

Fall 2025

John W. Story

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EDUCATION

Ph.D.	University of Colorado at Boulder <u>Major Field:</u> Marketing <u>Minor Field:</u> Psychology	May 2000
M.S.	Texas A&M University , College Station, TX <u>Major Field:</u> Marketing	August 1995
BBA	Texas A&M University , College Station, TX <u>Major Field:</u> Marketing	June 1991

EMPLOYMENT HISTORY

The University of St. Thomas

Cameron School of Business
Retired/Adjunct
Chair of Marketing
Associate Professor (with tenure)
Chair of Management and Marketing
Interim Burnett Endowed Chair in Leadership

Fall 2008 – Present
August 2025 - present
Fall 2020 – Summer 2022
Spring 2013 – August 2025
December 2012 – Spring 2014
Fall 2013 – Spring 2015

Fennell Story Insights, LLC

Academic Research and Industry Support
Owner/Researcher

Spring 2022 – Present
Concurrent with University of St. Thomas

VLaboratories, LLC

San Luis Obispo, CA
Research Partner

Fall 2011 – December 2012
Concurrent with University of St. Thomas

Idaho State University

Professor
Associate Professor
Assistant Professor
Visiting Assistant Professor

Spring 2007 – Fall 2008
Spring 2006 – Spring 2007
Summer 2005 – Spring 2006
Fall 2004 – Summer 2005

University of Texas at San Antonio

Assistant Professor

1999 - Summer 2004

CONSULTING SERVICES

2020 – 2022 Carolan Research Institute (converted to 4-year grant in January 2022)
2016 – 2023 HBIA, Houston, TX, Strategic Marketing and Manage Social Media Marketing
2018 – 2021 Columbus, TX Chamber of Commerce (pro bono)
2013 – 2014 UHY Advisors, Houston, TX, Managing Millennials Study
2012 – 2012: Bank of Houston, Houston, TX, Customer relationships and branding
2010 – 2011: VLaboratories, San Luis Obispo, CA, Adapted online marketing dashboard to packaging production
2008 – 2012: TRG iSKY, Washington, D. C., Consumer/Brand relationship modeling, data analysis, client presentations
2009 – 2011: Coats Rose, Houston, TX, Expert Witness – damage modeling
2006 – 2008: Partners for Prosperity, Blackfoot Idaho (pro bono), business training for Hispanic and Native American entrepreneurs
2006 – 2007: Bannock Pride Caskets, Pocatello, Idaho (pro bono), lead entrepreneurs in developing strategic marketing plan
2005 – 2006: Titan, L3 Communications, San Antonio, TX, Modeling receiver response to promotional efforts
2006 – 2006: TNS Global, Orange County, CA, Consumer/Brand relationship modeling
2003 – 2005: Harris Interactive, New York, NY, Marketing modeling and client conferences

PUBLICATIONS & CONFERENCE PAPERS

REFEREED JOURNAL ARTICLES

Story, John, Lynn Godwin (2023) Ethnocentrism and Consumer Knowledge in the U.S. Auto Consumer, Journal of International Consumer Marketing, in press and available online.

Story, John (2021) Unique Challenges of Segmentation and Differentiation for Higher Education, Journal of Marketing for Higher Education, Jan. 21:1-20.

Story, John (2020) Brands we love to hate: differences in perceived versus observed driver behaviors, Journal of Marketing Theory and Practice, 28, 3, 242 – 255. DOI: 10.1080/10696679.2020.1750961

Danes, J., Hess, J., Story, J., and Vorst, K. (2012), On the Validity of Measuring Brand Images by Rating Concepts and Free Associations, Journal of Brand Management, 19 (January), 289 – 303.

Hess, Jeff, John Story, and Jeff Danes (2011), A Three-Stage Model of Consumer Relationship Investment, Journal of Product and Brand Management, 20, 1, 14-26.

Danes, J., Hess, J., Story, J., York, J. (2010) Brand Image Associations for Large Virtual Groups, Qualitative Market Research, 13, 3, 309-323.

