

Michael D. Hartline, Ph.D.

Dean and Charles A. Bruning Professor of Business Administration
Herbert Wertheim College of Business | Florida State University
Tallahassee, FL 32306-1110

EDUCATION

Ph.D. in Business Administration Fogelman College of Business and Economics, University of Memphis Major: Marketing; Cognate: Communication Dissertation: <i>The Socialization of Customer-Contact Employees in Service Organizations: Effects on Employee Behaviors and Service Quality Outcomes</i>	May 1993
Master of Business Administration Jacksonville State University, Jacksonville, Alabama	December 1987
Bachelor of Science in Marketing (with Honors) Jacksonville State University, Jacksonville, Alabama	May 1986

ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

Florida State University Dean, Herbert Wertheim College of Business	2016 – Present
Interim Vice President for University Advancement	April – October 2022
Interim President, FSU Foundation	April – October 2022
Interim Executive Vice President, FSU Foundation	April – December 2022
Interim Dean, Herbert Wertheim College of Business	2015 – 2016
Associate Dean for Strategic Initiatives, Herbert Wertheim College of Business	2011 – 2015
Chair, Rockwood School of Marketing, Herbert Wertheim College of Business	2006 – 2011
Professor of Marketing	2011 – Present
Charles A. Bruning Professor of Business Administration	2006 – Present
Associate Professor of Marketing	2003 – 2011
Assistant Professor of Marketing	2001 – 2003
Samford University, Brock School of Business (Birmingham, Alabama) Associate Professor of Marketing	1999 – 2001
Louisiana State University, E. J. Ourso College of Business Assistant Professor of Marketing	1994 – 1999
University of Arkansas at Little Rock, College of Business, Health and Human Services Assistant Professor of Marketing and Advertising	1992 – 1994

RESEARCH AND TEACHING INTERESTS

Research Interests: Customer-Contact Issues in Service Delivery, Service Quality and Productivity, New Service Development, Non-Ownership Consumption

Teaching Interests: Services Marketing, Marketing Strategy, Corporate Reputation Management

ACADEMIC ADMINISTRATIVE EXPERIENCE

As dean of the FSU Herbert Wertheim College of Business, I lead a large and complex academic enterprise alongside a talented group of faculty and staff to promote student success, faculty and staff development, research excellence, program quality, and alumni and donor engagement at one of the largest business schools in the nation. I work closely with university leadership, trustees, and external stakeholders to align college and university priorities and to translate academic strengths into preeminent outcomes.

The Wertheim College is comprised of six academic departments and has a \$60 million budget, a \$100 million endowment, 19 academic programs, 7 research centers and institutes, roughly 120 faculty and 80 staff members, almost 10,000 students, and more than 100,000 alumni. We offer programs in Tallahassee and Panama City (Florida), and at study abroad campuses in London (England), Valencia (Spain), Florence (Italy), and Panama City (Republic of Panama).

During my time as dean, we have successfully increased the *U.S. News & World Report* rankings of many programs in the Wertheim College, including undergraduate programs in Risk Management and Insurance (#2 among all universities), Real Estate (#6 among publics), Marketing (#18 among publics), and Accounting (#20 among publics); our MBA specialty in Real Estate (#8 among publics); our online graduate business (non-MBA) programs (#14 among publics); our online MBA (#17 among publics); and our online MBA for Veterans (#14 among publics). The Wertheim College is also ranked by *Niche.com* as the No. 1 public university for Accounting and Finance and the No. 3 public business school overall. Our college's enrollment has increased roughly 24 percent since fall 2020, with continued increases in all student success metrics. Notable administrative accomplishments during my 20 years as interim vice president, dean, interim dean, associate dean, and department chair include:

Strategic Planning and Engagement

Initiated a comprehensive review of university advancement in consultation with an outside consultant (Huron).

Overhauled FSU Foundation policies with an eye toward efficiency, effectiveness, and stronger talent acquisition/management.

Revised the college's strategic plan to create goals and metrics that align the college with the state's performance and preeminence funding models and allow the college to think, act and perform like a preeminent business school.

Restructured the college to create a STEM-designated department focused on business analytics, including the creation of a Master of Science in Business Analytics degree, an undergraduate analytics core course, and a business analytics minor.

Participated among the first FSU colleges to pilot artificial intelligence (AI) integration in desktop applications, pilot virtual reality (VR) technology in the classroom, and pilot mobile VOIP implementation within Microsoft Teams.

Invested in technology to support the college's academic programs and engagement activities, including a mobile-first solution for all faculty, staff, and doctoral students.

Launched the Business of Healthcare Summit in conjunction with the FSU Health initiative. This is the only event in north Florida where faculty, staff, alumni, and industry partners come together to identify shared challenges and solutions to improve healthcare operations in Florida and beyond.

