

## M. WAYNE ALEXANDER

### CONTACT

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### EDUCATION

Ph.D. in Teaching and Learning, 1996, University of North Dakota, Grand Forks, ND.  
Ph.D. in Business Administration, 1974, University of Illinois, Urbana, IL.  
M.B.A. in Business Administration, 1969, Fresno State College, Fresno, CA.  
B.S. in Business Administration, 1968, Fresno State College, Fresno, CA.

### PROFESSIONAL EXPERIENCE

Minnesota State University Moorhead, Moorhead, MN. College of Business and Industry, Paseka School of Business. Professor Emeritus: 06/2017 to present. Professor: 06/01 to 05/2017. Associate Dean and Professor: 08/00 to 05/01. Professor: 09/83 to 08/00. Chair and Professor: 09/81 to 09/83. Chair and Associate Professor: 07/77 to 09/81.  
University of Texas at Arlington, Arlington, TX. Department of Business Administration. Assistant Professor: 09/73 to 06/77.  
Western Illinois University, Macomb, IL. Department of Marketing and Finance. Assistant Professor: 09/71 to 09/73.  
University of Illinois, Urbana, IL. Department of Business Administration. Graduate Teaching Assistant: 09/70 to 06/71.  
Parkland Junior College, Champaign, IL. Evening Division. Part-time Instructor: 09/69 to 01/71.  
Fresno State College, Fresno, CA. Department of Marketing. Graduate Assistant: 04/68 to 06/69.  
McCabe Elementary School, Mendota, CA. Sixth Grade Teacher: 04/66 to 06/67.

### PUBLICATIONS

Alexander, M. Wayne and William Violet (2018). Trade from Assyrian Aššur to Anatolian Kaneš in the 19<sup>th</sup> Century BCE. *Journal of Management and Marketing Research*, 22 September 4-28.  
Alexander, M. Wayne and William Violet (2015). Trade in the Ancient Near East: Lagaš, Ur, Larsa, Mari. *Journal of Management and Marketing Research*, 19 (July) 39-48.  
Alexander, M. Wayne and William Violet (2014). The Marketing of People: Slave Trade in the Ancient Near East. *The Journal of Business and Behavioral Sciences*, 26(2), 138-155.  
Alexander, M. Wayne (2012). Mesopotamian Traders: The Tamkārū. *The Journal of Business and Behavioral Sciences*, 24 (2), 16-25.  
Alexander, M. Wayne (2012). Delight the Customer: A predictive model for repeat purchase behavior. *Journal of Relationship Marketing*, 11 (2), 116-123.  
Kalra, Rajiv and M. Wayne Alexander (2011). Corporate governance in emerging markets in Asia: corporate managers' perspectives. *Corporate Ownership and Control*, 8 (4), 411-419.  
Alexander, M. Wayne, Deborah Kukowski, and Lee Dexter (2010). Students' beliefs and attitudes about a business school's academic advising process. *The Research in Higher Education Journal*, 8.  
Alexander, M. Wayne (2010). Customer delight: A review. *Academy of Marketing Sciences Journal*, 14 (1), 39-53.  
Alexander, Joshua T.D. and M. Wayne Alexander (2010). Six steps to an effective mentoring program. *The New Superintendents E-Journal*, January.  
Violet, William and M. Wayne Alexander (2009). An overview of accounting developments in archaic and classical Greece. *Academy of Accounting and Financial Studies Journal* 13 (2).

