

DANIEL H. McQUISTON, Ph.D
Butler University

ACADEMIC APPOINTMENTS

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| 1995- present | Marketing Area Coordinator, Butler University |
| 1994 - 1995 | Director of Executive Education, Butler University |
| July 2004 July 2001 May 1995 May 1994 | Visiting Professor of Marketing, The Helsinki School of Economics International MBA Program, Helsinki, Finland |
| 1990 -1994 | Chair of Marketing Department, Butler University |
| 1985 - 1990 | Assistant Professor of Marketing, Indiana University |
| 1981 - 1984 | Teaching Assistant, Ohio State University |
| 1979-1980 | Instructor in Marketing, Bowling Green State University |
| 1979 | Visiting Lecturer, University of Toledo |
| 1978 - 1979 | Graduate Assistant, Bowling Green State University |

EDUCATION

Doctor of Philosophy

The Ohio State University
College of Administrative Science
March, 1985
Major Field: Marketing
Minor Field: Industrial Buying Behavior

Master of Business Administration

Bowling Green State University
August, 1979
Concentration: Marketing

Bachelor of Science in Business

Indiana University
May, 1973
Major: Business Administration

RESEARCH INTERESTS

Industrial buying behavior, personal selling, industrial channels of distribution, industrial branding, relationship marketing, customer service.

TEACHING INTERESTS

Marketing management, principles of selling, advanced selling, industrial marketing, relationship marketing, channels of distribution, and marketing decision making. Interested in teaching at undergraduate and graduate levels. Also interested in both teaching in and the development of executive education programs.

PUBLICATIONS

Journal Articles

McQuiston, Daniel H. (2004), "Successful Branding of A Commodity Product: The Case of Raex Laser Steel", *Industrial Marketing Management*, 33 (4), (May), 345-354.

McQuiston, Daniel H. (2001), "A Conceptual Model for Building and Maintaining Relationships Between Manufacturers Representatives and Their Principals", *Industrial Marketing Management*, 30 (2) (February), 165-182.

McQuiston, Daniel H. and Peter R. Dickson (1991), "The Effect of Perceived Personal Consequences on Participation and Influence in Organizational Buying," *The Journal of Business Research*, 23 (September) 159-177.

McQuiston, Daniel H. (1989), "Novelty, Complexity, and Importance as Causal Determinants of Industrial Buyer Behavior," *Journal of Marketing*, 53 (April), 66-79.

McQuiston, Daniel H. and Rockney G. Walters, (1989), "An Examination of the Evaluative Criteria of Industrial Buyers: Implications for Sales Training," *Journal of Business and Industrial Marketing*, 4 (Summer-Fall), 65-75.

McQuiston, Daniel H. and Rockney G. Walters (1989) "An Empirical Investigation of the Evaluative Criteria of Industrial Buyers," *Journal of Midwest Marketing*, 4 (Spring), 62-67.

Proceedings Articles

McQuiston, Daniel H. and Ronald D. Anderson (1994), "Personal Stake as a Causal Determinant of Influence in Industrial Buying" in The Academy of Marketing Science,

Johnston, W. J. and D. H. McQuiston (1985), "Buyer-Seller Interactions in an Advanced Technology Industry," Proceedings of Research Developments in International Marketing, The Conference on Research Developments in International Marketing, UMIST, Manchester, England, 58-86.

Johnston, W. J. and D. H. McQuiston (1985) "Managing Interorganizational Marketing," in A Strategic Approach to Business Marketing, R. Spekman and D. Wilson, eds. Chicago: American Marketing Association, 30-39.

Johnston, W. J. and D. H. McQuiston (1984) "The Buying Center Concept: Fact or Fiction?" Proceedings of the Winter Educators Conference, Chicago: The American Marketing Association, 274-78.

Textbook Publications

"Using Role Plays in the Personal Selling Class: Some Suggestions", In *Great Ideas In Teaching Marketing*, 6th. ed., Joseph Hair, ed., Cincinnati, OH: Southwestern Publishing, 2002, pp. 37-39.

