

# STEPHEN B. CASTLEBERRY

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## OFFICE ADDRESS:

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9836 E. State Rd. 13  
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## EDUCATION

Ph.D. in Business Administration, University of Alabama, 1983

Title of Dissertation:

A Longitudinal Field Experiment of Repeat Purchase Behavior: Effects of Varying Intrinsic Quality, Price, and Brand Availability

Master of Arts in Marketing, University of Alabama, 1981

Bachelor of Business Administration, Middle Tennessee State University, 1978

## ACADEMIC POSITIONS HELD

1992-Present -Professor of Marketing, University of Minnesota, Duluth.

Responsibilities include teaching sections of personal selling, principles of marketing, business ethics, marketing ethics, and marketing research. Graduate faculty membership. Tenured.

2006-present - Visiting Professor, University of Wisconsin-Eau Claire.

Responsibilities include teaching on-line sections of marketing in the MBA Consortium program in the College of Business.

2003-2005 -Chair, Department of Management Studies, University of Minnesota, Duluth.

Full Department Chair responsibilities with an emphasis on AACSB continuing accreditation, managing budget cuts and increased use of adjuncts and term faculty, and

student population growth. Resources managed included 12 full-time faculty members, 9 adjunct faculty, staff, and the departmental budget. Successfully hired OB, HRM/OB and Entrepreneurship tenure track faculty, two one-year term faculty in Marketing, and one one-year term faculty member in Management. Requested and was granted new tenure track lines in HRM/OB, Marketing and a two-year term line in Management (Health Care Management). Implemented new teaching and service evaluation system in department in Spring 2004.

- 1997-1999 -Chair, Department of Management Studies, University of Minnesota, Duluth.  
Full Department Chair responsibilities with an emphasis on semester conversion and AACSB accreditation. Resources managed included 9 faculty members, 6 adjunct faculty, staff, and the departmental budget.
- 1989-1992 -UARCO Professor of Sales and Marketing, Northern Illinois University.  
As the holder of this endowed chair my responsibilities include leadership in generating industry support for department programs/students/faculty in the sales area (e.g. developing faculty and student internships, increasing recruiting activities by major firms, securing equipment and financial donations), development of new courses, and coordination of resources to achieve excellence in the sales area. Also responsible for teaching courses in personal selling and sales management. Tenured.
- 1990-1991 -Acting Department Chairman, Northern Illinois University.  
Full Department Chairman responsibilities with an emphasis on faculty recruiting, departmental strategic planning, and developing/encouraging professionalism for programs and faculty. Resources managed included 12 faculty members, 7 instructors, 15 graduate assistants, staff, and an \$850,000 budget.
- 1983-1989 -Assistant Professor of Marketing, University of Georgia.  
Responsibilities included teaching graduate and undergraduate sections of personal selling, sales management, marketing research, principles of marketing, and business ethics. Also served doctoral students with full Graduate Faculty membership.
- 1983 -Graduate teaching assistant, University of Alabama.  
Responsibilities included teaching sections of consumer behavior.
- 1981 -Graduate research assistant, University of Alabama.  
Responsibilities included research design, sample selection, and extensive computer analyses. Also wrote case analyses for the teacher's manual for a retailing case book.

## **OTHER EMPLOYMENT**

- 1996-present Castleberry Farms Press, Poplar, Wisconsin  
Position of author and publisher. Own and operate a small publishing company. In addition to writing and producing the "popular press" books, also market and distribute them internationally.
- 1978-1980 Burroughs Corporation, Chattanooga, Tennessee.  
Position of territory manager of thirteen counties in Georgia and Alabama. Responsibilities included prospecting, creating and executing presentations, securing orders, installing hardware and software systems, and developing better relationships between customers and Burroughs.
- 1977 Nabisco, Inc., Chattanooga, Tennessee.  
Position of vacation-relief salesman. Responsibilities included creating displays, resolving problems and merchandising.
- 1974-1976 Dixie Bearings, Inc., Chattanooga, Tennessee.  
Position of vacation-relief shipping and receiving clerk. Responsibilities included delivering products, efficiently selecting common carriers, and restocking inventory.
- 1972-1975 G.C. Murphy's, Chattanooga, Tennessee.  
Position of retail salesman and assistant to manager. Responsibilities included light supervision of employees, undercover security assignments, and generation of retail sales.