Created the Assistant Dean for Academic Programs position to promote synergistic planning and outcomes between undergraduate and graduate programs.

Created the college's Director of Strategic Initiatives position to enhance corporate engagement, industry programs, executive education, and sponsorship opportunities.

Greatly expanded the college's alumni engagement initiatives by creating new networking opportunities such as "Meet the Dean" and "Bring a 'Nole" engagement events.

Restructured the college's Board of Governors to create an executive committee structure that improves strategic planning and increases endowment support for faculty retention.

Established new advisory boards for professional sales, business analytics, and finance. Each board brings significant insight and revenue to the college.

Advancement

Secured a \$100 million gift to further fund the Jim Moran Institute for Global Entrepreneurship and create the interdisciplinary Jim Moran College of Entrepreneurship. This is the largest gift in FSU's history and one of the largest gifts to a Florida university.

Secured a \$65 million gift from Dr. Herbert Wertheim to name and endow the Herbert Wertheim College of Business and support the construction and stewardship of the Herbert Wertheim Center for Business Excellence (formerly Legacy Hall). This is the second largest gift in FSU's history and the university's largest endowment gift.

Secured a \$10 million gift to establish the Dr. Persis E. Rockwood School of Marketing. The funding supports faculty stipends and research, scholarships, student professional development and discretionary support for future initiatives.

Secured a \$5 million gift to establish the college's James M. Seneff Honors Program and the James M. Seneff Fund for Preeminence (discretionary support).

Completed the planning study for the Wertheim Center (formerly Legacy Hall) and launched a capital campaign to raise private support. With \$44 million in state support and more than \$50 million in private support, the college broke ground in October 2022. The building was completed in September 2025 and opened in January 2026. At 218,000 square feet, the Wertheim Center is the largest academic building on FSU's campus.

Established the Seminole 100, a celebration of the 100 fastest-growing companies owned or led by FSU alumni. The celebration is now in its eighth year.

Currently in discussions with qualified donors to complete naming gifts for the School of Accountancy, the School of Finance, the School of Real Estate, the Center for Risk Management and Insurance, and the MBA program.

Secured more than \$290 million in private donor support to fund new programs, professorships, scholarships, student professional development, and the Wertheim Center. The college's endowment has grown 100% in the last five years.

With respect to alumni and donor engagement, the Wertheim College has hosted 102 local or regional events and 107 individual board meetings since 2021. These activities have created more than 14,630 touchpoints with alumni, donors and friends – an increase of 77.6% since 2021.

Academic Program Development	<p>Wertheim College faculty are Top 10 in research productivity among all Carnegie-classified business schools – public or private – for percentage of published faculty, percentage of faculty with published work cited by others, and the amount of overall research activity, based on the Scholarly Research Index.</p> <p>Launched the Healthcare Administration major within the MBA program, the MS-RMI program, and coming soon to other business master’s programs. This effort is in conjunction with other colleges and our executive education programs.</p> <p>Launched the Alternative Investments and Finance major within the online MBA.</p> <p>Opened the West Palm Beach Executive Education Office and launched the Alternative Investments program, both in WPB and online.</p> <p>Launched the Real Estate Investment Fund, a companion to the finance-focused Student Investment Fund, with private investments and a transfer from the FSU Foundation. Total assets currently stand at roughly \$2.5 million.</p> <p>Developed and launched the James M. Seneff Honors Program for academically talented undergraduate students.</p> <p>Developed and launched an undergraduate major in Professional Sales which is widely regarded as one of the best professional sales programs in the nation.</p> <p>Developed and launched a Master of Science in Marketing degree (later closed) and the Master of Science in Business Analytics degree (the first at a public university in Florida).</p> <p>Established eleven combined undergraduate/graduate pathways to encourage top undergraduate students to pursue graduate degrees in business.</p> <p>Collaborating with other colleges to create a pathway from Interdisciplinary Medical Sciences (Medicine) to the MBA, a joint elective in public/private real estate development (Social Sciences), and a joint sports marketing program (Education).</p> <p>Planning a BS in Wealth Management program to be launched Fall 2027. This program will dovetail with our Alternative Investments and Finance major in the MBA program and our executive education program in West Palm Beach.</p>
Faculty and Staff Development	<p>Significantly improved faculty retention and research productivity by 1) instituting a workload model to increase time for faculty to pursue premier research, and 2) expanding the summer research program to increase funding for highly research-active faculty.</p> <p>Instituted the college’s first faculty mentoring program to ensure new faculty have internal (discipline-based) and external faculty mentors.</p> <p>Instituted the college’s first Teaching Enhancement Grant Program for all faculty to promote innovation in the curriculum.</p> <p>Significantly improved faculty and staff support and morale through an increased focus on community, additional staff positions, research and teaching awards for faculty, service and leadership awards for staff, open and transparent communication from the dean’s office, and more frequent social activities.</p>

Established a Wertheim College of Business Faculty Hall of Fame to recognize the career accomplishments of retired faculty.