"Implementing a 'Sales Concentration' Within the Marketing Major", In *Great Ideas in Teaching Marketing*, 4th ed., Joseph F. Hair, ed. Cincinnati" South-Western Publishing, 1998, pp. 56-57.

"Bringing the 'Real World' Into the Personal Selling Class", in *Great Ideas in Teaching Marketing*, 3rd ed., Joseph F. Hair, ed. Cincinnati: South-Western Publishing, 1996, pp. 173-175.

"John Deere (A)," "John Deere (B)," "John Deere (C)" in *Industrial Marketing: Issues and Applications*, Peter J. LaPlaca, ed., New York, Random House, 1984.

"Organizational Buying Behavior," chapter 22 in Blackwell, R. D., D. Kollat and P. Miniard, *Consumer Behavior*, 4th ed. New York: The Dryden Press, 1986.

Business and Trade Publications

"Making the Brand: Four Factors Can Provide A Total Solution" *The Fabricator*, Vol. 33, No. 9 September 2003, Rockford, IL, The Croydon Group, pp. 64-66.

"Brand Your Product By Providing A 'Total Solution' To The Customer", *Iron and Steelmaker*, Vol. 30, No. 2 (February 2003), Iron and Steel Society, Warrandale, PA., pp. 25-28

"How To Brand A Commodity Product: A Case Study", *The Representor*, Spring 2003, Electronics Representatives Association, Chicago, IL, pp. 12-ff.

"Creating an Organization to Add Value", *Out Front*, (Spring 2000), Atlanta, GA, Manufacturers Agents for the Food Service Industry, pp. 10-13.

"Building Relationships Between Manufacturers Representatives and their Principals: What Does It Take To Be Successful", *Agency Sales*, Vol 27, No. 3 (March 1997), Laguna Hills, CA: Manufacturers Agents National Association, pp 8-12.

"Building Relationships Between Manufacturers Representatives and their Principals: What Does It Take To Be Successful" *The Representor*, Vol 8, No.3 (Summer 1996) Chicago, IL; Electronic Representatives Association, pp 4-11.

"How to Build and Maintain a High-Quality Customer Service Program", *The Representor*, Vol. 5, No. 3 (March 1993), Chicago, IL: Electronics Representatives Association, pp. 4-9.

"Who Are the Participants in the Certified Auctioneers Institute, and How Well Do They Know Their Clients?", *CAI Update*, Vol. 1 No. 3, (Summer 1989), Kansas City, MO: National Auctioneers Association.

"Who Are Your Auction Clients, and What Do They Look For in an Auctioneer?", *CAI Update*, Vol. 1 No. 4, (Fall 1989), Kansas City, MO: National Auctioneers Association.

Academic Conference Presentations

"Using A Role Play Progression in the Personal Selling Class", National Conference of Sales Management, Cincinnati, OH, April 2003.

"Instituting The Advanced Sales Class", National Conference of Sales Management, Cincinnati, OH, April 2003.

Invited presenter for research roundtable at industrial conference of Institute for the Study of Business Markets, Phoenix, AZ , November 1988

"An Empirical Investigation of Functional Role Evaluative Criteria in an Industrial Purchase Decision" at Association for Consumer Research Conference, Toronto, CA, Fall 1986

"The Buying Center Concept: Fact or Fiction?," American Marketing Association Winter Educators Conference, Fort Lauderdale, FL, February 1984

Work in Progress

"Implementing The Branding Process for Industrial Products", for consideration in *Sloan Management Review*

"The Servant Salesperson: Principle-Centered Selling" for consideration in *The Journal of Personal Selling and Sales Management*

Academic Honors

Awarded Best Business-to-Business Track Paper for "Personal Stake as a Causal Determinant of Influence in Industrial Buying" at the Academy of Marketing Science, Nashville, TN, 1994