## **HONORS AND AWARDS**

- Sherwin-Williams Distinguished Teaching Award Finalist, Society for Marketing Advances, 2006.
- Hormel Meritorious Teaching Award Teacher, Marketing Management Association, 2006.
- University of Minnesota Single Semester Leave, Spring 2006.
- University of Minnesota Single Semester Leave, Fall 1999.
- University of Minnesota Single Quarter Leave, Fall 1995.
- Ideal Industries Excellence in Teaching Award for 1991, a college-wide award for excellence in blending theory and the "real world" in the classroom.
- Chosen as the Executive-In-Residence for the Jennings A. Jones Chair of Excellence in Free Enterprise, Middle Tennessee State University, March 12, 1990.
- Marketing Department nominee for college-wide Ideal Industries Excellence in Teaching Award, 1990.
- Merrell Dow 1988 Outstanding Teacher of the Year.
- NCR Award for Outstanding Teaching in the Undergraduate Program, 1987.
- Faculty Recognized for Superior Teaching, University of Georgia, Honors Day, May 14, 1986.
- Minnie C. Miles Outstanding Graduate Student Award, College of Commerce and Business Administration, University of Alabama, 1982-83.
- Steven Shaw Award Winner, Best Overall Paper, Southern Marketing Association 1982 Conference.
- American Marketing Association Doctoral Consortium Fellow, 1982.
- AMA Graduate Student Marketing Award, AMA Birmingham chapter, 1982.
- Alpha Mu Alpha (national marketing honorary), 1982.
- Beta Gamma Sigma (national business honorary), 1982.
- Graduate Council Research Fellowship, University of Alabama, 1980-81, 1981-82.

Graduate Council Fellowship, University of Alabama, 1981-1982.  
Outstanding Marketing Student, Middle Tennessee State University, 1978.

## **CONSULTING/CONTRACTS/GRANTS RECEIVED**

Chancellor's Faculty Small Grants Program, 2006, "Attitudes and Behaviors of Marketing Researchers, Marketing Managers and the Public to Marketing Research Ethics Issues"  
University of Minnesota Undergraduate Research Program, 2005, "Attitudes and Behaviors of Marketing Researchers, Marketing Managers and the Public to Marketing Research Ethics Issues"  
Chancellor's Faculty Small Grants Program, 2004, "Stakeholder Representation on Boards of Directors."  
Internationalizing the Fundamentals of Selling Course, 2003, SBE International Grant.  
Internationalizing the Marketing Research Course, 2002, SBE International Grant.  
Chancellor's Faculty Small Grants Program, 2002, "The Practice and Use of Technology to Teach and Evaluate Business Ethics."  
Chancellor's Faculty Small Grants Program, 2001, To help purchase a laptop computer.  
Chancellor's Faculty Small Grants Program, 2001, Videotape equipment to improve student's oral communications skills.  
Chancellor's Faculty Small Grants Program, 2000, To attend AMA Winter Conference and participant in a panel discussion on salesperson listening.  
Chancellor's Faculty Small Grants Program, 2000, Upgrading Statistical Software Package.  
Chancellor's Faculty Small Grants Program, 1999, "Further Refinement of the ILPS Scale: Assessing the Congruence of Salesperson, Salesmanager, and Buyer Perceptions of the Seller's Listening Skills"  
Chancellor's Faculty Small Grants Program, 1998, "The Potential Impact of Y2K Preparations on Current Marketing Practice."  
SBE Non-Recurring Research Grant, 1998, "The Anticipatory Socialization of Salespeople"  
Chancellor's Faculty Small Grants Program, 1997, "(Mis)Use of Marketing Research by Politicians"  
Motorola: Consultant for assessing and developing the listening skills of salespeople and their impact on performance, 1992.  
Pella Rolscreen: Sales Training Consultant for a group of distributorship sales managers, 1991.  
Great Lakes Motorola Service Station: Sales Training Consultant for 140 owners, 1991.  
Summer Research Grant, Northern Illinois University, 1991.  
Kemper Teaching Fellowship: Funding for developing a video tape of "real world" sales presentations to be used in Professional Selling Courses.  
First DeKalb Bank: Marketing Management Consulting Project, 1990.  
Northern Illinois University Executive MBA: Sales Training seminar for 1990.  
Kemper Teaching Fellowship: Funding for developing an Advanced Professional Selling Course, 1990.  
The Dryden Press: Sales training consultant for inside sales force, 1990.  
The Alexander Group: Full funding for a project investigating recruiting and selection for national account salespeople, 1989.  
UARCO Incorporated: Sales and marketing management consulting projects, 1989.  
Soil Conservation Service: Sales training consulting project, 1985, 1987.  
Lee Davis Advertising: Marketing management consulting project, 1985.  
Athens Transit System and Georgia Square Mall: Marketing management consulting project, 1984.  
London Business School: Full funding for follow-up attitude research, 1987, 1988.