- Alexander, M. Wayne (2006). Continuing education for older learners as a means of occupying discretionary time. *The Researcher: The Journal of the Northern Rocky Mountain Educational Research Association*, 20 (1), 46-53. .
- Violet, William and M. Wayne Alexander (2005). An information systems approach to the origins of accounting: Pre-humans to the Greeks. *Academy of Accounting and Financial Studies Journal*, V9 (2), pp. 103-114.
- Alexander, M. Wayne (1997). Need recognition by older consumers. *Academy of Marketing Studies Journal*, 1(2), pp. 1-7.
- Alexander, M. Wayne (1991). My writing odyssey. *Teaching and Learning; The Journal of Natural Inquiry*, 6 (1), pp. 45-55.
- Alexander, M. Wayne and Ben B. Judd, Jr. (1986). Differences in attitudes toward nudity in advertising. *Psychology, A Quarterly Journal of Human Behavior*, 23 (1) pp. 26-29.
- Alexander, M. Wayne (1984). Fear appeals in selling life insurance. *Life Association News*, June, pp. 98-102.
- Judd, Ben B. and M. Wayne Alexander (1983). On the reduced effectiveness of some sexually suggestive ads. *Journal of the Academy of Marketing Science*, Spring, pp. 156-168.
- Alexander, M. Wayne (1982). Counter or ignore the objection: conventional wisdom vs. behavior theory. *Life Insurance Selling*, December, pp. 64-72.
- Alexander, M. Wayne and Ben B. Judd, Jr. (1978). The effects of female nudity in advertising on brand recall. *Journal of Advertising Research*, 18(1), pp. 47-50. (Reprinted in Werbung-Publicite, July/August, 1978, pp. 8-11.)
- Alexander, M. Wayne (1977). Using B Mod to motivate and train hospital employees. *Training: The Magazine of Human Resources Development*, 14(11), P. 72.
- Alexander, M. Wayne (1977). The prediction of job behavior with expectancy-value attitudes and perceived norms. *Journal of Management*, 3(1), pp. 47-54.
- Alexander, M. Wayne (1976). The estimation of attitudes in two occupational groups: A test of four expectancy-evaluation models. *The Journal of Psychology*, 93, pp. 31-41.
- Alexander, M. Wayne (1972). Attitudes, job satisfaction, and the work organization. Working Paper No. 2, Bureau of Business and Economic Research, Western Illinois University, Macomb, IL, 1972.

## PROCEEDINGS

- Alexander, M. Wayne and William Violet (2012). Trade and traders of Mesopotamian Ur. In Proceedings of the American Society of Business and Behavioral Sciences 19<sup>th</sup> Annual Conference, V 19 (1).
- Alexander, M. Wayne (2010). Delight the customer: A model for predicting repeat purchase behavior. In Proceedings of the Allied Academies Fall, 2010 International Conference, Las Vegas, October.
- Alexander, M. Wayne (2009). Customer delight: A review. In Proceedings of the Allied Academies Fall, 2009, International Conference, Las Vegas, Nevada, October.
- Violet, William and M. Wayne Alexander (2009). The evolution of accounting systems in ancient Greece. In proceedings of the North American Accounting Society Annual Meeting, Chicago, Illinois.
- Violet, William and M. Wayne Alexander (2004). Greek contributions to the development of accounting. In Proceedings of the North American Accounting Society Annual Meeting, Chicago, Illinois.
- Dexter, Lee, Deborah Kukowski and M. Wayne Alexander (2003). Business Students' Perceptions of the Academic Advising Process. Proceedings of the International Applied Business Research Conference, Acapulco, Mexico, March.
- Alexander, M. Wayne, Deborah Kukowski and Lee Dexter (2003). Business students' recommendations for improving the academic advising process. Proceedings of the International Applied Business Research conference, Article 119.
- Violet, William and M. Wayne Alexander (2003). Sumerian contributions to the development of accounting. In Gary G. Johnson (ed), Proceedings of the North American Accounting Society Annual Meeting, pp. 99-103.
- Alexander, M. Wayne, Deborah Kukowski and Lee Dexter (2003). Business students' perceptions of the

