000-2004.

Proceedings Editor, Conference for Historical Analysis and Research in Marketing, 2003.

Parliament of Owls (Older Wiser LeaderS), FAU Alumni Leadership Society, 1999 to present.

Vice President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 1999-2009.

Vice President, Boca Raton Faculty Senate, 1998-2000.

Chapter Advisor, The Honor Society of Beta Gamma Sigma (Business), 1994-2015.

Faculty Advisor, The Professional Business Fraternity of Delta Sigma Pi, 1994-96.

President, The Honor Society of Beta Gamma Sigma (Business), 1992-94.

Editorial Review Board, *Journal of Macromarketing*, 1991-present.

Executive Vice President, Florida Gold Coast Chapter of the AMA, 1991-1992.

Historian, The Honor Society of Phi Kappa Phi, FAU, 1990-present.

Advisory Committee, Historical Research in Marketing Thought, 1989-present.

Faculty Coordinator, Honor Society of Alpha Mu Alpha (Marketing), 1988-1996.

President, The Honor Society of Phi Kappa Phi (all Academics) FAU, 1988-1990.

Director, Fourth World Marketing Congress, Singapore, co-sponsored by the Academy of Marketing Science and the National University of Singapore, 1988-89.

President, The Honor Society of Beta Gamma Sigma (Business), FAU, 1987-89.

Board of Directors, FAU Alumni Association, 1987-1993.

Vice President, The Honor Society of Phi Kappa Phi, FAU, 1987-1988.

Faculty Advisor, Student Activities Council, College of Business, FAU, 1985-89.

Faculty Advisor, The Professional Business Fraternity of Delta Sigma Pi, 1984-87.

Vice President, Broward-Palm Beach Chapter of the AMA, received Best Chapter Award in the U.S., all divisions, 1983-85.

Faculty Advisor, Collegiate Chapter of the AMA, FAU, 1982-90.

Faculty Advisor, Collegiate Chapter of the AMA, University of Miami, 1981-82.

Planning Coordinator, Philadelphia Chapter of the AMA, 1977-79.

President, The Society of Temple University Fellows, 1977-79.

Secretary, The Honor Society of Phi Kappa Phi, FAU, 1973-74.

Secretary, The Honor Society of Omicron Delta Epsilon (Economics), FAU, 1973-74.

President, Master of Business Administration Association, FAU, 1972-73.

Vice-President, The Honor Society of Blue Key (Leadership), FAU, 1972-73.

President, Student Chapter of the American Marketing Association, FAU, 1972-73.

### **SERVICE: BUSINESS COMMUNITY**

Las Olas Riverhouse, Ft. Lauderdale, consulting and expert witness for defendant on deceptive advertising practices, 2008.

General Electric, Medical Division, consulting and expert witness for defendant on violation of trade secrets, 2000.

Carnival Cruise Lines, consulting and expert witness for plaintiff on brand infringement, 1999.

Supersonic Services, Inc., general marketing consulting, 1999.

Yellow Book of Florida Directories, L.P., conducted market research survey of usage, 1988.

SoftDev, Inc., developed a Business Plan and Marketing Strategy for company expansion, 1996-97.

Fine Printing Impressions, Inc., general marketing consulting, 1995.

Tech-Find, Inc., developed a Business Plan and Marketing Strategy for a new company start-up, 1994.

Mystique of the Palm Beaches, developed a Business Plan and Marketing Strategy for a company expansion, 1993.

Imaging Dynamics, Inc., developed a Business Plan and Marketing Strategy for a new company start-up, 1992.

Promotion Committee, Palm Beach Business Development Board, 1990-1991.

Marketing Committee, Palm Beach Business Development Board, 1990-1991.

CRC Press Inc., developed a Business Plan and Marketing Strategy for a new product introduction, 1988.

Blue Cross Blue Shield of Florida, identified Market Segments and developed Marketing Strategies for a new product introduction, 1987.

## **SERVICE: PROFESSIONAL**

Editorial Review Board, *European Journal of Marketing*, 2014-present.

President, Conferences on Historical Analysis and Research in Marketing (CHARM) Association, 2009-2013.

Editorial Review Board, *Journal of Strategic Marketing*, 2009-present.

Associate Editor, *Journal of Historical Research in Marketing*, 2007-present.

Judge, South Florida Interactive Excellence Awards (SOFIE) for best e-commerce advertising and promotions, 2006, 2007.

Vice President of the Board of Directors, Boca Helping Hands, 2006-present.