London Business School: Full funding for attitude research, 1986.

Gillette Corp., Kimberly Clark, Procter and Gamble, Coca-Cola Foods Division: Support for a longitudinal research project, 1985.

The Quaker Oats Company: Full funding for a longitudinal research project, 1981-82.

In addition, I have provided free consulting for dozens of small to mid-sized businesses over the years in the areas of marketing strategy, marketing management, sales management, and marketing research.

## TEACHING ACTIVITIES

### Undergraduate Courses Taught

Principles of Marketing  
Marketing Research  
Consumer Behavior  
Personal Selling  
Sales Management  
Internship  
Independent Study  
Advanced Professional Selling  
Marketing Ethics

### Graduate Courses Taught

Personal Selling  
Business Ethics  
Sales Management  
Marketing Internship  
Independent Study  
Internship  
Readings in Marketing  
Business, Government, and Society

### Dissertation Committee Memberships

Mary Anne Raymond, University of Georgia, 1986  
John Ford, University of Georgia, 1985  
John F. Tanner, Jr., University of Georgia, 1987 (Chair)  
Anne Sharp, University of South Australia, Reading Committee member, 2002  
Maxwell Winchester, University of South Australia, Reading Committee member, 2005.

### Master's Theses Committee Memberships

Scott R. Bradt 1996

### Selected Presentations/Speeches

"Corporate Irresponsibility: It's Not My Fault, Or, Is It?" Corporate Responsibility Theme at University Center, Rochester, MN, April 15, 2004.

"E-Commerce in the Early Childhood Industry: An Application," Business Forum, Duluth, Minnesota, September 14, 1999.

"Sales Training Technology: Academic and Industrial Perspectives and Practices," Session 6.6 at the 1991 AMA Summer Marketing Educators' Conference, August 19, 1991.

"Ethical Dilemmas in Sales and Marketing Management: Where Do You Turn?" A presentation to Sales and Marketing Executives of Chicago, June 6, 1991.

"Personal Selling in the 1990's," a presentation to owners of Great Lakes Motorola Service Stations, May 3, 1991.

"Stress Management," a presentation to NIU student organization leaders at the Tony Fusaro Leadership School, January 15, 1990.

"The Impact of the Informal Relationship Between Salesperson and Sales Manager on Performance, Job Satisfaction, Turnover, Role Conflict, and Role Ambiguity," a presentation to the S.C. Johnson Regional Management Team, Atlanta, May 25, 1988.

"Personal Persuasion in Brand Management Presentations," a special presentation to Master of Brand Management students, University of Georgia, 1988, 1987, 1986.

"The Mythology of Selling," a presentation at the Senior Scholar Seminar, University of Georgia, Athens, Georgia, 1985, 1986.