Story, John and Jeff Hess (2010), Ethical Brand Management: Customer relationships and ethical duties, Journal of Product and Brand Management, 19, 4, 240-249.

Story, John and Jeff Hess (2006), Segmenting Customer-Brand Relations: Beyond the personal relationship metaphor, Journal of Consumer Marketing, 23, 7, 406-413.

Story, John and Peggy Sue Loro (2005), Technology Congruence and Brand Extension Evaluations, Journal of Product and Brand Management, 14, 7, 438-447.

Hess, Jeff and John Story, (2005) Trust-based commitment: multidimensional consumer-brand relationships, Journal of Consumer Marketing, 22, 6, 313-322.

Story, John (2004), The effects of perceived technological incongruence on perceptions of fit between countries, products, and attributes, *Journal of Business Research*, 58, 1310-1319.

CONFERENCE PAPERS

Under Submission

Story, John (2026) "Experience Appetite Segmentation for Tourism Marketing," targeting a 2026 European Marketing conference.

Accepted and Presented:

Story, John (2025) "From Desires to Destinations," International Association for Place Branding, October 30, Manchester, UK.

Story, John (2025) "A Net-Prospect Model for New Product Planning," Marketing Management Association, September 18, Las Vegas.

John Story, John, Banerji, Ishani, Sepulveda, Cristian, Miaskiewicz, Tomasz (2025), "The Efficacy of Appetite-Based Segmentation," Association of Marketing Theory & Practice, March 30 – April 1, Myrtle Beach, SC.

Story, John, Banerji, Ishani (2024), "Appetites for Tourism Experiences Developing a New Segmentation Schema," Ninth International Conference on Tourism & Leisure Studies, June 19 – 21, 2024, Liverpool, UK.

Story, John (2024), "Understanding Subsistence Markets" Marketing Management Association Fall Conference. September 18 - 20. Santa Fe, NM.

Story, John (2024), "Measuring Driver Personality Types and Their Impact on Consumers' Appetites for Vehicles," Marketing Management Association Spring Conference. March 21 – 22. Virtual.

Story, John (2023) "Flipping the Segmentation Schema: A new pedagogy," Marketing Management Association, September 27, Lake Buena Vista, FL.

Story, John (2023) "Brand-Consumer Personality Congruence," Recent Advances in Retailing and Consumer Science Conference, July 24 – 27, Lyon, France.

Story, John & Bajac, Hector (2023) "Flipping the Tables: a new model of market segmentation," Recent Advances in Retailing and Consumer Science Conference, July 24 – 27, Lyon, France.

Story, John (2023) "The Fennell Model for Understanding Subsistence Markets," Fourth Annual Subsistence Marketplaces Conference (online), May 18, 2023.

Story, John (2023) (by invitation) "The Impact of Mechatronics and Automation on Prospect Potential for Automotive Brands." Mechanical & Automotive Research Conference, Rome, Italy, March 27, 2023.

Story, John, Godwin, Lynn (2023) "The Persistence of Consumer Ethnocentrism," Association of Collegiate Marketing Educators Conference, March 8 – 11, 2023, Houston.

Story, John (2022) "The Impact of Consumer Ethnocentrism on Prospect Potential for Auto Brands," Society for Marketing Advances Annual Conference, November 2 – 5, 2022.

Story, John, Hoover, Robert, Bajac, Hector (2022) "A Prospect Model of Market Segmentation," Recent Advances in Retailing and Consumer Science Conference, Baveno, Italy, July 23-26, 2022.

Story, John, Hoover, Robert, Bajac, Hector (2022) "A Hierarchical Model of Prospect Potential: Construct Development and an Empirical Test," Recent Advances in Retailing and Consumer Science Conference, Baveno, Italy, July 23-26, 2022.

Godwin, Lynn, Story, John (2022) "Whited Sepulchers: Religious Colleges in the United States," Association of Collegiate Marketing Educators (ACME) Conference, March 3 – 5, 2022.

Story, John (2021) "Platonic Relationships with Brands," Society for Marketing Advances Annual Conference, November 3 – 6, 2021.