Bar Grievance Committee for the 15<sup>th</sup> Judicial Circuit of Palm Beach County, 2006-2008.

Program Chair, Conference on Historical Analysis and Research in Marketing, 2005.

Ad Hoc Reviewer, *Marketing Theory*, 2005.

Editorial Review Board, *European Business Review*, 2005-present.

Proceedings Editor, Conference on Historical Analysis and Research in Marketing, 2003.

Reviewer, *Prentice Hall*, College Book Division, 2002.

Board of Directors, Boca Helping Hands, 2001-present.

Vice President, Association for Historical Research in Marketing, 2000-09.

Reviewer, *Journal of Business to Business Marketing*, Book Review, 1999.

Reviewer, *Irwin*, College Book Division, 1997.

Reviewer, *Journal of Macromarketing*, Book Review, 1997.

Reviewer, *Journal of Macromarketing*, Book Review, 1995.

Reviewer, AMS/ACRA, Conference, 1994.

Reviewer, *Prentice Hall*, College Book Division, 1993.

Editorial Review Board, *Journal of Macromarketing*, 1991-present.

Reviewer, Academy of Marketing Science Doctoral Competition, 1991.

Board of Directors, Gold Coast Chapter of the American Marketing Association, 1981-82 to 1985-86; 1991-92.

Track Chair, Macromarketing Conference, 1990, 1989, 1988, 1987.

Reviewer, Macromarketing Conference, 1990, 1989, 1988, 1987.

Discussant, Macromarketing Conference, 1990, 1989, 1988, 1987.

Advisory Committee, Conferences on Historical Research in Marketing and Marketing Thought, 1989-present.

Conference Director, World Marketing Congress, 1988-89.

Proceedings Co-editor, World Marketing Congress, 1988-89.

Session Chair, Reviewer & Discussant, Quality of Life Conference, 1989, 1995

Track Chair, Marketing History Conference, 1995, 1993, 1991, 1989, 1987, 1985.

Reviewer, Marketing History Conference, 1996, 1994, 1992, 1990, 1988, 1986, 1984.

Track Chair, AMA Winter Educators' Conference, 1988.

Reviewer, AMA Winter Educators' Conference, 1995, 1993, 1992, 1988.

Discussant, AMA Winter Educators' Conference, 1988.

Reviewer, *Journal of Retailing*, Book Review, 1988.

Reviewer, *McGraw-Hill*, Textbook Division, 1988.

Reviewer, *Prentice Hall*, College Book Division, 1987.



## **SERVICE: ACADEMIC**

### **State University System Committees**

Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of the Board of Governors, 2006-09.

Discipline Coordinator for Marketing, Statewide Course Numbering System (SCNS), 2006-09.

Academic Council of Faculty Senates (ACFS), Advisory to Chancellor of the Board of Regents (later Board of Governors), 2000-04.

### **University Committees**

Member, Honors Convocation Scholarship Committee, 2014-2015.

Member, Intercollegiate Athletics Board, 2014-present

Member, Committee to select Soft Drink Beverage Vending for all FAU campus food services, convenience stores retail outlets and facilities, 2013.

Co-Chair (with Charles Brown) Athletics Director Search Committee, 2012.

Member, President's Leave Task Force, 2012.

Member, Guggenheim Scholarship Award Committee, 2011-present..

Co-Chair (with Howard Schnellenberger) Faculty-Staff Annual Campaign, 2011-present.

Member, University Faculty Senate Steering Committee, 2011-12

Member, Executive Director of Marketing and Creative Services Search Committee, 2011-12.

Member, Director of Student Affairs Search Committee, 2010-11.

Member, Football Stadium Concession Search Committee, 2010-11.

Parliamentarian, University Faculty Senate, 2009-2014

Member, Interim Provost Search Committee, 2009-10.

NCAA Faculty Athletic Representative, 2009-present

Chair, University Faculty Senate Planning and Audit Committee, 2009-10.

Member, Vice President of Research Search Committee, 2007-08.

Member, President's Budget Task Force, 2007-09

Member, FAU Board of Trustees, 2007-09.

Member, FAU Foundation Board of Directors, 2007-09.

Member, FAU Research Board of Directors, 2007-09.

President, University Faculty Senate, 2007-09

Member, University Strategic Planning Committee, 2007-09.

Chair, Academic Connections (Debate) Committee, 2007-08.

Member, Presidential Primary Debate Committee, 2007-08.

President-Elect, University Faculty Senate, 2006-2007.

Member, University Scholars Awards Committee, 2005-06.