"Applications of the Marketing Concept to the Transportation Industry," presented to Delta Nu Alpha (National Transportation Fraternity), Atlanta, Georgia, February 27, 1984.

## Other

Taught in full day Executive Training Sessions on Marketing for the Carlson School of Management, University of Minnesota Twin Cities, MMI Program, 2002, 2003, 2004.

Taught marketing principles to managers and executives at Potlatch Corporation, October-December 1998, Professional Certificate Program of School of Business and Economics at University of Minnesota Duluth.

Appeared as an academic expert on *The Sales Connection*, a 26 segment video production shown on national PBS TV stations. The show was produced by IntelCom, Pasadena, California.

Appeared in the following segments:

<u>Show</u>	<u>Show Title</u>
1	The Sales Engine: At the Heart of Economic Development
4	The Personal Touch: Relationship Selling
14	Going the Distance: The Consultative Sales Presentation
15	Show & Tell: The Sales Demonstration
16	Breaking Through: Dealing With Buyer Resistance
17	On the Dotted Line: Closing
18	Full Service: Customer Service
23	On Line: Sales-Force Automation

Appeared as the special guest on "Sales Talk", a nationally broadcast, call-in talk show on the Business Radio Network, May 12, 1990 (copy available).

Appeared as the special guest on "Sales Talk", a nationally broadcast, call-in talk show on the

Business Radio Network, May 11, 1993 (copy available).

Awarded Online Teaching Certificate from the University of Wisconsin MBA Consortium, December, 2005.

# SERVICE

## Departmental

Promotion and Tenure Committees for Dr. Geoff Bell, 2005.  
Promotion Committee for Dr. Rajiv Vaidyanathan, 2004.  
Promotion and Tenure Committees for Dr. Sanjay Goel, 2004.  
Promotion and Tenure Committees for Dr. Praveen Aggarwal, 2001.  
Selection committee for Marketing Term Person, 2000.  
Promotion and Tenure Committees for Dr. Rajiv Vaidyanathan, 1997-98.  
Promotion and Tenure Committees for Dr. Robert Wharton, 1995-96.  
Promotion and Tenure Committees for Dr. Linda Parry, 1995-96.  
Chair, Promotion and Tenure Committees for Dr. Linda Rochford, 1994-95.  
Management Studies Department Faculty Scheduling Committee, 1992.  
Pi Sigma Epsilon Club Co-Advisor, 1992-1993.  
Personnel Selection Committee, 1991-1992.  
Marketing Student Advisory Board Co-Advisor, 1990-1991.  
Curriculum Committee, 1990-1991, 1991-1992.  
Personnel Committee, 1989-1990.  
Policy Committee, 1989.  
Pi Sigma Epsilon Club Advisor, 1987-1988; 2000-present.  
Ph.D. Advisory Committee, 1987.  
Pi Sigma Epsilon Club Co-Advisor, 1986-1987.  
Peer-review committee of grade assignments under appeal, 1985.  
Grade Inflation Committee, 1985.  
Selection Committee for various student awards (1985-1990).  
Undergraduate Marketing Curriculum Evaluation Committee, 1985.  
Marketing Club Advisor, 1985-86.  
Marketing Faculty Selection Committee, 1984, 1986.  
Principles of Marketing Textbook Selection Committee, 1984.

## College

Intellectual Contributions and Faculty Development Committee, 2004-present (Chair 2004-2005).  
CARE Committee, 2004.  
Graduate Committee, 2002-2004.  
SBE Merit Review Task Force, 1998, Chair.  
SBE Search Committees, 1997-1999 (for positions in business strategy, marketing, finance, management information systems, accounting)  
Administrative Committee, 1997-1999. 2002-2005.  
SBE Research Committee, Chair (1995-96), 1995-2002.  
AACSB Committee on Curriculum, Chair, 1993-95.  
Curriculum Committee, 1992-1996. Chair, 1993-1996.  
College Senate, 1990-1991.

Kemper Scholarship Committee 1989.  
Undergraduate Programs Committee, 1988-89.  
Library Committee, 1986-88.