Experienced in recruiting, mentoring, leading and retaining faculty and staff, as well as implementing formal faculty and staff evaluation processes.

Experienced in the implementation of shared governance, department and college bylaws, and collective bargaining agreements.

Student Success

The college's enrollment grew 23.7% from 6,816 in Fall 2020 to 8,430 in Fall 2025. Spring 2026 headcount was 9,843 students (7.7% higher than Spring 2025). Our growth has occurred with continued increases in the four-year graduation rate (83%) and the first-year retention rate (95%), matching the success metrics of the university.

Revamped the college's Business Career Services (BCS) office, including expanding the internship program, establishing undergraduate and graduate professional development programs, establishing two Business Living-Learning Community cohorts (totaling more than 150 students), expanding Engage 100 courses (totaling more than 670 students), and creating a one-stop shop for students to maximize their professional development, internship, and career opportunities. Together, these initiatives impact almost 5,000 students per semester.

The college has garnered millions in private support for student professional development activities, including more than \$1 million to support our first-gen initiative in collaboration with the university to provide academic support to first generation business students.

Developed the James M. Seneff Honors Program, which included establishing a faculty honors committee and appointing the college's honors director.

Partnered with Information Technology Services to launch the Google People Management Essentials certificate program, allowing students to gain essential leadership skills and training with cutting-edge AI tools.

Expanded industry representation across college and departmental boards to strengthen industry engagement, support student and faculty mentorship, and enhance students' post-graduation placements. There are now nine boards comprising more than 275 alumni and industry partners.

University Leadership Experience

Currently serving on a number of high-level university leadership teams:

- Academic Deans Council – works closely with the provost and president on academic and advancement initiatives.
- Vision 2030 Finance Committee – works to establish funding mechanisms to support the university's push toward AAU status.
- InSPIRE Advisory Council – leverages collaboration, workforce development, and human capital to expand research in aerodynamics and advanced manufacturing in Florida's panhandle region.
- Information Security and Privacy Governance Council – ensures that security strategies support business objectives, are consistent with applicable laws and regulations, and manage risk through adherence to policies and internal controls.

- Gift Acceptance and Counting Policy Committee – works to revise and maintain the university’s gift acceptance and gift counting policies in line with the objectives of the comprehensive capital campaign.
- Chair, FSU Student Investment Fund Board – lead a 501(c)(3) direct-support organization which manages a \$9.5 million student-led, experiential investment fund.

Former member of the President’s Cabinet in my role as interim vice president for university advancement.

Former chair (and current member) of the Deans Advancement Committee, which works closely with university advancement on fundraising and alumni engagement.

Former member of the Aer Lingus Classic Planning Committee, which integrated efforts across athletics, advancement, alumni engagement, and academic affairs to plan and execute the university’s travel and events in Dublin, Ireland for the FSU vs. Georgia Tech football game in 2024.

Former chair of the search committee for the Dean of the College of Social Sciences and Public Policy.

Former member of the Florida State University Faculty Senate; former participant in the Institute for Academic Leadership, a consortium of Florida department chairs.

Past member of the Deans Branding Committee, which recommended branding and marketing activities to the president and provost.

Past member of the university’s Budget Crisis Committee (advised the president and other university leaders on the best responses to budget reductions) and the university’s Efficiency and Effectiveness Committee (advised senior leadership on ways to increase excellence and reduce waste and expenses).

Other Leadership Experiences

Lead AACSB accreditation efforts for the college and participate in university efforts related to institutional accreditation.

Worked with marketing staff to manage branding and marketing communications, including the redesign the college’s website, a stronger focus on social media, and the creation of an annual report and an alumni newsletter.

Partnered with the FSU Foundation and the FSU Alumni Association on joint marketing, engagement, and advancement programs.

Served as director of strategic development for the Dedman School of Hospitality when it was housed in the College of Business.

Managed the college’s funded research and contracts/grants activities, the college’s IT infrastructure, and the college’s physical plant, including the completion of more than \$2.5 million in renovations to the Rovetta Building (former home of the college).

