

CURRICULUM VITAE

Name: DALE KEHR	Department: MARKETING AND SUPPLY CHAIN MANAGEMENT
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EDUCATION			
DEGREES	DISCIPLINE	INSTITUTION	YEAR
Associate	General	Kansas City Kansas Junior College	1965
BSB	Bus. Adm./ Economics	Emporia State University	1968
MBA	Bus. Adm. Marketing	Wichita State University	1971
No Degree (PhD)	Marketing-12 Hours	University of Memphis	1982-84

EXPERIENCE			
RANK/POSITION	DEPARTMENT/DIVISION	INSTITUTION/COMPANY/ORGANIZATION	PERIOD
Various Line & Staff Positions	Operations & Marketing	Chicago, Rock Island & Pacific Railroad	1972-1979
Claims Manager-Operation Manager	Claims & Operations	Burlington Northern Railroad	1979-1985
Area Marketing Manager	Marketing/Sales	Trailer Train, Inc.	1986-1989
Marketing Director	Marketing & Sales	Romar Transportation Systems, Inc.	1989-1993
Executive Vice President-Sales	Marketing & Sales	Katt Transportation, Inc.	1993-March 2007
Account Representative	Marketing & Sales	Cornerstone-Systems, Inc.	June 2007 - July 2009
Adjunct Professor	Marketing & Supply Chain Management	University of Memphis	1998-2000
Instructor	Marketing & Supply Chain Management	University of Memphis	2000-2022
Instructor and Director of Events and Marketing Internships	Marketing & Supply Chain Management	University of Memphis	2012 - 2022
Assistant Professor of Teaching and Director of Events and Marketing Internships	Marketing & Supply Chain Management	University of Memphis	2022 - 2023
Associate Professor of Teaching and Director of Events and Marketing Internships	Marketing & Supply Chain Management	University of Memphis	1923 - Present

HONORS/AWARDS

HONOR/AWARD	INSTITUTION/COMPANY/ORGANIZATION	YEAR
Chair, Best Senior Honors Thesis	University of Memphis	2006
Top Sales	Katt Transportation	2000
Distinguished Adjunct Award	University of Memphis	1999

TEACHING EXPERIENCE	
SUBJECT	INSTITUTION
U ISDS 4511 Supply Chain Management (3 hours)	University of Memphis
U MKTG 2610 Introduction Supply Chain Management (45 hours)	University of Memphis
U MKTG 3010 Principles of Marketing (54 hours)	University of Memphis
U MKTG 3012 Consumer Behavior (221 hours)	University of Memphis
U MKTG 3140 Advertising & Promotion (3 hours)	University of Memphis
U MKTG 3320 Retailing Fundamentals (9 hours)	University of Memphis
U MKTG 3410 Consultive Selling (6 hours)	University of Memphis
U MKTG 3620 Global Logistics Management (3 hours)	University of Memphis
U MKTG 3630 Transportation (3 hours)	University of Memphis
U MKTG 4410 Sales Management (15 hours)	University of Memphis
U MKTG 4470 Negotiation Skills (162 hours)	University of Memphis
U MKTG 4530 International Marketing (3)	University of Memphis
U MKTG 4901 Management of Marketing Strategies (96 hours)	University of Memphis
U MKTG 4911 Independent Study in Marketing (6 hours)	University of Memphis
U MKTG 4911 Internship Program	University of Memphis

STUDENT ADVISING/MENTORING		
CURRENT DEGREE	NAME	YEAR OF GRADUATION
Undergraduate		
Masters		
Doctoral		
Postdoctoral		

Books Published

Book Reviews

2017 Book Review: Sage Publications, “draft Chapter 5, Ethical Decision Making”, Business Ethics, Best Practices for Designing and Managing Ethical Organizations, 2nd Edition, 2018, Debus Collins

2018 Book Review: John Wiley & Sons, Inc., Applied Marketing, 1st Edition, Loos, Jurninks, and Padegett

2018 Book Editor: McGraw-Hill, Annual Marketing Edition, 38th Edition, Nisreen Bahreen

2018 Book Review: Sage Publications, The Influential Negotiator, 1st Edition, Rockmann, Langfred, and Cronin

2018 Digital Resource Review: McGraw-Hill Education, Retailing Management, 10th Edition, Levy, Weitz, and Grewal

2020-21: Wiley Publishing, Marketing review of various digital support & course testing skills

Presentations - Conference (refereed *)