Story, John (2021) "Generational cohorts and search for B2B service providers," Association of Marketing Theory & Practice Annual Conference, held online March 18 – 20, 2021. Presentation via Zoom 10:00 am EDT, March 18, 2021.

Story, John, R. Hoover, P. Lapoule, & H. Bajac (2007) "The Role of Country Perceptions in Chinese-Latin American Competition, Views from Latin America and the EU," BALAS - The Business Association of Latin American Studies, San Jose, Costa Rica, April 26, 2007.

Story, J., Hoover, R., & Bajac, H. E., (2006) "To Brand or Not to Brand: Effects of Brand Names on Uruguayan Consumers' perception of Product Quality", BALAS - The Business Association of Latin American Studies, Lima, Peru, May 12, 2006.

Story, J., L.E. Brouthers, and J. Hadjimarcou, (2005) "An investigation of three strategies for overcoming negative country of origin stereotypes" Academy of International Business. Quebec City, Canada, July 2005.

Brouthers, Lance, John Story, and John Hajimarcou (2004), An Investigation of Three Strategies for Overcoming Negative Country of Origin Stereotypes, JIBS/AIB/CIBER Frontiers Conference.

Story, John (2002), "A Marketing Utility Model of Internet Implementation and Adoption," Society for Marketing Advances, St. Pete's Beach, FL, November 2002.

Story, John (2002), "Factor Seeking versus Resource Seeking Preferential Trade Areas: Strategic response to the NAFTA and the EU," Free Trade in the Western Hemisphere: The Challenges and The Future, Laredo, Texas, April 2002.

Story, John and Peggy Sue Loro (2002), "The Congruity Triad: A Study of the Moderating Effects of Technology Congruence on Brand Extension Evaluations," Presented at the Society for Consumer Psychology Conference, Austin, Texas, Spring 2002.

Story, John and Dipankar Chakravarti (1999), "Modeling and Testing Strategic Differentiation as an Alternative Market Entry Strategy," Presented at the Marketing Science Conference, Syracuse, NY Spring 1999.

Lorang, P. S., Paul Herr and John Story "Constructed vs. Spontaneous Judgments of Brand Extensions," presented at Society for Consumer Psychology Conference, St. Petersburg, FL (February 1999)

Story, John (1998) "Comparative Advertising Effects on Brand Accessibility" Presented as a working paper at the ACR Conference, Denver, CO Fall 1998.

Story, John W. and Jakki J. Mohr (1997), "Learning from Partners in Inter-Firm Relationships," 1997 AMA Winter Educator's Conference, Marketing Theory and Applications, Debbie Thorne LeClair and Michael Hartline eds., American Marketing Association: Chicago.

SELECTED RESEARCH IN PROGRESS

Platonic Relationships with Brands, **under journal review, out with reviewers.**

Delivering Value Through Market Understanding, rejected and currently in revision for submission to another Journal.

Measuring Driver Personality Types and Their Impact on Consumers' Appetites for Vehicles, accepted for

the 2024 Marketing Management Association Conference, **under revision as journal article**.

Prospect identification, evaluation, and targeting in the Tourism Industry. This is a joint project with Ishani Banerji and the Tourism Bureau of Durango, Colorado. Secondary data and primary qualitative data were collected in Spring, 2023 and the quantitative survey is in the field, late May 2024.

Segmenting and Serving Subsistence Markets. This work applies Geraldine Fennell's model of consumer decision-making to understanding consumers in Subsistence Markets (also known as Bottom of the Pyramid). The first conference paper from this research was presented May 18 at the Fourth Annual Subsistence Marketplaces Conference (online) in May 2023.

Prospect Definition and Targeting: developing a functional scale. This work builds on the life work of Geraldine Fennell and was funded by a 2021 research grant from the Carolan Research Institute (\$12,000). Data collection is in process. Two conference papers were presented in 2022. The first journal submission is targeted for Fall 2024.

Millennials in the market: the impact of generational cohorts on search for business service providers. Version 1 was **reviewed and rejected** by the Journal of Marketing Theory and Practice. Version 2 was accepted for the 2021 Association of Marketing Theory and Practice Annual Conference. New data collection is in-process to revise and submit to a new journal.

