

David Wheeler

Associate Professor

Education

PhD, Texas Tech University, Lubbock, Texas, Marketing, Statistics, and Psychology, 1974

MBA, Texas Tech University, Lubbock, Texas, Marketing and accounting, 1968

BS, Texas Tech University, Lubbock, Texas, Psychology/English, 1966

Teaching Interests

principles of marketing, marketing on the internet

Research Interests

Interface between inventors/entrepreneurs and marketing

ACADEMIC EXPERIENCE

Courses Taught

Principles of Marketing

eMarketing

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Wheeler, D. R., Atherton, S. (2009). Developing Online Customer Trust. *Journal of Business and Educational Leadership*, 1(1).

Wheeler, D., Atherton, S. (2008). Marketing Innovations and the Patenting Process. *Journal of Business and Behavioral Sciences*, 1(1), 49-52.

Conference Proceedings

Wheeler, D. *Creating Marketing Visibility and Buzz for the Society of Amateur Scientists*. Citizen Science Conference.

Other

Wheeler, D. *The Behavioral Aspects of Ideas, Inventions, and Innovations in Business*. American Society of Business and Behavioral Sciences.

Wheeler, D. *Creating Marketing Buzz: Developing a Short Film as a Promotional Tool*. Conference, American Society of Business and Behavioral Science.

Non-Refereed Presentations or Papers

International

Wheeler, D. (2006, August). *Home Science Projects and Homeland Security*. Presented at Citizen Science Conference, Providence, Rhode Island.

Local

Wheeler, D. (2007, April). *Home Projects and Homeland Security*. Presented at Suffolk University Academic Conference, Boston, Massachusetts.

Presentation of Refereed Papers

International

Wheeler, D. (2009, October). *The Meaning of Help*. Presented at Direct/Interactive Marketing Association, San Diego, California.

- Wheeler, D. (2008, April). *Knowledge Globalization: Ideas, Innovations, and Invention Concepts*. Presented at Journal of Knowledge Globalization, Boston, Massachusetts.
- Aydin, N., Wheeler, D. (2008, February). *Counterfeit Medicines and Ramifications*. Presented at American Association of Behavioral and Social Sciences, Las Vegas, Nevada.
- Wheeler, D., Atherton, S. (2008, February). *Marketing Innovations and the Patenting Process*. Presented at American Society of Business and Behavioral Sciences, Las Vegas, Nevada.
- Wheeler, D. (2008, February). *The Behavioral Aspects of Ideas, Inventions, and Innovations in Business*. Presented at American Society of Business and Behavioral Sciences, Las Vegas, Nevada.
- Wheeler, D. (2008, February). *The Business and Behavioral Implications of the International Marketing of Exotic Snakes*. Presented at American Society of Business and Behavioral Sciences, Las Vegas, Nevada.
- Wheeler, D. (2007, November). *The International Interactive Integrated Internet: Case Study of Constrictors.com*. Presented at International Society of Business Disciplines Conference, Las Vegas, Nevada.
- Wheeler, D. (2007, March). *Home Projects: International Innovations or Global Threats?*. Presented at International Society of Business Disciplines Conference, Las Vegas, Nevada.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

- 2007: PSPC; PSPC -- Policy, Strategies, Planning, Committee.
- 2006: Policies Strategies Planning Committee; Policies, strategies, and school of business plans are discussed..
- 2006: PSPC; Policies and strategies.

Faculty Mentor

- 2009: Collegial Mentoring; Participated in SOM's Collegial Program once in 2009 and twice in 2010.

Other Institutional Service Activities

- 2004: Undergraduate event at the Rack; Participated in undergraduate activities at pool hall called the Rack..

University Assignments

Other Institutional Service Activities

- 2009: Transfer Advising / Undergraduate Admissions Office; Advised incoming transfer students: June, 2009
January, 2010.
- 2007: Home Projects and Homeland Security talk at Suffolk Academic Conference; Home Projects and Homeland Security
Talk given at Suffolk University Academic Conference.

Department Assignments

Attendee, Meeting

- September 2007 - July 2009: PSPC, Policy, Strategy and Planning Committee; Developed faculty handbook.

Faculty Advisor

- 2008: Student Advising; Advisor for Marketing Students (including students of Venkatramen while she is on Sabbatical 2008-2009).

Greeting host

- October 2010 - Present: Fall Open House; Met prospective students and parents..

Other Institutional Service Activities

2008: Recognition Night; Gave awards to marketing students during Recognition Night..

meeting with prospective parents and students

2009 - Present: Fall Open House; Talked to prospective students and their parents about the Marketing Department..

Professional Service

Conference-Related

2009: Direct Marketing Association; Chair of Session
Paper Presentation
Paper Reviewer.

2008: Direct Marketing Association; Moderator, discussant, paper reviewer
Attended case-writing program.

2005: Direct Marketing Association; Moderator, discussant, and reviewer.

Discussant

2009: Parapsychology Conference; Attended conference
Reviewed paper presentations of participants.

Editor, Journal Editor

2007 - 2008: Journal of Knowledge Globalization; Reviewed and made recommendations on submitted articles..

Interaction with Industry

2009: Near Death Symposium; Discussed book topics with symposium participants..

Public Service

Committee Member

2006: Community Boating (Boston, MA); Community Boating on creating marketing buzz for the program..

Other Community Service Activities

2008: Various meetings with Beacon Hill Civic Association members; Working with Suffolk Administration and the Beacon Hill Civic Association for better relations..