INVITED PRESENTATIONS

Conferences

SUPPORT			
(External)			
ACTIVITY	AGENCY/SOURCE	AMOUNT	PERIOD
Letter of Recommendation - Ashley Anderson	UofM Graduate Program	100%	2022
Letter of Recommendation -Hayden Michael	UofM Graduate School	100%	2020
Letter of Recommendation - Darby Thompson	U of M Study Abroad Program	100%	2017
Letter of Recommendation - Raymond Brown	Chicago Graduate School of Professional Psychology	100%	2017
Letter of Recommendation - EmaDella Connors	U of M Study Abroad Program	100%	2017
Letter of Recommendation-EmaDella Connors	School in Rome, Italy	100%	2016
Letter of Recommendation-EmaDella Connors	UofM Study Abroad Program	100%	2016
Letter of Recommendation-Julia Geriach	Graduate School, Goethe University	100%	2016

Internal Support			
ACTIVITY	AGENCY/SOURCE	AMOUNT	PERIOD
Honors Program	Honors Contract - Ashley Turner MKTG 3012-001	100%	2020 Spring
Honors Program	Honors Contract - MKTG 4470-001	100%	2017
Honors Program	Honors Contract- Nabat Sharif, MKTG 4470-001	100%	2016 Fall
Student American Marketing Association	Faculty Advisor	100%	2016 - Present
MSCM Director Marketing Internships & Events	Marketing & Supply Chain Department	100%	2013- Present
Student Marketing Association	Faculty Advisor	100%	2012 - 2016
Supply Chain Organization	Faculty Supporter	50%	2009 - Present

OUTREACH			
Project/s summary			
PROJECT	PARTICIPANTS	PERIOD	SPONSORSHIP
30th Annual Student Research Forum	Judge	March 26, 2018	
American Marketing Association	Member	2014- 2018	

Sales & Marketing Society of the Mid-South	Advisor 2015, President 2014 & 2013, Vice President & Scholarship Director 2012, Scholarships Director 2011 and Board Director since 2006	2006-2015	
Traffic Club of Memphis	President 2001 & 2002, Vice President 2000, Board Director 1999, Member since 1985, and Life Member since 2010	1986-Present	
Memphis Council Supply Chain Professionals	Member	2000-2005	
Memphis World Trade Club	Member	1986-2008	
Lumbermen Club of Memphis	Associate Member	2004-2008	

SERVICE		
UNIVERSITY	COMMITTEE/ACTIVITY	PERIOD
University of Memphis	Advisor, Student American Marketing Association	2016- 2018
University of Memphis	Advisor, MSCM Student Marketing Association	2012 - 2016
University of Memphis	MSCM Department Internship Representative	2009 - Present
University of Memphis	Director of MSCM Departmental Events	2009 - Present
University of Memphis	MSCM Department Online Committee	2008 - Present
University of Memphis	MSCM Department Marketing Advisory Committee	2005 - Present
University of Memphis	MSCM Department Undergraduate Committee	2004 - Present

Appendix A

Academic Year (please indicate year)	Course #	Course Name	Credit Hours	Percent Taught	Enroll	Labratory Supervised(S)/Instructed(I)	New Preparation (Y)/(N)
2021 Spring	MKTG 3010-001	Principles of Marketing	3	100%	48		N
2021 Spring	MKTG 3010M50	Principles of Marketing	3	100%	68		N
2021 Spring	MKTG 4470-001	Essentials of Negotiation	3	100%	22		N
2021 Spring	MKTG 4470M50	Essentials of Negotiation	3	100%	61		N
2021 Summer	MKTG 3010M50	Principles of Marketing	3	100%	99		N
2021 Fall	MKTG 3010-002	Principles of Marketing	3	100%	51		N
2021 Fall	MKTG 3010-002	Principles of Marketing	3	100%	53		N
2021 Fall	MKTG 3012003	Consumer Insights	3	100%	9		N

2021 Fall	MKTG 3012M50	Consumer Insights	3	100%	48		N
2022 Spring	MKTG 3010-002	Principles of Marketing	3	100%	56		N
2022 Spring	MKTG 3010-003	Principles of Marketing	3	100%	30		N
2022 Spring	MKTG 3012M50	Consumer Behavior	3	100%	31		N
2022 Spring	MKTG 4470M50	Essentials of Negotiations	3	100%	32		N
2022 Summer	MKTG 3010M50	Principles of Marketing	3	100%	83		N
2022 Fall	MKTG 3010 002	Principles of Marketing	3	100%	99		N
2022 Fall	MKTG 3010 003	Principles of Marketing	3	100%	18		N
2022 Fall	MKTG 4470M50	Essentials of Negotiation	3	100%	49		N
2022 Fall	MKTG 4530M50	International Marketing	3	100%	59		N

Appendix B

Additional Information on Advising/Mentoring

Appendix D

Additional Information on Support