Brands We Love to Hate: the moderating influence of brand ownership – This is a follow-up study to the 2020 paper in Journal of Marketing Theory and Practice - Data collection in process for submission to Journal of Marketing Theory and Practice

Gender Differences in Millennials: Evidence in Brand Relationships. An analysis of gender gaps in the different generational cohorts and how these impact marketing efficacy. Data analysis and literature review in process.

Perceived Versus Actual Cost, An analysis of the true cost of automobile ownership as compared to owners' perceptions. Data collection and literature review in progress.

Why Marketers May Go to Hell, Mathematical Model of the impact of competitive promotional spending on firms and consumers.

NONREFEREED PUBLICATIONS

Journals

Story, John (2007) Dividing Devotion, Marketing Management, Jan/Feb 2007, 16, 1, 20-25.

Brouters, Lance, John Story and John Hajimarcou (2006) "Three ways China can overcome negative country of origin effects" Peking University Business Review (in Chinese).

Hess, Jeff and John Story (2005), "Fidelity Factor," Marketing Management, November/December, 43-48.

Hess, Jeff and John Story (2005), "Moving Beyond Satisfaction," Quirk's, April.

Books (published through Amazon.com, available in print or Kindle formats)

Business Short Book Series: Course supplements for Marketing Management

- The Power of Segmentation
- Price Elasticity of Demand and Marketing
- Marketing Math Made Really Easy
- Learning Curves, Economies of Scale and Strategic Marketing

The Millennials Guide for Marketers, Managers, and Millennials

Book Chapters

Hess, J. and J. Story (2008) "Fidelity Factor," in Annual Editions Marketing 08/09, John E. Richardson,

ed., McGraw Hill, Dubuque, in press. (reprint from Marketing Management).

Hess, J. and J. Story (2007) "Fidelity Factory," in Annual Editions Marketing 07/08, John E. Richardson, ed., McGraw Hill, Dubuque, IA, 71 – 75. (reprint from Marketing Management).

Brouthers, L. E., John Story, and John Hajimarcou (2006) "A signaling theory investigation of how to overcome negative country of origin effects" in S. Tamer Cavusgil, David A. Griffith, G. Tomas M. Hult and Arie Y. Lewin. Emerging Research Frontiers in International Business Studies Volume 2. Palgrave McMillan.

PRESENTATIONS

A Net-Prospect Model for New Product Planning, Marketing Management Association, September 18, 2025 Las Vegas.

Appetites for Tourism Experiences Developing a New Segmentation Schema, Ninth International Conference on Tourism & Leisure Studies, June 19 – 21, 2024, Liverpool, UK.

Understanding Subsistence Markets, Marketing Management Association Fall Conference. September 19, 2024. Santa Fe, NM.

Measuring Driver Personality Types and Their Impact on Consumers' Appetites for Vehicles, Marketing Management Association Spring Conference. March 21, 2024 Virtual.

Flipping the Segmentation Schema: A new pedagogy, Marketing Management Association, September 27, 2023, Lake Buena Vista, FL.

Brand-Consumer Personality Congruence, Recent Advances in Retailing and Consumer Science Conference, July 25, 2023, Lyon, France.

Flipping the Tables: a new model of market segmentation, Recent Advances in Retailing and Consumer Science Conference, July 26, 2023, Lyon, France.

The Fennell Model for Understanding Subsistence Markets, Fourth Annual Subsistence Marketplaces Conference (online), May 18, 2023.

The Impact of Mechatronics and Automation on Prospect Potential for Automotive Brands." Mechanical & Automotive Research Conference, Rome, Italy, March 27, 2023.

The Impact of Consumer Ethnocentrism on Prospect Potential for Auto Brands, Society for Marketing Advances Annual Conference, November 2 – 5, 2022.

A Prospect Model of Market Segmentation, Recent Advances in Retailing and Consumer Science Conference, Baveno, Italy, July 24, 2022

Platonic Relationships with Brands, Society for Marketing Advances Annual Conference, November 4, 2021.