- Lawson, Stephanie J., Mark R. Gleim, and Michael D. Hartline (2021), "Decisions, Decisions: Variations in Decision-Making for Access-Based Consumption," Journal of Marketing Theory and Practice, 29 (3), DOI: 10.1080/10696679.2020.1855990
- Melton, Horace L. and Michael D. Hartline (2015), "Customer and Employee Co-Creation of Radical Service Innovations," Journal of Services Marketing, 29 (2), 112-123.
- Melton, Horace L. and Michael D. Hartline (2013), "Employee Collaboration, Learning Orientation and New Service Development Performance," Journal of Service Research, 16 (February), 67-81.
- Zboja, James J. and Michael D. Hartline (2012), "An Examination of High-Frequency Cross-Selling," Journal of Relationship Marketing, 11 (January-March), 41-55.
- Zboja, James and Michael D. Hartline (2010), "Using Internal Relationship Marketing Activities to Enhance Cross-Selling Performance in Services," Journal of Relationship Marketing, 9 (July), 117-131.
- Melton, Horace L. and Michael D. Hartline (2010), "Customer and Frontline Employee Influence on New Service Development Performance," Journal of Service Research, 13 (November), 411-425.
- Clark, Ronald A., Michael D. Hartline, and Keith C. Jones (2009), "The Effects of Leadership Style on Hotel Employees' Commitment to Service Quality," Cornell Hospitality Quarterly, 50 (May), 209-231.
- Schweper, Charles H., Jr. and Michael D. Hartline (2005), "Managing the Ethical Climate of Customer-Contact Service Employees," Journal of Service Research, 7 (May), 377-397.
- Hartline, Michael D. and Thomas S. DeWitt (2004), "Individual Differences Among Service Employees: The Conundrum of Employee Recruitment, Selection, and Retention," Journal of Relationship Marketing, 3 (2/3), 25-42.
- Hartline, Michael D., Barbara Ross Wooldridge, and Keith C. Jones (2003), "Guest Perceptions of Hotel Quality: Determining Which Employee Groups Count Most," Cornell Hotel and Restaurant Administration Quarterly, 44 (February), 43-52. Selected by the editorial review board as the Best Article published in the Cornell Hotel and Restaurant Administration Quarterly for 2003.
- Krishnan, Balaji C. and Michael D. Hartline (2001), "Brand Equity: Is it More Important in Services?" Journal of Services Marketing, 15 (April-May), 328-342.
- Hartline, Michael D., James G. Maxham, III, and Daryl O. McKee (2000), "Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer Contact Service Employees," Journal of Marketing, 64 (April), 35-50. Selected by the American Marketing Association Services Special Interest Group as the Best Article in Services Marketing for 2000 (across all journals).
- Ferrell, O. C., Michael D. Hartline, and Stephen W. McDaniel (1998), "Codes of Ethics Among Corporate Research Departments, Marketing Research Firms, and Data Subcontractors: An Examination of a Three-Communities Metaphor," Journal of Business Ethics, 17 (April), 503-16.
- Hartline, Michael D. and O. C. Ferrell (1996), "The Management of Customer-Contact Service Employees: An Empirical Investigation," Journal of Marketing, 60 (October), 52-70.

Hartline, Michael D. and Keith C. Jones (1996), "Employee Performance Cues in a Hotel Service Environment: Influence on Perceived Service Quality, Value, and Word-of-Mouth Intentions," Journal of Business Research, 35 (March), 207-215.

Schul, Patrick L., Peter S. Davis, and Michael D. Hartline (1995), "Strategic Adaptation to Extended Rivalry: Effects on Organizational Performance," Journal of Business Research, 33 (June), 129-142.

Hartline, Michael D. and O. C. Ferrell (1993), "Service Quality Implementation: The Effects of Organizational Socialization and Managerial Actions on Customer-Contact Employee Behaviors," Marketing Science Institute Working Paper Series, Report No. 93-122. Cambridge, MA: Marketing Science Institute.

PUBLISHED EDITORIALS (Refereed)

Hartline, Michael D. and David Bejou (2004), "Internal Relationship Management: Linking Human Resources to Marketing Performance," Journal of Relationship Marketing, 3 (2/3), 1-4.

Hartline, Michael D. (1999), "Contingent Relationships Among Market Orientation, Customer Relationships, and Superior Firm Performance," Journal of Strategic Marketing, 7 (December), 211-213.

PUBLISHED BOOKS AND MONOGRAPHS

Marketing Strategy, 9th Edition, O. C. Ferrell, Michael D. Hartline and Bryan Hochstein (Mason, OH: Cengage), 2028.

Marketing Strategy, 8th Edition, O. C. Ferrell, Michael D. Hartline and Bryan Hochstein (Mason, OH: Cengage), 2022.

Marketing Strategy, 7th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2017.

Marketing Strategy, 6th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2014.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 6th Edition, Michael D. Hartline (Mason, OH: Cengage), 2014.

Marketing Strategy, 5th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2011.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 5th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2011.

Marketing Strategy, 4th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2008.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 4th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2008.

Marketing Strategy, 3rd Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2005.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 3rd Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2005.

Internal Relationship Management: Linking Human Resources to Marketing Performance, Michael D. Hartline and David Bejou, editors. (Binghamton, NY: Haworth Press), 2004.