Chair, University Scholars Awards Committee, 2004-05.

Member, Provost Search Committee, 2003.

Member, University Scholars Awards Committee, 2003-04.

Member, Steering Committee, University Faculty Senate, 2002-13.

President, Boca Raton Faculty Senate, 2002-06.

Vice President, University Faculty Council, 2002-04.

Chair, University Scholars Awards Committee, 2002-03.

Member, Advisory Committee for Faculty Senates, 2002-03.

Member, Core Curriculum/General Education Task Force, 2002-07.

Member, Student Mentoring Program, 2001-09.

Member, Athletic Advisory Board, 1991-2001.

University Scholars Awards Committee, 2001-02.

Member, Director of Student Placement Search Committee, 2001-02.

President-elect, Boca Raton Faculty Senate, 2000-02.

University Scholars Awards Committee, 2000-01.

University Scholars Awards Committee, 1999-2000.

Member, University Judiciary Committee, 1998-2007.

Member, University Faculty Senate, 1998-2014.

Member, Boca Raton Faculty Senate, 1997-2008.

Vice President, Boca Raton Faculty Senate, 1998-2000.

Chair, University Scholars Awards Committee, 1998-99.

Chair, University Scholars Awards Committee, 1997-98.

Member, Honors Convocation Task Force, 1997-98

Member, Excellence in Undergraduate Teaching and Advising Awards Committee,  
1997-98.

Member, Dean of Students Search Committee, 1997-98

Member, Director of Alumni Affairs Search Committee, 1996-97.

Chair, University Scholars Awards Committee, 1996-97.

Chair, Excellence in Undergraduate Teaching and Advising Awards Committee,  
1995-96.

Member, FAU Student Newspaper Committee, 1993-96.

Chair, University Scholars Awards Committee, 1995-96.

Member, Dean of Graduate Studies Search Committee, 1992-93.

Member, Presidential Task Force on Honors and Awards, 1991-94.

Chair, University Scholars Awards Committee, 1994-95.

Chair, University Scholars Awards Committee, 1993-94.

Chair, University Scholars Awards Committee, 1992-93.

Member, FAU Press Committee, 1991-94.

Member, University Scholars Awards Committee, 1991-92.

Member, Sabbatical Ranking Committee, 1991-92.

Member, Teaching Enhancement Grant Committee, Chairman, 1990-91.  
Received \$200,000 in grants (second highest in SUS).

Member, University Scholars Awards Committee, 1990-91.

Member, Student Affairs Advisory Committee, 1988-89.

Member, Teaching Enhancement Committee, 1987-89.

Member, International Student Exchange Committee, 1987- 89.

Member, Alumni—Student Liaison, Reunion Weekend, 1986-89

Member, Board of Directors, FAU Alumni Association, 1986-92.

Member, Student Constitution Committee, 1986-88.

Member, University Petitions Committee, 1982-85.

### **Athletics Committees**

FAU Representative to Coalition on Intercollegiate Athletics (COIA), 2011-2014.

FAU Faculty Athletics Representative to the National Collegiate Athletics Association (NCAA), 2009-2014.

Chair, Athletics Advisory Board (AAB), 2009-2014.

Chair, University Faculty Senate Athletics Committee, 2009-2014.

Member, Head Football Coach Search Committee, 2013.

Member, Athletics Strategic Planning Committee, 2012-2013.

Member, Student Athletics Fee Committee, 2009-2014.

Member, Institutional Control Committee, 2009-2014.

Member, Student-Athlete Academic Performance Committee, 2009-2014.

Member, Student-Athlete Well-being Committee, 2009-2014.

Member, Academic Progress Planning Committee, 2009-2014.

Member Student-Athlete Certification and Eligibility Committee, 2009-2014.

Member, Student-Athlete Hall of Fame Committee, 2009-2014

### **College Committees**

Member, Teaching Awards Selection Committee, 2012-2014.

Member, Undergrad and Graduate Student Petitions Committee, 2012-2014.

Member, Scholar of the Year Award Committee, 2010-11.

Member, Equity Committee 2010.

Member, Executive Committee, 1996-2004, 2005-10.

Parliamentarian, College Assembly 2005-present.

Member, Promotion and Tenure Committee, 2004-05.

Member, College of Business—Alumni Steering Committee, 2001-02.

Member, Teaching Incentive Program Selection Committee, 2001.

Member, Search Committee, Chair Department of Industry Studies, 1998-99.

Chair, Marketing Plan for MBA Program Committee, 1998-99.