## University

UMD Executive Committee, July 1, 1999-June 30, 2002. Vice-Chair 2000-2001. Chair 2001-2002.  
UMD Library Committee, 1994-1997.  
UMD Educational Policy Committee, 1994-1997.  
UMD Campus Assembly, 1994-1997; 1999-2002.  
NIU-Served in a number of ad-hoc and special team capacities.

## Service as an editor, discussant, referee, or reviewer

Editorial Board Member, Journal of Marketing Theory and Practice, 1994 - current.  
Editorial Board Member, Journal of Applied Business Research, 1990 - current.  
Editorial Board Member, Journal of Personal Selling and Sales Management, 1989 - 1995.  
Marketing Editor, Journal of Applied Business Research, 1988-1990.  
Ad hoc reviewer, Industrial Marketing Management, Journal of Product and Brand Management,  
Journal of Marketing Research, Journal of Personal Selling and Sales Management, etc.  
Reviewer for many conferences, including AMA Educator's Conferences, Academy of Marketing  
Science, Southern Marketing Association.  
1988 Southern Marketing Association Conference, Consumer Behavior Track reviewer and Session  
Chairperson.  
Have served as a reviewer for numerous Personal Selling and Sales Management texts. Publishers  
include PWS Kent Publishing Co., Allyn & Bacon, Dryden Press, West Publishing Company,  
Addison-Wesley Publishing Company, Merrill Publishing Company, Times Mirror Mosly  
College Publishing.

# PUBLICATIONS

## Books and Supplements

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Selling: Building Partnerships 6th Edition, (2007) by Barton A. Weitz, Stephen B. Castleberry and  
John F. Tanner, Irwin-McGraw Hill.

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Instructor's Manual for Selling: Building Partnerships 6th Edition, (2007) by Barton A. Weitz,  
Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

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Video Tape Series to accompany Selling: Building Partnerships 6th Edition (2007) by Barton A. Weitz,  
Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

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Selling: Building Partnerships 5th Edition, (2004) by Barton A. Weitz, Stephen B. Castleberry and John F. Tanner, Irwin-McGraw Hill.

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Instructor's Manual for Selling: Building Partnerships 5th Edition, (2004) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

---

Video Tape Series to accompany Selling: Building Partnerships 5th Edition (2004) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

---

Selling: Building Partnerships 4th Edition, (2001) by Barton A. Weitz, Stephen B. Castleberry and John F. Tanner, Irwin-McGraw Hill.

---

Instructor's Manual for Selling: Building Partnerships 4th Edition, (2001) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

---

Video Tape Series to accompany Selling: Building Partnerships 4th Edition (2001) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

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Selling: Building Partnerships 3rd Edition, (1998) by Barton A. Weitz, Stephen B. Castleberry and John F. Tanner, Irwin-McGraw Hill.

---

Instructor's Manual for Selling: Building Partnerships 3rd Edition, (1998) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

---

Video Tape Series to accompany Selling: Building Partnerships 3rd Edition (1998) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin-McGraw Hill.

---

Selling: Building Partnerships 2nd Edition, (1995) by Barton A. Weitz, Stephen B. Castleberry and John F. Tanner, Irwin Publishing.

---

Instructor's Manual for Selling: Building Partnerships 2nd Edition, (1995) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

---

Video Tape Series to accompany Selling: Building Partnerships 2nd Edition (1995) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

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Selling: Building Partnerships (1992) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

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Building Sales Skills: A Resource Kit to accompany Selling: Building Partnerships, (1992) by Stephen B. Castleberry and John F. Tanner, Irwin Publishing.

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Instructors Manual to accompany Selling: Building Partnerships, (1992) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

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Test Bank to accompany Selling: Building Partnerships, (1992) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

Video Tape Series to accompany *Selling: Building Partnerships*, (1992) by Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, Irwin Publishing.

## **Refereed Journal Articles**

Castleberry, Stephen B. and Kirina Trusty (2006), "Explicit Representation of Stakeholders on Boards of Directors: An Empirical Investigation With Implications for Corporations and Instructors of Business Ethics," *Southern Journal of Business and Economics*, in press.