Marketing Strategy, 2nd Edition, O. C. Ferrell, Michael D. Hartline, and George H. Lucas, Jr. (Mason, OH: Thomson Learning/South-Western College Publishing), 2002.

Estratégia de Marketing (Portuguese edition), O. C. Ferrell, Michael D. Hartline, George H. Lucas, Jr., and David J. Luck. (São Paulo, Brazil: Editora Atlas S.A.), 2000.

Marketing Strategy, O. C. Ferrell, Michael D. Hartline, George H. Lucas, Jr., and David J. Luck. (Fort Worth, TX: Dryden Press), 1999.

“Implementation of the Marketing Plan,” Chapter 11 in Strategic Marketing Management: Text and Cases, O. C. Ferrell, George H. Lucas, Jr., and David J. Luck. (Cincinnati, OH: South-Western College Publishing), 1994.

PUBLISHED NATIONAL CONFERENCE PROCEEDINGS (Refereed)

Melton, Horace L. and Michael D. Hartline (2019), “Frontline Employee Team Consensus, Commitment to Service Quality, and Customer Experience,” in Marketing Theory and Applications, AMA Summer Educators’ Conference Proceedings, American Marketing Association, Chicago, IL.

Lawson, Stephanie J., Mark R. Gleim, Carolyn Findley Musgrave, and Michael D. Hartline (2017), “Access or Ownership: Does Acquisition Mode Impact the Decision Making Process?” in Advances in Marketing, Society for Marketing Advances, Louisville, KY.

Lawson, Stephanie J., Mark R. Gleim, and Michael D. Hartline (2016), “Variations in Decision-Making for Non-Ownership and Ownership Acquisition Choices,” in Marketing Theory and Applications, AMA Summer Educators’ Conference Proceedings, American Marketing Association, Atlanta, GA (Services Marketing and Retailing Best Paper Award).

Benedicktus, Ray, Michael K. Brady, Peter Darke, and Michael D. Hartline (2009), “Intersection of Distance and Trust Theories at Retail Locations,” in Marketing Theory and Applications, AMA Winter Educators’ Conference Proceedings, American Marketing Association, Tampa, FL.

Zboja, James J. and Michael D. Hartline (2007), “An Empirical Examination of Proficient Cross-Sellers,” in Advances in Marketing: Concepts, Models and Theories, William J. Kehoe and Linda K. Whitten, eds. Society for Marketing Advances, 230-231.

Hartline, Michael D. (1999), “Rapport, Experiential Learning, and Marketable Skills,” SMA Great Teacher Comment in Advances in Marketing: Theory, Practice, and Education, J.A. Young, R.D. Green, and F.W. Gilbert, eds. Society for Marketing Advances, Terre Haute, IN: 6.

Hartline, Michael D. and Keith C. Jones (1995), “Employee Performance Cues in a Hotel Service Environment: Influence on Perceived Service Quality, Value, and Word-of-Mouth Intentions,” in Proceedings of the Symposium on Patronage Behavior and Retail Strategy, Vol. 4, W.R. Darden, ed., 65-82.

Hartline, Michael D. (1994), “Managerial Determinants of Service Quality Implementation: A Test of Normative Principles,” in Marketing Theory and Applications, Volume 5, AMA Winter Educators’ Conference Proceedings, C.W. Park and D.C. Smith, eds., 60-61.

Ingram, Thomas N., Charles H. Schwepker, Jr., and Michael D. Hartline (1992), “Gatekeeper Perceptions: Implications for Improving Sales Ethics and Professionalism,” in Developments in Marketing Science, Proceedings of the Academy of Marketing Science, V. Crittenden, ed., 336-341.

PUBLISHED REGIONAL CONFERENCE PROCEEDINGS (Refereed)

- Hartline, Michael D., Charles H. Schwepker, Jr., and Thomas N. Ingram (1992), "Salesperson-Gatekeeper Interactions: Implications for Improving Sales Effectiveness," Proceedings of the Southern Marketing Association, R.L. King, ed., 328-332.
- Hartline, Michael D. (1991), "The Differential Effects of Internal and External Causal Attributions of Opportunistic Behavior in a Channel of Distribution," in Advances in Marketing, Proceedings of the Southwestern Marketing Association, D. McKee, J. Hair, Jr., and W. Moncrief, eds., 119-125.
- Hartline, Michael D. and O. C. Ferrell (1991), "Internal Marketing and Implementation: A Conceptualization and Agenda for Future Research," in Proceedings of the Southern Marketing Association, R.L. King, ed., 465-469.
- Hartline, Michael D. (1988), "Marketing the Higher Education Experience: A Marketing Mix Perspective," in Proceedings of the Southern Marketing Association, J.H. Summey and P.J. Hensel, eds., 234-237.