- academic advising process. Proceedings of the Academy of Educational Leadership, Allied Academies International Conference, 8(1), pp. 11-16
- Kukowski, Deborah S., Lee Dexter, and M. Wayne Alexander (2003). Advising business students. Proceedings of the American Society of Business and Behavioral Sciences Tenth Annual Meeting, 10(1), pp. 875-877.
- Violet, William and M. Wayne Alexander (2002). Some origins of accounting. Proceedings of the 2002 North American Accounting Society meeting.
- Dexter, Lee, Deborah Kukowski and M. Wayne Alexander (2002). Business Students' attitudes toward academic advising. Proceedings of the American Society of Business and Behavioral Sciences.
- Kukowski, Deborah S., Lee Dexter, and M. Wayne Alexander (2002). Advice received and wanted from faculty advisors. Proceedings of the Academy of Educational Leadership.
- Alexander, M. Wayne (2001). Higher education in 2025: Education for business in the twenty-first century. Proceedings of the Academy of Educational Leadership, 6(1), pp 3-10.
- Alexander, M. Wayne (2001). Creating a learning environment for business students. Proceedings of the American Society of Business and Behavioral Sciences, 8(2), pp. 929-932.
- Alexander, M. Wayne and A. Clyde Vollmers (1999). Learning after sixty: Business education for aging learners. Proceedings of the Academy of Marketing Annual Conference, pp. 4-17.
- Alexander, M. Wayne and Alan Macdonald (1999). Factors influencing elderly learners' participation in educational activities with implications for educational programs in marketing. Marketing Management Association 1999 Proceedings, 69-74.
- Alexander, M. Wayne, A. Clyde Vollmers, and Alan MacDonald (1999). Innovative education in business and the behavioral sciences: Academic opportunities available to the elderly. Proceedings of the American Society of Business and Behavioral Sciences, Interdisciplinary III: Innovative Education, (compact disk).
- Alexander, M. Wayne, A. Clyde Vollmers, and Stacy M. Vollmers (1998). Structuring learning activities for students over the age of sixty: Implications for education in business. Proceedings of the Academy of Educational Leadership, (compact disk).
- Alexander, M. Wayne (1998). Older Learner's Preferences for Educational Activities. Proceedings of the Fifth Annual Meeting of the American Society of Business and Behavioral Sciences, 2, 154-161.
- Alexander, M. Wayne (1997). Need recognition by older consumers. Proceedings of the Academy of Marketing Studies, 2(1), pp. 10-15.
- Alexander, M. Wayne (1997). Older people's needs for goods and services. Proceedings of the Fourth Annual Meeting of the American Society of Business and Behavioral Sciences, 1, pp. 23-29.

## PAPER PRESENTATIONS

- Alexander, M. Wayne and William Violet (2012). Trade and traders of Mesopotamian Ur. Presented to The American Society of Business and Behavioral Sciences 19<sup>th</sup> Annual Conference, February 23-26.
- Alexander, M. Wayne (2010). Delight the customer: A model for predicting repeat purchase behavior. Presented to the Allied Academies Fall, 2010 International Conference, Las Vegas, October.
- Alexander, M. Wayne (2009). Customer delight: A review. Presented to the Allied Academies Fall, 2009, International Conference, Las Vegas, Nevada, October.
- Violet, William and M. Wayne Alexander (2009). The evolution of accounting systems in ancient Greece. Presented to the North American Accounting Society Meeting, MBAA International Annual Meeting, Chicago, Illinois.
- Alexander, M. Wayne, Deborah Kukowski and Lee Dexter (2005). Students' beliefs about and attitudes toward the academic advising process in a school of business. Presented to the Northern Rocky Mountain Educational Research Association annual conference, Jackson Hole, WY, October.
- Violet, William and M. Wayne Alexander (2004). Greek contributions to the development of accounting. Presented to the North American Accounting Society Annual Meeting, Chicago, March.
- Dexter, Lee, Debora Kukowski and M. Wayne Alexander (2003). Business Students' Perceptions of the