Castleberry, Stephen B. (2006), "Prison Field Trips: Can White Collar Criminals Positively Impact the Ethical and Legal Behavior of Marketing and MBA Students?" *Journal of Marketing Education*, in press.

Aggarwal, Praveen, Stephen B. Castleberry, Rick Ridnour, and C. David Shepherd (2005), "Salesperson Empathy and Listening: Impact on Relationship Outcomes," *Journal of Marketing Theory and Practice*, 13 (3), pp. 16-30.

Aggarwal, Praveen, John F. Tanner, Jr., and Stephen B. Castleberry (2004), "Factors Affecting Propensity to Leave: A Study of Salespeople," *Marketing Management Journal*, 14 (number 1), pp. 90-102.

Castleberry, Stephen B., Rick Ridnour, and C. David Shepherd (2004), "Salesperson Listening: A Replication and Extension of the ILPS Scale," *Journal of Applied Business Research*, 20 (number 1), pp. 23-31.

Rick Ridnour, Stephen B. Castleberry, and C. David Shepherd (2002) "The Training of Effective Listening Skills in Personal Selling: A Framework," *Journal of Selling and Major Account Management*, 25-37.

Castleberry, Stephen B. (2002), "The Web as an Information Source for Sales Recruits: Its Effectiveness in Aiding Anticipatory Socialization of Salespeople," *Industrial Marketing Management*, 31 (October), 573-579.

Castleberry, Stephen B. (2001), "Marketing Research in the Political Arena: Use or Abuse?" *Business Case Journal*, 9 (Summer), 1-17.

Castleberry, Stephen B. and Rick E. Ridnour (2001), "Anticipatory Socialization: A Longitudinal Case Study of Salespeople Hired From Colleges," *Journal of Selling and Major Account Management*, 4 (Autumn), 53-70.

Castleberry, Stephen B. (2001), "Using Secondary Data in Marketing Research: A Project That Melds Web and Off-Web Sources," *Journal of Marketing Education*, 23 (December), 195-203.

Castleberry, Stephen B., C. David Shepherd, and Rick Ridnour (1999), "Effective Interpersonal Listening in the Personal Selling Environment: Conceptualization, Measurement, and Nomological Validity," *Journal of Marketing Theory and Practice*, (Winter), 30-38.

Riley, F. Dall'Olmo, A.S.C. Ehrenberg, S.B. Castleberry, T.P. Barwise, and N.R. Barnard (1997), "The Variability of Attitudinal Repeat-Rates," International Journal of Research in Marketing, 14 (Number 5), 437-450.

Tanner, John F., Jr., Rick E. Ridnour, and Stephen B. Castleberry (1997), "Types of Vertical Exchange Relationships: A Reexamination of the Cadre/Hired-Hand Distinction," Journal of Marketing Theory and Practice, Summer, 109-125.

Shepherd, David, Stephen B. Castleberry, and Rick E. Ridnour (1997), "Linking Effective Listening with Salesperson Performance: An Exploratory Investigation," Journal of Business and Industrial Marketing, 12 (number 5), 315-322.

Tanner, John F., Jr. and Stephen B. Castleberry (1995), "Professional Selling and Relationship Marketing: Moving From Transactional Role-Playing to Partnering," Journal of Marketing Education, 17 (number 3), Fall, 51-62.

Castleberry, S. B., N. R. Barnard, T.P. Barwise, A.S.C. Ehrenberg, and F. Dall'Olmo Riley (1994), "Individual Attitude Variations Over Time," Journal of Marketing Management, 10, 153-162.

Lagace, Rosemary R., Stephen B. Castleberry, and Rick E. Ridnour (1993), "An Exploratory Salesforce Study of the Relationship Between Leader-Member Exchange and Motivation, Role Stress, and Manager Evaluation," Journal of Applied Business Research, 9 (Fall), 110-119.