NATIONAL CONFERENCE PRESENTATIONS

- Hartline, Michael D. (2011), "The Marketing Academic Job Market: Insights from the Frontline," AMA Summer Marketing Educators' Conference, San Francisco, CA, Aug. 5-8.
- Clark, Ronald and Michael D. Hartline (2004), "The Effects of Managerial Leadership Styles on the Job Responses of Customer-Contact Service Employees," 2004 AMA Frontiers in Services Conference, University of Maryland, Oct. 28-31.
- Hartline, Michael D. (2003), "Lessons from the Trenches: A Recruiter's Perspective on the Faculty Recruitment Process," AMA Winter Marketing Educators' Conference, Orlando, FL, Feb. 14-17.
- Hartline, Michael D. (2002), "Using Virtual Cases to Teach Marketing Strategy," Society for Marketing Advances National Conference, St. Petersburg Beach, FL, Nov. 13-16.
- Hartline, Michael D. and Andrew A. Webster (2000), "Output to Input: A PBL Collaboration," PBL 2000: A Conference on Problem-Based Learning in Undergraduate and Professional Education, Birmingham, AL, Oct. 30.
- Hartline, Michael D. (1999), "Rapport, Experiential Learning, and Marketable Skills," Society for Marketing Advances National Conference, Atlanta, GA, Oct. 26-30.
- Hartline, Michael D. (1999), "Trends in Undergraduate Marketing Management/Strategy Education," Academy of Marketing Science National Conference, Coral Gables, FL, May 26-29.
- Hartline, Michael D. (1997), "Dealing with Assistant Professor Angst," AMA Winter Marketing Educators' Conference, St. Petersburg Beach, FL, Feb. 15-18.
- Hartline, Michael D., Daryl O. McKee, and Daniel L. Sherrell (1995), "The Role of Structural Characteristics and Organizational Socialization in the Dissemination of a Customer-Service Orientation Among Customer-Contact Employees," Fourth Annual AMA Frontiers in Services Conference, Vanderbilt University, Nashville, TN, Oct. 5-7.
- Hartline, Michael D. (1992), "Socializing Customer-Contact Employees to Improve Service Quality," Marketing Science Institute Conference on Supporting Service Quality, Boston, MA, Oct. 14-16.

OTHER CONFERENCE PRESENTATIONS

Hartline, Michael D. (2004), "The Six Keys to Service Excellence," National Public Records Research Association Conference, Williamsburg, VA, Apr. 22-24.

Hartline, Michael D. (1994), "Launching Your Career," Southwestern Marketing Association Doctoral Student Colloquium, Southwestern Marketing Association Conference, Dallas, TX, Mar. 3.

Hartline, Michael D. (1993), "Retailing Trends of the 1990s," Annual Meeting of the Arkansas State Parks System, DeGray Lake Resort State Park, Hot Springs, AR, Nov. 30.

Hartline, Michael D. (1993), "Teaching Ethics in Marketing and Management," Symposium on Implementing Corporate Ethics, University of Memphis, Memphis, TN, Oct. 8.

GRANTS AND SPONSORED RESEARCH

\$150,000 Development Grant, Center for Corporate and Government Affairs – 2006-2008. This grant supported work associated with developing courses, speaker series, and outreach programs involved in launching the Master of Science in Marketing program.

\$100,000 Research Grant (with Dr. Dennis Cradit), Pfizer Foundation, New York, NY – 2003-2005. This research focused on developing a methodology to assess Congressional attitudes and perceptions of business. The grant was used to develop an online survey methodology that included database management, server integration, and strict anonymity procedures.

\$6,667 Research Grant, First Year Assistant Professor Program, Council on Research and Creativity, Florida State University – 2002. This research focused on the ethical climate of service firms. The resulting manuscript was published in the Journal of Service Research.

\$11,000 Research Grant, Marketing Science Institute, Honorable Mention in the Marketing Science Institute's Research Proposal Competition on Managing Market-Driven Quality – 1991-1992. This research focused on several topics in the management of customer-contact service employees.

PROGRAM DEVELOPMENT

- Co-Chair, Mary Kay Doctoral Dissertation Competition, Academy of Marketing Science, 2015.
- Vice President of Development, Academy of Marketing Science, 2012-2014.
- Program Co-Chair (with Michael Brady), American Marketing Association Winter Educators' Conference, New Orleans, LA, February 19-22, 2010.
- Track Chair, Services Marketing Track, Society for Marketing Advances Conference, St. Petersburg, FL, November 2-6, 2004.
- Guest Editor (with David Bejou), special issue on "Internal Relationship Management: Linking HRM to Marketing Performance," Journal of Relationship Marketing, 2003-2004.
- Book Editor, Journal of Relationship Marketing, 2000-2002.
- Chair, Web Oversight Committee, Academy of Marketing Science, 2000.
- Vice-President of Publicity and Public Relations, Academy of Marketing Science, 1999-2000.
- Guest Editor, special issue on "Market Orientation and Superior Firm Performance," Journal of Strategic Marketing, 7 (December) 1999.
- Track Chair (with O. C. Ferrell), Marketing Management and Strategy Track, Academy of Marketing Science Conference, Coral Gables, FL, May 26-29, 1999.