TEACHING

Courses Taught

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| Butler University | Principles of Marketing, Principles of Personal Selling, Advanced Professional Selling, Industrial Marketing, Marketing Decision Making, The Freshman Experience (Undergraduate), Marketing Strategy and Research Methods, Marketing Decision Making (Graduate) |
| Helsinki School of Economics | Marketing Management, Industrial Marketing (Graduate) |
| Indiana University | Sales Management (Undergraduate), Marketing Management (Graduate) |
| Ohio State University | Sales Management, Marketing Management (both undergraduate) |
| Bowling Green State University | Personal Selling (undergraduate) |
| University of Toledo | International Business (undergraduate) |

Courses Developed

Marketing Decision Making (MBA-- Spring 1991, Undergraduate Spring 1992), Principles of Personal Selling (Undergraduate -- Fall 1992), Industrial Marketing (Undergraduate --Fall 1993), Marketing Management and Research Methods (MBA -- Spring 1996), Advanced Selling (Undergraduate -- Fall 1996), The Freshman Experience – Fall 2003)

Executive Education Instruction -- Domestic

Associated Credit Bureaus Midwest Management Institute, Bloomington, IN 1985-1997

Personal Selling, Sales Management, Creating a Customer-Driven Company, Developing a Marketing Plan

Certified Auctioneers Institute, Bloomington, IN 1985-present

Marketing for Auctioneers, Advertising for Auctioneers

Certified Professional Manufacturers Representative Program, Bloomington, IN 1989- present, and Tempe, AZ 1994 - present

Building Principal Relationships, Creating a Customer-Driven Company

Countrysmark Farm Bureau Cooperative Member Manager Training Programs, Indianapolis, IN, and Delaware, OH, 1985 - 1997

Principles of Marketing for Agricultural Marketers

Elanco Animal Health, Greenfield, IN 2005
Marketing Management for Animal Health Science

Electronic Representatives of America Annual Conference, 1999.
Creating Value for your Customers and Principals

Great Lakes Chemical Company, West Lafayette, IN 2003
Meeting Secondary Demand Through Marketing Innovation

Great Lakes Chemical Company, West Lafayette, IN 2004
Persuasive Communication Strategies

IMCO Medical Distributors Annual Conference, Sawgrass, FL 2000
Creating Value for your Customers

Indiana Sanitary Supply Association Annual Conference, Indianapolis, IN 1999
Building Relationships between Manufacturers Reps and their Principals

LandAmerica Corporation, Las Vegas, NV 2003
Taking Customer Value to the Next Level

Manufacturers Agents in the Food Service Industry Annual Conference, Palm Spring, CA 2000
Creating Value for your Customers

Manufacturers Representatives of America Annual Convention, Tampa, FL 1993, San Diego, CA 1994, Bermuda, 1995
Creating a Customer-Driven Company, Building Principal Relationships, Creating the Adaptive Organization

Power-Motion Technology Representatives Association Annual Conference, 1998, 1999
Developing Principal Relationships, Creating Value for your Customers

Syngenta Corporation, West Lafayette IN, 2002-present
Marketing Management for Agricultural Marketing

Telco Federal Credit Union, Board of Directors Retreat, 1995, 1996
Creating a Strategic Mission

Wolverine Brass Corporation, Myrtle Beach, SC, 2004
Sales training for plumbing supply salesforce

Executive Education -- International

Canadian Electrical Manufacturers Representatives Association, Banff, Alberta, September 1995
Building Principal Relationships

Haaga Institute Alumni Program, Helsinki, Finland, May 2002
Creating a Customer-Focused Company

Haaga Institute "Perspective Day", Helsinki, Finland, May 1995
Trends in Hospitality Marketing

Hungarian Telephone Company (MATAV), Budapest, Hungary, March 1996 (done under contract with Indiana University)
Creating a Marketing Mind

JOKO Executive Education Programs, Helsinki, Finland, 2002
Creating a Marketing Mind-Set