Castleberry, Stephen B. and C. David Shepherd (1993), "Effective Interpersonal Listening and Personal Selling," Journal of Personal Selling and Sales Management, 13 (Winter), 35-49.

Wotruba, Thomas R. and Stephen B. Castleberry (1993), "Job Analysis and Hiring Practices for National Account Marketing Positions," Journal of Personal Selling and Sales Management, 3 (Summer), 49-65.

Tanner, John F., Jr. and Stephen B. Castleberry (1993), "The Participation Model: Factors Influencing Buying Decision Participation," Journal of Business to Business Marketing, 1 (no.3), 35-61.

Castleberry, Stephen B., Warren A. French, and Barbara A. Carlin (1993), "The Ethical Framework of Advertising and Marketing Research Practitioners: A Moral Development Perspective," Journal of Advertising, 22 (June), 39-46.

Castleberry, Stephen B. and Faye S. McIntyre (1992), "Consumer's Quality Evaluation Process," Journal of Applied Business Research, 8 (Summer), 74-82.

Castleberry, Stephen B. (1990), "The Importance of Various Motivational Factors to College Students Interested in Sales Positions," Journal of Personal Selling and Sales Management, 10 (Spring), 67-72.

Tanner, John F., Jr. and Stephen B. Castleberry (1990), "Vertical Exchange Quality and Performance: Studying the Role of the Sales Manager," Journal of Personal Selling and Sales Management, 10 (Spring), 17-27.

Castleberry, Stephen B. and A.S.C. Ehrenberg (1990), "Brand Usage: A Factor in Consumer Beliefs," Marketing Research: A Magazine of Management and Applications, 2 (June), 14-20.

Castleberry, Stephen B., A.S.C. Ehrenberg, and L.R. England (1989), "Price Parity for Very Close Substitutes: An Exploratory Result", Marketing and Research Today, 17 (May), 84-88.

Castleberry, Stephen B. and Anna V.A. Resurreccion (1989), "Communicating Quality to Consumers," Journal of Consumer Marketing, 6 (Summer), 21-28.

Castleberry, Stephen B. and John F. Tanner, Jr. (1989), "Salesperson's Commitment to the Organization: Associations with Performance, Motivation, Conflict, Satisfaction, and Relationship with the Manager," Journal of Applied Business Research, 5 (no.1), 84-89.

Castleberry, Stephen B. (1989), "Video-Taped Role Playing in the Personal Selling Classroom: A Practical Guide," Journal of Marketing Education, 11 (Spring), 33-39.

Castleberry, Stephen B. and Brian Davis (1988), "Effects of Stockouts on Purchase Behavior and Retail Patronage: An Experimental Investigation," Journal of Applied Business Research, 4 (no. 3), 90-97.

Castleberry, Stephen B. and Warren A. French (1987), "Reviewing the MRA's Code of Ethics," Journal of Data Collection, 27 (Fall), 42-48.

Honeycutt, Earl, Jr., Clyde E. Harris, Jr. and Stephen B. Castleberry (1987) "Sales Training: A Status Report," Training and Development Journal, 41 (May), 42-45.

Castleberry, Stephen B., A.S.C. Ehrenberg, and William H. Motes (1987), "An Extended Sales Test of Product Quality," Journal of the Market Research Society, 29 (January), 3-14.

Castleberry, Stephen B., and John F. Tanner, Jr. (1986), "The Manager-Salesperson Relationship: An Exploratory Examination of the Vertical-Dyad Linkage Model," Journal of Personal Selling & Sales Management, 6 (November), 29-37.

Motes, William H., and Stephen B. Castleberry (1985), "A Longitudinal Field Test of Stockout Effects on Multi-Brand Inventories," Journal of the Academy of Marketing Science, 13 (Fall), 54-68.

Motes, William H., Stephen B. Castleberry, and Susan G. Motes (1984) "A Longitudinal Test of Price Effects on Brand Choice Behavior," Journal of Business Research, 12 (December), 493-503.