Generational cohorts and search for B2B service providers, Association of Marketing Theory & Practice Annual Conference, March 18, 2021.

Attracting and Recruiting the Latest Generation of College Students: Results from a 2013 study of student profiles and motivations, University of St. Thomas, Marketing and Enrollment Committee, February 12, 2014.

Challenges and Opportunities of a Multigenerational Workforce, UHY Advisors, Houston, TX, November 8, 2013.

Driving and Surviving with the Next Generation at Work, Managing Millennials, NACD (National Association of Corporate Directors), Houston Country Club, Houston, TX, May 14, 2013.

Customer Loyalty and Switching Behavior, TEDx TAMU, Texas A&M University, College Station, TX, ILSB 1105, April 27, 2013.

The Role of Research in Teaching, UST Family Weekend presentation to parents and students, Ahern, October 20, 2012.

Converging Perceptions – Future Research at the University of St. Thomas, UST Board of Directors Meeting, Houstonian Club, October 18, 2012.

Brand Health, Donors, and Student Recruiting, Faculty Study Day, University of St. Thomas, August 13, 2012.

Brand Health and Customer Perceptions, Bank of Houston, Board of Directors and CEOs, B of H, Tanglewood, July 11, 2012.

Brand Health of University of St. Thomas, President's Advisory Board, University of St. Thomas, May 3, 2012.

Brand Health and Donors Study, Board of Directors, University of St. Thomas, January 26, 2012.

Customer Service Workshop for University of St. Thomas Staff Training and Development Committee, Using Customer Relationship Research to Improve Customer Service: The Value of Trust and Caring, Old Book Store (October 27, 2010).

"The Ethics of Building Relationships with Customers," Cameron School of Business, Brown Bag Series, Ahern (October 23, 2009).

"The Ethical Implications of Customer-Brand Commitment," Society for Marketing Advances, San Antonio, Texas (November 8, 2007).

"The Evolution of Loyalty in Academic Literature", Harris Interactive, New York. (March 27, 2006).

"Effective Marketing Tools for Entrepreneurs", Partners for Prosperity, Idaho State University. (March 21, 2006).

Story, J., "Inversión en Comunicación ¿Donde fue mi inversión?" (in Spanish), Universidad ORT, Montevideo, Uruguay. (November 2005).

"Trust-Based Commitment", Harris Interactive, Chicago. (May 11, 2005).

"Globalization: Surviving in a Global Market", National Institute of Steel Detailers, San Antonio, Texas. (May 2004).

"A Marketing Utility Model of Internet Implementation and Adoption", Society for Marketing Advances, St. Pete's Beach, Florida. (November 2002).

AWARDS & HONORS

Research Grant from the Carolan Research Institute, 2026 - 2029, (\$288,900)

Research Grant from the Carolan Research Institute, 2022 - 2025, (\$340,000)

Research Grant from the Carolan Research Institute, 2021 - 2022, (\$12,000 to develop a prospect scale)

Teacher of the Year, Idaho State University College of Business, 2008

Technology Incentive Grant, Idaho Board of Education, 2007 (\$39,900 grant to develop a business simulation course in Second Life)

Summer Research Grant (competitive), University of Texas at San Antonio, 2000, 2001, 2002, 2003

Nominated for the COB Advisory Council Teaching Excellence Award 2001

Selected as a member of the UTSA delegation to China 2001

Hart Fellowship Research Grant, University of Colorado at Boulder, Summer 1997

Graduate Student Teaching Excellence Award, University of Colorado at Boulder, 1997

Consortium Fellow, AMA Doctoral Consortium, University of Cincinnati, 1997
Invited Discussant, Haring Symposium, Indiana University, 1997
Invited Discussant, Nebraska Doctoral Symposium, Lincoln, Nebraska, 1996
Lechner Fellowship, Texas A&M University, 1994 -1995

TEACHING

Interests

Marketing Strategy, Entrepreneurship, Principles of Marketing, Consumer Behavior, Sales and Sales Management

Innovations

2025 –

Built and deployed new online, asynchronous Principles of Marketing and Introduction to Business courses