- Program Co-Chair (with Debbie Thorne), American Marketing Association Winter Educators' Conference, St. Petersburg, FL, February 15-18, 1997.
- Editor (with Debbie Thorne), Marketing Theory and Applications, Vol. 8, Proceedings of the 1997 American Marketing Association Winter Educators' Conference, St. Petersburg Beach, FL.

EDITORIAL REVIEW BOARDS

Full Membership

- Journal of Relationship Marketing, 2000-2015
- Journal of Research in Interactive Marketing, 2006-2012
- Journal of Business Research, Business and Marketing Research, 1997-2012

Ad Hoc Membership

- Journal of Service Research
- Journal of the Academy of Marketing Science
- Journal of Retailing
- Journal of Retailing and Consumer Services
- Service Industries Journal

SERVICE ACTIVITIES

Board Memberships

- Advisory Board, Knight Creative Communities Institute, Tallahassee, FL, 2015-2023
- Academic Advisory Council, Direct Selling Education Foundation, 2015-2017

Professional Service

- Proposal Reviewer, Social Sciences and Humanities Research Council of Canada, 2013-14
- Conference Reviewer, Academy of Marketing Science, 2008
- Conference Reviewer, American Marketing Association, 2003-04
- Judge, Best Dissertation Competition, Society for Marketing Advances, 2001, 2004, 2005
- Judge, Great Teacher in Marketing Competition, Society for Marketing Advances, 2000
- Conference Reviewer, Session Chair, or Discussant, Southern Marketing Association/Society for Marketing Advances, 1992-97; 2000
- Conference Reviewer, Academy of Marketing Science, 1992; 1996-97
- Conference Reviewer, Session Chair, or Discussant, Southwestern Marketing Association, 1991-97

University Service

Florida State University – August 2001 to Present

- InSPIRE Advisory Council, 2024-Present
- Vision 2030 Finance Committee (AAU Readiness), 2023-Present
- Gift Acceptance and Counting Policy Committee, 2023-Present
- Information Security and Privacy Governance Council, 2021-Present
- Academic Deans Council, 2015-Present
- Chair, Student Investment Fund Board, 2015-Present
- Deans Advancement Committee, 2015-Present
- Executive Committee, College of Business, 2006-Present
- Aer Lingus Classic Planning Committee, 2023-24
- Chair, Dean Search Committee, College of Social Sciences and Public Policy, 2017
- Deans Branding Committee, 2015-17
- Chair, College of Business Building Program Committee, 2012-15
- FSU Efficiency and Effectiveness Committee, 2013-15
- FSU Budget Crisis Committee, 2010-12

- Director, Master of Science in Marketing program, 2010-11
- Director of External Affairs, College of Business, 2008-11
- Chair, Faculty Recruiting Committee, Department of Marketing, 2003-11
- Faculty Senate, College of Business Representative, 2005-07
- Graduate Appeals Committee, College of Business, 2004-07
- Ph.D. Policy Committee, Department of Marketing, 2003-2006
- Faculty Recruiting Committee, Department of Marketing, 2002-03
- Master's Program Policy Committee, College of Business, 2002-04

Samford University – June 1999 to August 2001

- Member, Dean Search Committee, 2001
- Chair, E-Business Task Force, School of Business, 2000-01
- Athletic Integrity Committee, University, 2000-01
- Faculty Advisor, Sigma Nu Fraternity, 2000-01
- Undergraduate Process Committee, School of Business, 1999-2001
- University Curriculum Committee, University, 2000
- Assessment Committee, School of Business, 1999-2000
- Working Committee, Master of Arts in Healthcare Ethics and Law, 1999-2000

Louisiana State University – August 1994 to May 1999

- Faculty Advisor, Mu Kappa Tau Marketing Honor Society, 1997-99
- Faculty Mentor, SGA Faculty Mentor Program, 1997-99
- Undergraduate Curriculum Revision Task Force, College of Business, 1997-98

University of Arkansas at Little Rock, Little Rock, Arkansas – July 1992 to August 1994

- Faculty Advisor, Student Government Association, 1993-94
- Strategic Planning Committee, College of Business, 1993-94
- Faculty Excellence Awards Committee, College of Business, 1993-94
- Student Honors and Awards Committee, College of Business, 1993-94
- Undergraduate Curriculum Committee, College of Business, 1992-94
- Departmental Recorder, Department of Marketing and Advertising, 1992-94