Chair, New Courses and Programs Committee, 1997-98.

Chair, Search Committee, Program Director for Health Administration, 1997-98.

Member, Search Committee, Assistant Professor of Health Administration, 1997-1998

Acting Director, proposed School of Industry Studies, 1996-99.

Director, Joint Programs and Strategic Alliances, 1996-98.

Coordinator, Professional Services Strategic Industry Unit, 1996-98.

Chair, Excellence in Undergraduate Teaching Awards Committee, 1995-96.

Member, Undergraduate Council, 1995-1997.

Chair, Curriculum Committee, 1990-92, member 1989-1995.

Member, Accelerated BBA Program, 1990 to 1993.

Chair, Scholarship Committee, 1985 to 1992.

Member, AACSB Reaccreditation Committee, 1985 to 1988.

Secretary, Steering and Policy Committee, 1986 to 1988.

Member, Computer Committee, 1986 to 1988.

Member, Petitions Committee, 1982 to 1988.

Chair, Ph.D. in Business Planning Committee, 1985 to 1987.

Chair, FAU - FIU Ph.D. Planning Committee Liaison, 1985-87.

### **Department Committees**

Acting Coordinator, Ph.D. Committee, 2012-2013.

Chair, Excellence in ... Research, Teaching, and Ph.D. Program ... Award  
Committee, 2008-present

Member, Ph.D. Committee, 2010-2015.

Chair of Marketing Department, 1996-2004; 2005-2010.

Member, Faculty Recruitment Committee, 1990-1996.

Member, Ph.D. Admissions Committee, 1988-1996.

Member, Personnel Committee, 1988-1996.

**RESEARCH: PUBLICATIONS**

**Shaw, Eric H.** “Ancient and Medieval Marketing” in *Routledge Companion to Marketing History*, Brian D. G. Jones and Mark Tadajewski (Eds.), London: Routledge, forthcoming, 2016.

**Shaw, Eric H.** “Educational Lessons from the Past: Marketing Textbooks during the Age of Enlightenment (16<sup>th</sup> to 18<sup>th</sup> centuries),” *Journal of Historical Research in Marketing*, Vol. 7 (3), 2015, pp. 389-406.

Branchik, Blaine and **Eric H. Shaw** “Net Transaction Value: A Model of High Involvement Decision Making in Buyer Choice Behavior,” *Atlantic Marketing Journal*, Vol.4 (2), 2015, pp. 1-19.

**Shaw, Eric H.** “Teaching the Ph.D. History of Marketing Thought Course: An Approach,” *Journal of Historical Research in Marketing*, Vol. 7 (2), 2015, pp. 256-271.

**Shaw, Eric H.** “On the Origin of Marketing Systems,” *Proceedings of the 17<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Leighann Neilson (Editor), Long Beach, CA: Association for Historical Research in Marketing, May, 2015.

**Shaw, Eric H.** “Historical Analysis in Marketing,” in *Encyclopedia of Management*, 3<sup>rd</sup> Edition, Vol. 9 Marketing, Nick Lee and Andrew M. Farrell (Vol. Eds.), London, Wiley, 2014, pp. 236-7.

**Shaw, Eric H.** “The Quest for a General Theory of the Marketing System,” *Journal of Historical Research in Marketing*, Vol. 6 (4), 2014, pp. 523-537.

**Shaw, Eric H.** “The Marketing Institution: An Analysis,” *Journal of Historical Research in Marketing*, Vol. 6 (3), 2014, pp. 449-454.

Branchik, Blaine and **Eric H. Shaw** “Net Transaction Value: A Model of High Involvement Decision Making in Buyer Choice Behavior,” In *Proceedings of the Conference on Pricing and Retailing*, Dhruv Grewal et al (Editors), Wellesley, MA: Babson College, 2013.

**Shaw, Eric H.** “The Quest for a General Theory of the Marketing System,” *Proceedings of the 16<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Leighann Neilson (Editor), Copenhagen, Denmark: Association for Historical Research in Marketing, May, 2013.

**Shaw, Eric H.** “Marketing Strategy: from the Origin of the Concept to the Development of a Conceptual Framework,” *Journal of Historical Research in Marketing*, Vol. 4 (1) 2012, pp. 30-55.

[Most downloaded article in the *Journal of Historical Research in Marketing* 1,106 to April 2015; 2,381 most downloaded in 2014 and 1,575 in 2013; second most downloaded 1,152 in 2012.]

**Shaw, Eric H.** “A Comment on the Relationship between the History of Marketing Thought and the Development of Marketing Theory,” *Marketing Theory*, Vol. 11 (4) 2011, pp. 491-495.