- Academic Advising Process. Presented to the International Applied Business Research Conference, Acapulco, Mexico, March.
- Alexander, M. Wayne, Deborah Kukowski and Lee Dexter (2003). Business students' recommendations for improving the academic advising process. Presented to the International Applied Business Research conference, March.
- Violet, William and M. Wayne Alexander (2003). Sumerian contributions to the development of accounting. Presented to the North American Accounting Society Annual Meeting, Chicago, March.
- Alexander, M. Wayne, Deborah Kukowski and Lee Dexter (2003). Business students' perceptions of the academic advising process. Presented to the Allied Academies Tunica International Conference, April.
- Kukowski, Deborah S., Lee Dexter, and M. Wayne Alexander (2003). Advising business students. Presented to the American Society of Business and Behavioral Sciences, March.
- Violet, William and M. Wayne Alexander (2002). Some origins of accounting. Presented to the 2002 North American Accounting Society, February 27-March 1.
- Dexter, Lee, Deborah Kukowski and M. Wayne Alexander (2002). Business Students' attitudes toward academic advising. Presented to the American Society of Business and Behavioral Sciences, February 8-11.
- Kukowski, Deborah S., Lee Dexter, and M. Wayne Alexander (2002). Advice received and wanted from faculty advisors. Presented to the Academy of Educational Leadership, April 10-13.
- Alexander, M. Wayne (2001). Education for business in the 21st Century. Presented to the Allied Academies Spring International Conference, April 4-7.
- Alexander, M. Wayne (2001). Creating a learning environment for business students. Presented to the American Society of Business and Behavioral Sciences 8th Annual Meeting, February 22-26.
- Alexander, M. Wayne and A. Clyde Vollmers (1999). Learning after sixty: business education for aging learners. Presented to the Academy of Marketing Annual Conference, July 7-9.
- Alexander, M. Wayne and Alan Macdonald (1999). Factors influencing elderly learners' participation in educational activities with implications for educational programs in marketing. Presented to the Marketing Management Association, March.
- Alexander, M. Wayne, A. Clyde Vollmers, and Alan MacDonald (1999). Innovative education in business and the behavioral sciences: Academic opportunities Available to the elderly. Presented to the American Society of Business and Behavioral Sciences, February.
- Alexander, M. Wayne, A. Clyde Vollmers, and Stacy M. Vollmers (1998). Structuring learning activities for students over the age of sixty: Implications for education in business. Presented to the Allied Academies International Conference, October 25-28 (Session Chair).
- Alexander, M. Wayne (1998). Older learner's preferences for educational activities. Presented to the American Society of Business and Behavioral Sciences, February 20-26.
- Vollmers, Stacy M., M. Wayne Alexander and A. Clyde Vollmers (1998). The gap between theory and practice in sales training. Presented to the American Society of Business and Behavioral Sciences, February 20-26.
- Alexander, M. Wayne (1997). Need recognition by older consumers. Presented to the Allied Academies National Conference, April 1-4 (Session Chair).
- Alexander, M. Wayne (1997). The need for goods and services of people over the age of 60. Presented to the American Society of Business and Behavioral Sciences, February 2-6 (Session Chair).
- Alexander, M. Wayne (1995). Early learning experience differences between older respondents; Life long learning vs. early learning terminators. Presented to the Northern Rocky Mountain Educational Research Association, September 27-30.
- Alexander, M. Wayne and Slotnick, Henry B. (1993). Teaching adult learners: An examination of the research literature with some teaching applications. Workshop presented to the Eleventh Annual Meeting of the Northern Rocky Mountain Educational Research Association, September 30-

October 2.