2023 –

Built out new Artificial Intelligence learning modules and assignments

Built and deployed a new online, asynchronous Principles of Marketing course, incorporating Artificial Intelligence

2021 –

Built and deployed online, asynchronous Principles of Marketing

Built and deployed hybrid and online Foundations of Personal Selling

Built and deployed a new course in Entrepreneurship and Conscious Capitalism

2020 –

Developed and deployed fully online version of Principles of Marketing

Developed and deployed hybrid (50/50) version of International Business

2019 –

Developed hybrid version of MBA Proficiency course in Mathematics

Developed and deployed fully online version of MBA Marketing Management Theory

2018 –

Began developing online Quizlets modules to supplement course materials

Began developing Survey Gizmo, survey-based learning supplements for short-essay learning

Developed online version of Proficiency course in marketing principles

Developed hybrid version (50/50) of MBA Marketing Management Theory

Developed hybrid version of Principles of Marketing

2016 –

Self-published a series of business short books to supplement course materials

Began developing a battery of mini-lectures to support a variety of marketing courses

RESEARCH INTERESTS

Prospect Analysis and Segmentation

Customers' Relationships with Brands

Brand Health and the process of Brand Building

SERVICE to the University and Community

Cameron School of Business

Chair of Marketing, Fall 2020 – Summer 2022

Various Department and CSB Committees 2017 - 2022

Department Chair January 2013 – August 2014

Search committee chair for Operations Management

Search committee member for Marketing

Chair of Strategic Planning Committee

- Developed a new faculty mentoring policy
- Developed and fielded surveys of faculty to assist in revising goals and action items

University of St. Thomas

Undergraduate Curriculum Committee 2020-2025

Enrollment Committee 2019-2022

Member of University Marketing Committee 2012 - 2015

Conducted Comprehensive Study of Students, 2012, 2013 and 2014

Conducted University Brand Health Study, Fall 2011

Developed online distribution/scoring algorithm for the Catholic School Essay Contest

Member of Undergrad Application Admissions Project Task Force

- Assisted in developing, conducting, and analyzing the results from a variety of research projects designed to assist in improving undergraduate recruiting
- Collected data and developed a student choice model that identifies all of the different decision points and criteria that students use when selecting a university – Designed to assist in better targeting potential applicants with information.

Member of Search Committee for Director of Tutorial Services (Summer 2010)

Member of Search Committee for Associate VP for Student Success (Summer/Fall 2010)

Service to the community

Board of Directors, Columbus Historical Preservation Trust, 2016 – 2020

Board of Directors, Columbus, TX Lions Club 2016 - 2017, 2020 – 2022

Data collection and analysis for Texas Target Communities project in Columbus, TX

Pro bono consulting for Columbus, TX Chamber of Commerce 2018

Session for Power Tools for Non-Profits Conference 2013

Pro bono consulting services to Native American businesses, including:

Bannock Pride (Native American owned manufacturer of funerary products)

Tribal Enterprises (non-gaming businesses of the Shoshone-Bannock Tribes in Fort Hall)

Also partnered with Partners for Prosperity in Blackfoot, a non-profit organization funded by the Northwest Foundation to reduce poverty in Southeast Idaho. I served on several committees and have provided consulting and Spanish-language instruction for small business owners.

Professional Service

Reviewer, Winter AMA Conference, 2025

Session Chair, Marketing Management Association, 2023, Lake Buena Vista, FL

Session Chair, Society for Marketing Advances 2022, Charlotte, NC, November 2

Session Chair, Society for Marketing Advances 2021, Orlando, FL, November 4

Engaging with Houston area businesses to improve their marketing research

- e.g., Bank of Houston, UHY Advisors, HBIA

Session for National Association of Corporate Directors

Ad Hoc reviewer – Journal of Marketing Theory and Practice

Ad Hoc reviewer – Journal of Cleaner Production

Ad hoc reviewer – Management Research News

Ad hoc reviewer – Journal of Tourism Management

Industry Presentations with Harris Interactive, Chicago 2005, New York 2006

Lead Speaker – National Institute of Steel Detailers annual conference, May 2004