Rutherford, Jana and **Eric H. Shaw**, “What was Old is New Again: The History of Nostalgia as a Buying Motive in Consumer Behavior,” in *Proceedings of the 15<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Leighann C. Neilson (editor), New York, NY: Association for Historical Research in Marketing, May 2011, pp. 157-166.

**Shaw, Eric H.** and Ian F. Wilkinson (Editors) “Special Issue Honoring Donald F. Dixon’s Contributions to Marketing Thought,” *Journal of Historical Research in Marketing*, Vol. 3 (1), 2011.

**Shaw, Eric H.** “Reflections on the Dixon’s Seminar: the Development of Marketing Thought and Theory,” *Journal of Historical Research in Marketing*, Vol. 3 (1), 2011, pp. 131-143.

**Shaw, Eric H.** “Marketing Myths and Marketing Realities: A Commentary on the Consumer as Voter, Judge and Jury,” *Journal of Macromarketing*, Vol. 31 (1), March 2011, pp. 100-104.

**Shaw, Eric H.** “Revisiting and Revising Alderson’s Formula to Measure the Productivity of the Aggregate Marketing System,” *Marketing Theory*, Vol. 10, No. 4, December 2010, 347-367.

**Shaw, Eric H.**, D. G. Brian Jones and Paula A. McClean, “The Early Schools of Marketing Thought,” in *Handbook of Marketing Theory*, Pauline Maclaran, Michael Saren Barbara Stern and Mark Tadajewski (editors), London: Sage Publications, 2010, pp. 27-41.

Jones, D. G. Brian, **Eric H. Shaw**, and Paula A. McClean, “The Modern Schools of Marketing Thought,” in *Handbook of Marketing Theory*, Pauline Maclaran, Michael Saren, Barbara Stern and Mark Tadajewski (editors), London: Sage Publications, 2010, pp. 42-59.



**Shaw, Eric H.** “A General Theory of Systems Performance Criteria,”  
*International Journal of General Systems*, Vol. 38, No. 8, November 2009,  
pp. 851-869.

[Runner-up for Best Article of the Year in the *International Journal of General Systems*.]

**Shaw, Eric H.** “Reflections on the History of Marketing Thought,” *Journal of Historical Research in Marketing*, Vol. 1 (2) 2009, pp. 330-345.

Jones, D. G. Brian, **Eric H. Shaw**, and Deborah R. Goldring, “Stanley C. Hollander and the Conferences on Historical Research in Marketing,” *Journal of Historical Research in Marketing*, Vol. 1 (1), 2009, pp. 55-73.

**Shaw, Eric H.**, William Lazer and Stephen F. Pirog III, “Wroe Alderson: Father of Modern Marketing,” *European Business Review*, Vol. 19, No 6, 2007, 440-451 [Lead article].

Sheng, Shirley Ye and **Eric H. Shaw**, “The Evil Trade that Opened China to the West,” in *Proceedings of the 13<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Blaine J. Branchik (editor) Durham, NC: Association for Historical Research in Marketing, 2007, pp. 194-200.

**Shaw, Eric H.** “A Twenty-First Century Guide to Aldersonian Marketing Thought: A Review,” *Journal of Macromarketing*, Vol. 27 (2) June 2007, pp. 193-197.

Jones, D. G. Brian and **Eric H. Shaw**, “Historical Research in the Journal of Macromarketing, 1981–2005,” *Journal of Macromarketing*, Vol. 26 (2) December 2006, pp. 178-192.

**Shaw, Eric H.** and D. G. Brian Jones, “A History of Schools of Marketing Thought,” *Marketing Theory*, Vol. 5 (3) September, 2005, pp. 239-282.

[Reprinted in *Philosophy of Marketing*, Mark Tadajewski, and John O’Shaughnessy (eds.), London: Sage Publications, Vol. I, 2013. pp.]

[Reprinted in *The History of Marketing Thought* Mark Tadajewski and D.G. Brian Jones (eds.) London: Sage Publications, Vol. III, 2008, pp. 3-44.]

[Most downloaded article in the journal *Marketing Theory* Jan.-Dec. 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014. <http://online.sage-pub.com/cgi/searchresults>]

[Listed as #1 read in the category: “History, Thought, and Macromarketing,” by Stanley J. Shapiro, “A *JMM*-Based Macromarketing Doctoral-Level

Reading List,” *Journal of Macromarketing*, Vol. 26, No. 2 (December), 2006, pp. 250-55.]