Kemira Chemical Company, Helsinki, Finland, 2001
New Product Development

Onninen Networker Program, Marketing Management, Tallinn, Estonia, 2000, Stockholm, Sweden, 2001

Rataruukki Steel Company, Creating a Customer Orientation, Helsinki, Finland, 2000-2002

Executive Education Programs done under contract for other universitites

Purdue University

Pioneer Hi-Bred Institute 1998-1999
Central Soya University 1998-2001
Monsanto Customer Management Program 2000-2001
Engineering Management Program, 2005
Executive MBA Program in Agribusiness 2000 - 2003
Executive Masters in Business, 2000-2003
Syngenta ALP Program, 2001-present
Executive Management Certificate Program, 2001-present
Veterinary Management Institute, 2002 -- present

Miami University

National Paper Trade Association, 1998

University of Cincinnati

Standard Register Corporation, 1997

Teaching Honors

Alpha Kappa Psi Outstanding Professor Award, 1998. Selected by the business fraternity at Butler University as the outstanding professor for Fall Semester 1998.

Auction Marketing Institute Excellence in Teaching Award, 1997. Selected by the AMI for having the highest teaching ratings in their program for the previous three years.

Institute for Professional Advancement C. Edward Lindberg University Faculty Award, 1992. Selected by the IPA as the first recipient of the outstanding college faculty instructor in the Certified Professional Manufacturer's Institute in its first three years of existence.

Alpha Kappa Psi Alumni Award for Teaching Excellence, 1990. Chosen by Indiana University School of Business Class of 1988 as the Outstanding Professor in the IU School of Business. Also received the Alumni Award for Teaching Excellence in Marketing.

Schyler F. Otteson Undergraduate Teaching Excellence Award for 1987-88, awarded to the outstanding undergraduate teacher in the Indiana University School of Business by Delta Sigma Pi Business Fraternity

Dow Undergraduate Marketing Teaching Award, Indiana University, 1989

Mortar Board Preferred Professor, Indiana University, 1986.

Nominated for Schyler Otteson Undergraduate Teaching Excellence Award, Indiana University, 1985, 1986, 1987, 1989.

Marketing Teaching Associate of the Year, 1984-1985. Presented by the student chapter of the American Marketing Association, The Ohio State University.

Marketing Teaching Associate of the Year, Ohio State University, 1982-83.

SERVICE

Professional

Membership Chairman, Relationship Marketing Special Interest Group, American Marketing Association, 1995-1997

Session Chairperson, "Emerging Perspectives of Sales Management", American Marketing Association Winter Educator's Conference, San Antonio, Texas, February, 1992.

Session Chairperson, "Understanding and Building Customer Value and Satisfaction" Institute for the Study of Business Markets Fall Conference, Toledo, Ohio October 1991.

Session Chairperson, "Building Strategic Alliances: Hypotheses and Directions", American Marketing Association Winter Educator's Conference, February 1991

Session Chairperson, "Current Topics in Organizational Buying Behavior" Association for Consumer Research Conference, October, 1986

Invited Participant, Conference on Customer Service, Institute for the Study of Business Markets, Summer 1986

Editorial Review Board, *Journal of Business and Industrial Marketing*

Case Editor, *Journal of Business and Industrial Marketing*

Ad Hoc Reviewer, *Journal of the Academy of Marketing Sciences*, *Journal of Marketing Education*, *Journal of Business Research*, *International Journal of Management Science*, American Marketing Association, Southern Marketing Association

Butler University

Freshman Work Group Experience, 2003 -2004

Faculty Affairs Committee, 2001-2003

Faculty Grievance Committee, 2000-2001

Communications Task Force, 1999

Coordinator, "Recruiting the Recruiters" initiative, 1998-present

Contacted and recruited members of the business community to come to campus and recruit marketing students. Increased number of companies recruiting for marketing positions by 75%.