Community Service

- Executive Leadership Team/Team Leader, Big Bend Heart Walk (Tallahassee), 2021; 2023-24
- Girls' Rookie League Softball Coach (Tallahassee), 2006-07
- Parent Volunteer, Hawks Rise Elementary School (Tallahassee), 2001-07
- District Advisory Council Representative, Leon County Schools (Tallahassee), 2004-05
- Kindergarten Sunday School Teacher, St. Paul's United Methodist Church (Tallahassee), 2004-05
- Administrative Board, First United Methodist Church (Baton Rouge), 1998-99
- Board of Advisors, Wesley Retirement Community, Inc. (Baton Rouge), 1997-99

DISSERTATION AND THESIS COMMITTEES

Chaired Marketing Ph.D. Dissertations (all at Florida State University)

Melissa Clark, 2015

Stephanie Lawson, 2011

Horace Melton, 2007

Jim Zboja, 2005

Thomas S. DeWitt, 2004

Membership on Marketing Ph.D. Committees

Florida State University

Alexis Allen
Todd Bacile
Christine Ye
Stacey Robinson
Kelly Cowart

Ray Benedictus
Esther Swilley
David Horowitz
Ronald A. Clark

Louisiana State University

Balaji Krishnan
Robert McMurrian
James Maxham
Barbara Ross-Wooldridge
John Michael Weber

Membership on Non-Marketing Ph.D. Committees (all at Florida State University)

David Frady, Communication
Neleen Leslie, Communication
Jennifer Sexton, Management
Laci Rogers, Management
Kim Field, Education
Beom Jun Bae, Communication

Jia Lu, Communication
Sean Lux, Management
Youngwon Lee, Communication
Moon-Ki Hong, Communication
Diana Sindich, Human Sciences

Master of Science in Marketing Thesis Committees (all at Louisiana State University)

Tonya Armour, Chair
Anne Burrell-Smith, Chair
Elisa Sylvester

Stacy Landreth
Adriana Murillo

HONORS AND AWARDS

Research

- 2016 Best Paper Award, Services Marketing and Retailing Track, AMA Summer Educators' Conference
- Best Article of 2003, Cornell Hotel and Restaurant Administration Quarterly
- First Year Assistant Professor Program, FSU Council on Research and Creativity, 2002
- Summer Research Grant, School of Business, Samford University, 2000 and 2001
- AMA Best Article in Services Marketing Award, American Marketing Association Services Special Interest Group, 2000
- Summer Research Fellowship, Louisiana State University, 1995, 1996, and 1997
- Outstanding Empirical Research Award, Fogelman College of Business, University of Memphis (joint award with co-author O. C. Ferrell, University of Memphis), 1997
- Summer Research Grant, Council on Research, Louisiana State University, 1996
- Summer Research Fellowship, College of Business Administration, University of Arkansas at Little Rock, 1992, 1993, and 1994
- \$11,000 Research Grant, Marketing Science Institute, Honorable Mention the Marketing Science Institute's Research Proposal Competition on Managing Market-Driven Quality, 1991-92
- Graduate Student Research Award, The University of Memphis, Fall 1988, Spring and Fall 1991

Teaching

- Nominated for Outstanding Undergraduate Teaching Award, Florida State University, 2009
- Nominated for Outstanding Graduate Teaching Award, Florida State University, 2006 - 2008
- Teaching Competition Finalist, Society for Marketing Advances, 1999
- Award for Teaching Excellence, Louisiana State University, 1997
- MBA Teaching Award, College of Business, University of Arkansas at Little Rock, 1992-93

Academic

- Beta Alpha Psi Outstanding Dean Award, 2023
- American Marketing Association Doctoral Consortium Fellow, University of Memphis, 1991
- Honors Graduate in Marketing, Jacksonville State University, May 1986
- Coca-Cola Marketing Scholarship, Jacksonville State University, April 1986
- Honor Society Memberships – Alpha Mu Alpha, Beta Gamma Sigma, Omicron Delta Kappa, and Phi Kappa Phi

PROFESSIONAL DEVELOPMENT

- *Academic Leadership Academy*, Center for the Study of Higher Education, Penn State University, June 2017
- *Development for Deans and Academic Leaders*, Council for Advancement and Support of Education (CASE), February 2013, Bonita Springs, FL
- *Lessons for Aspiring Deans Seminar*, AACSB, April 2009, Orlando, FL
- *Major Gift Solicitation: Making the Ask*, Council for Advancement and Support of Education (CASE), October 2007, Cambridge, MA
- *Faculty Internship in Corporate Affairs*, Pfizer, Inc., New York, Summer 2004 and 2005. Worked in Manhattan as a faculty intern; conducted a customer service audit of Pfizer's third-party service providers in corporate philanthropy; developed questionnaires to assess the opinions of healthcare providers and legislators about specific programs and philanthropy in general; and offered recommendations on improving customer service within Pfizer's philanthropy programs.