**Shaw, Eric H.** and Kendall Goodrich, “Marketing Strategy: From the History of the Concept to a Conceptual Framework,” in *Proceedings of the 12<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Leighann C. Nielson (editor), Long Beach, CA: Association for Historical Research in Marketing, 2005, pp. 265-274.

**Shaw, Eric H.** (Editor), *Proceedings of the 11<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Boca Raton, FL: Association for Historical Research in Marketing, 2003.

**Shaw, Eric H.** and D.G. Brian Jones, “The History of Schools of Marketing Thought,” in *Proceedings of the 11<sup>th</sup> Conference for Historical Analysis and Research in Marketing*, Shaw, Eric H., (editor) Boca Raton, FL: Association for Historical Research in Marketing, 2003, pp. 38-51.

**Shaw, Eric H.**, and Stuart Alan, “The History of Cigarette Advertising,” in *Encyclopedia of Advertising, Vol 1*, John McDonough, Karen Egolf (eds.), NY: Fitzroy-Dearborn Publishers, Vol. 1, 2003, pp. 110-118.

**Shaw, Eric H.**, “A. Eicoff & Company: A History,” in *Encyclopedia of Advertising, Vol. 1*, John McDonough and Karen Egolf (eds.), NY: Fitzroy-Dearborn Publishers, 2003, pp. 520-522

Jones, D. G. Brian and **Eric H. Shaw**, “A History of Marketing Thought,” in *Handbook of Marketing*, Barton Weitz, Robin Wensley (eds.), London: Sage Press, 2002, pp. 39-65.

[Listed as #1 read in the category: “Macromarketing: The Broader Context and Early Definitional Efforts,” by Stanley J. Shapiro, “A *JMM*-Based Macromarketing Doctoral-Level Reading List,” *Journal of Macromarketing*, Vol. 26, No. 2 (December), 2006, pp 250-55.]

[Reprinted in *The History of Marketing Thought* Mark Tadajewski and D.G. Brian Jones (eds.) London: Sage Publications, Vol. I, 2008, pp 165-208.]

Samli, A. Coskun and **Eric H. Shaw**, “Achieving Managerial Synergism: Balancing Strategic Business Units and Profit Centers,” *Journal of Market-Focused Management*, Vol. 5, No. 1, January 2002, pp. 59-73.

**Shaw, Eric H.**, and Robert Tamilia, “Robert Bartels and the History of Marketing Thought,” *Journal of Macromarketing*, Vol. 21, No. 2, December 2001, pp. 132-38.

[Reprinted in *The History of Marketing Thought*, Mark Tadajewski and D.G. Brian Jones (eds.), London: Sage Publications, Vol II, 2008, pp 83-96.]

Lazer, William and **Eric H. Shaw**, and “Global Marketing Management: At the Dawn of the New Millennium,” *Journal of International Marketing*, Vol. 8, No.1, 2000, pp 65-77.

**Shaw, Eric H.**, “Smart Thinking for Crazy Times: A Review,” *Journal of Business to Business Marketing*, Vol. 6, No. 1, 1999, pp. 89-93.

**Shaw, Eric H.**, and Stephen F. Pirog III, “A Systems Model of Household Behavior,” *Journal of Marketing Theory and Practice*, Vol. 5, No. 3, Summer 1997, pp. 17-30.

**Shaw, Eric H.**, “New Dimensions in Marketing/Quality-of-Life Research: A Review,” *Journal of Macromarketing*, Vol 17, No. 1, 1997, pp. 132-36.

Samli, A. Coskun and **Eric H. Shaw**, “Strategic Business Units v. Profit Centers: A Critical Distinction,” *Proceedings of the American Marketing Association Winter Educators' Conference*, February 1997.

**Shaw, Eric H.**, *Marketing To Win*, NY, NY: International Thompson Press, 1996.

**Shaw, Eric H.**, “The First Dialogue on Macromarketing,” *Journal of Macromarketing*, Vol. 15, No. 1, Spring, 1995, pp. 7-20.

[Listed as #1 read in the category: “Macromarketing and Systems Thinking,” by Stanley J. Shapiro, “A *JMM*-Based Macromarketing Doctoral-Level Reading List,” *Journal of Macromarketing*, Vol. 26, No. 2 (December), 2006, pp 250-55.]

[Reprinted in *The History of Marketing Thought* Mark Tadajewski and D.G. Brian Jones (eds.) London: Sage Publications, Vol. I, 2008, pp 106-123.]

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