### **Referred Book Chapters**

S.B. Castleberry, N.R. Barnard, T.P. Barwise, A.S.C. Ehrenberg, and F. Dall'Olmo Riley (1999), "Individual Attitude Variations Over Time," in Quantitative Methods in Marketing, 2<sup>nd</sup> Edition, by Graham J. Hooley and Michael K. Hussey, London: International Thomson Business Press, Chapter 14, 281-293.

### **Other Journal Articles**

Estep, Paul, and Stephen B. Castleberry (1999), "eCommerce In The Early Childhood Industry: An Application by One Firm," The Arrowhead Journal of Business, Vol 1, December, pp. 9-18.

Wotruba, Thomas R. and Stephen B. Castleberry (1992), "National Account Marketers: Who They Are and What They Do," National Account Marketing Association Journal, 27 (Winter), 9-11.

Castleberry, Stephen B. (1990), "The Sales Program at Northern Illinois University," Journal of Personal Selling and Sales Management, 10 (Summer) 77-79.

Castleberry, Stephen B. (1990), "An In-Basket Exercise Designed for the Sales Course," Marketing Education Review, 1 (November), 51-55.

### **Refereed Published Conference Papers**

Castleberry, Stephen B., C. David Shepherd, and Rick E. Ridnour (1998), "Using the Watson-Barker Listening Test To Measure Salesperson Listening," in Michael A. Humphreys (ed) Professional Sales and Sales Management Practices Leading Toward the 21<sup>st</sup> Century, (The Proceedings of the National Conference in Sales Management), 147-154.

John F. Tanner, Jr., Stephen B. Castleberry, and Rick E. Ridnour (1994), "The Dimensionality of Vertical Exchange Relationships," Proceedings of the National Conference in Sales Management, Rick E. Ridnour, ed., (March), 27-32.

Rick E. Ridnour, John F. Tanner, Jr., and Stephen B. Castleberry (1993), "Salesperson Satisfaction With the Sales Manager in Relation to Selection, Tenure, and Career Stage," in 1993 SMA Marketing Conference Proceedings, Tom K. Massey, Jr. ed., 371-374.

Foldvari, Steve, Stephen B. Castleberry and Rick E. Ridnour (1992), "The Importance of Trust in the Buyer-Seller Dyad: Review and Considerations," Proceedings of the National Conference in Sales Management, Dan C. Weilbaker, ed., (April), 66-70.

Motes, William H., and Stephen B. Castleberry (1988), "Assessing Buyer Sensitivity to Temporary Price Changes in An Extended Field Context," Atlantic Marketing Association 1988 Conference Proceedings, Williamsburg, VA: Atlantic Marketing Association, 319-327.

Castleberry, Stephen B., and Anna V.A. Resurreccion (1986). "Effectively Communicating the Attribute of Quality: An Exploratory Examination," in Marketing in an Environment of Change, Robert L. King, Editor, Charleston, SC: Southern Marketing Association, 228-232.

Castleberry, Stephen B., William H. Motes, and A.S.C. Ehrenberg (1986), "Field Test of Intrinsic Quality Changes on Brand Choice Behavior and Perceptions," in Marketing in an Environment of Change, Robert L. King, Editor, Charleston, SC: Southern Marketing Association, 57-61.

Day, Ellen and Stephen B. Castleberry (1986), "Defining and Evaluating Quality: The Consumer's View," Advances in Consumer Research Vol. XIII, Richard J. Lutz, Editor, Provo, UT: Association for Consumer Research, 94-98.

Castleberry, Stephen B. (1982) "Student Perceptions and Reactions to Stricter Business School Academic Standards", S.E. AIDS 1982-Memphis Proceedings, Michael G. Sklar, Editor, Athens, GA: Southeast Section of the American Institute for Decision Sciences, 181-183.

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### **Current Areas of Research Interest and Works in Process**

The informal organization of a sales team, sales training, major account salesforce selection, developing trust in the selling process, the effects of restructuring on long term sales performance, overall life stress of salespeople, examining the relationship between listening and sales performance, and the anticipatory socialization of newly hired salespeople.