- Alexander, M. Wayne and James Swenson (1990). How to give up lecturing for fun and profit: Learning time Vs. seat time. Presented to the Third Annual Minnesota State University System Undergraduate Teaching Conference on Enhancing Undergraduate Instruction. Brooklyn Park, MN, October 17-19.
- Alexander, M. Wayne (1985). Sunflower growers' behaviors, attitudes and beliefs. Presented to the 53<sup>rd</sup> Annual Meeting of the Minnesota Academy of Science, St. Paul, MN, April 26-27.
- Alexander, M. Wayne and A. Clyde Vollmers (1984). Behavior, attitude, expectancy, and importance relationships. Presented to the 52nd Annual Meeting of the Minnesota Academy of Science, St. Paul, MN, April 27-28.
- Alexander, M. Wayne (1983). Back the hearse up to the door: Fear appeals in selling life insurance. Presented to the 51st Annual Meeting of the Minnesota Academy of Science, St. Peter, MN, April 29-30.
- Alexander, M. Wayne (1982). A selling model. Presented to the 50th Annual Meeting of the Minnesota Academy of Science, St. Peter, MN, April 23-24.
- Alexander, M. Wayne and Ben Judd, Jr. (1980). Pairing brand and product names with nude and neutral stimuli in advertisements: An investigation of recall and attitudes. Presented to the Academy of Marketing Science, 1980 Annual Conference, Dallas, TX, April 30-May 3.
- Alexander, M. Wayne and Ben Judd, Jr. (1979). Pairing brand and product names with nude and neutral stimuli in advertisements: An investigation of recall and attitudes. Presented to the 47th Annual Meeting of the Minnesota Academy of Science, Morris, MN, May 4-5.
- Alexander, M. Wayne (1977). Fraternity pledge period: A severe or easy rite of passage. Presented to the 21st Annual Convention of Pi Sigma Epsilon, Chicago, IL, April 1.
- Alexander, M. Wayne and Ben Judd, Jr. (1976). Differences in male and female attitudes toward sex and nudity in advertising. Presented to the Mid-South Sociological Association Annual Meeting, Monroe, LA, November 4-6.
- Alexander, M. Wayne (1976). The effects of sexual stimuli in mass communications. Presented to the 1976 Annual Meeting of the Southwestern Sociological Association, Dallas, TX, April 7-10.
- Alexander, M. Wayne (1975). The motivation of hospital employees using behavior modification. Presented to the Second Miami International Conference on Progress and Prospects in Health Care Distribution Systems, Bal Harbor, FL, November 24-27.

## **PROFESSIONAL ACTIVITIES**

- Programs and discussions on planning, motivation, communication, perception, attitudes, and personal selling presented to business, industry, and civic groups as requested.
- Marketing research for North Dakota and Minnesota businesses and not-for-profit organizations including site, awareness, market share, and advertising effectiveness studies.
- Seminars in university teaching and learning including "How to give up lecturing For fun and profit. Conducted for Minnesota State University System faculty, 1989/90 and 1990/91.
- Inter Faculty Organization contract negotiating committee for 1985-1987 Collective Bargaining Agreement.
- Supervisory skills training consultant to American Crystal Sugar Company, Moorhead, MN., 1980 and 1981, and Three Affiliated Tribes, New Town, ND, 1982.
- Long-range planning consultant to North Dakota based life insurance company, Fargo, ND., 1977 to 1979.
- Supervisory skills development programs conducted for business and industry groups several times each year, 09/75 to 05/83.

## **GRANTS RECEIVED**

- Faculty Improvement Grand received summer, 2012 for the collection of data on trade in the ANE.
- Faculty Improvement Grant received (with Lee Dexter and Deborah Kukowski) Spring, 2000 for a study of

the advising process in the Business Administration and Accounting departments, \$3160.  
Faculty Improvement Grant received Spring, 1998 for an investigation into the educational needs, beliefs,  
and attitudes of the very old, \$1500.

#### **OTHER PUBLICATIONS**

Alexander, M. Wayne (2014). The Problem With Educational Fads. *The High Plains Reader*, 20(43), 5.

#### **ASSOCIATION/BOARD MEMBERSHIPS**

Viding Township Board of Supervisors 2010-2019  
Inter Faculty Organization Board of Directors, 2004 to 2008.  
United Campus Ministry Board of Directors, 1990 to 1993.  
Moorhead Independent School District #152 Board of Directors, 1986 to 1992.  
Fargo-Moorhead Community Theater Board of Directors, 1984-1987.  
Fargo-Moorhead Soccer Association Board of Directors, 1977-1980.  
St. Andrews Society board member, 2014-  
Pi Sigma Epsilon life member.  
Phi Kappa Phi member.