Faculty Coordinator, Butler Faculty/Staff Christian Fellowship 1993-present

Search Committee, Director of Career Services, 1996

Director of Executive Education 1994-95

University Leaves Committee 1994-1997

Search Committee (Chairman), Dean of College of Business Administration 1992

Search Committee, Vice President of Enrollments 1991

Co-Advisor, Student Chapter of American Marketing Association 1991-93

Search Committee, Dean of Admissions 1991
Search Committee, Director of Financial Aid 1991
Faculty Task Force to study future of Holcomb Research Institute 1991
Quoted for a variety of business stories in *The Indianapolis Star*, *The Indianapolis News*, and
business news stories for the local affiliates of ABC, NBC, and CBS

Indiana University

Chapter Advisor, Sigma Chi Fraternity
Student Athlete Recruiting -- Football, Women's Basketball and
Women's Volleyball
Radio, Television Interviews for "IU Business Briefs"
-- *Christmas Retail Sales 1986, 1987, 1988, 1989*
-- *Home Video Shopping, Summer 1987*
-- *Quoted in a variety of newspaper and magazine articles*
Academic Fairness Committee, 1988-89, 1989-90
Co-Advisor, IU Marketing Club
Marketing Department MBA Policy Committee

Community

Board of Directors, Embassy for Kingdom Commerce
Board of Deacons, Grace Community Church
Men's Ministry, Grace Community
Trustee, Lambda Corporation (advisory board to Sigma Chi Fraternity, Indiana University)

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Institute for the Study of Business Markets
World Future Society
Beta Gamma Sigma Business Honorary

GRANTS AND AWARDS

Target Corporation Relationship Grant, 2000
Institute for the Study of Business Markets Research Grant, 1997
Butler Academic Grant, Summer 1997
Manufacturers Representatives Educational Research Foundation Research Grant,
Summer 1997
Institute for the Study of Business Markets Research Grant, Fall 1989
Indiana University School of Business Research Grant, Spring 1989
National Auctioneers Association Developmental Grant, Fall 1988
Indiana University School of Business Competitive Research Grant,
Summer 1987, Summer 1988
Anna Dice Marketing Fellowship, Ohio State University 1984
Industrial Marketing Research Grant, Ohio State University, 1984

BUSINESS EXPERIENCE

Industry Positions

- 1973 - 1974 Independent Insurance Agent, Hamilton & Deo Insurance,
Battle Creek, Michigan
Solicited and serviced all types of insurance coverage; licensed in fire,
casualty, and life coverage
- 1975 - 1977 Loan Officer, First Federal Savings and Loan (now Great Lakes
Bancorp), Battle Creek, Michigan.
Processed and evaluated mortgage loan applications, supervised branch
operations

Consulting Experience

- Aircom Manufacturing Corporation, Indianapolis, IN, 1996-2000
- *Expert Advisor for IRS audit*
 - *Development of Strategic Marketing Plan*
- Amco Elevator Corporation, Indianapolis, IN 2005-present
- *Positioning of an industrial product*
- Boehringer Mannheim Corporation, Indianapolis, IN, 1997
- *Design of in-house management development program*
- Estes Design and Manufacturing, Indianapolis, IN, 1996-present
- *Design of marketing program for engineering firm*
- Impact Products, Toledo, OH, 1995
- *Research, design, and delivery of marketing plan format*
- Indianapolis Fruit Company, Indianapolis, IN, 1992-94
- *Development of strategic marketing plan*
 - *Qualitative research on new product options*
- Reilly Industries, Indianapolis, IN, 1993-96
- *Design and delivery of marketing seminars*
 - *Design and implementation of market information program*
- Telco Federal Credit Union, Indianapolis, IN, 1995-97
- *Design and delivery of strategic marketing retreat for Board of Directors*
 - *Scenario planning for company and stakeholders*
- White Industries, Indianapolis, IN, 1993-96
- *Development of marketing plan*

- *New product research*

