



## Curriculum Vita Nov 2025

### Chris A. Myers, Ph. D., Professor

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### EDUCATION

Ph.D in Management Science (Marketing), 1999  
University of Texas at Dallas, TX; Major Fields is Marketing: Brand Choice, Target Marketing, and Consumer Heterogeneity; Econometrics: Quantitative Methodology and Applied Statistics  
Dissertation Chair: Dr. Frank Bass

Master of Administrative Science (Marketing), 1998  
University of Texas at Dallas, Richardson, Texas

Bachelor of Science (Electrical Engineering) 1984  
United States Air Force Academy, Colorado Springs, Colorado

### TEACHING EXPERIENCE

Professor of Marketing, TAMU – Commerce, 2014 – Present  
Associate Professor of Marketing, TAMU – Commerce, 2007 – 2014  
Assistant Professor of Marketing, TAMU – Commerce, 2000 2007

### PUBLICATIONS

Komaki, M., and Myers, C., (2024), "Corporate Social Responsibility Analyzing Revelations and Business Models: Understanding the Performance Gap." *International Journal of Business and Emerging Markets*.

Komaki, M., & Myers, C. A. (2023). CSR Identity of GRI and non-GRI Firms: An Examination of U.S. Fortune 500 Companies: Are Corporate Identities Different for GRI Firms and non-GRI firms. *International Journal of Business and Emerging Markets*.

Han, B., and Myers, C.A. (2018). "Perceptions of Overuse, Underuse, and Change of Use of a

Social Media Site: Definition, Measurement Instrument, and Their Managerial Impacts. *Behavior & Information Technology*, 37(3), 247-257.

Yan, R., Pei, Z., and Myers, C.A. (2016). Do Channel Members Value the Multiple-Cooperation Strategy? *Journal of Retailing and Consumer Services*, 30(May), 84-95.

Yan, R., Myers, C., Wang, J. and Ghose, S. (2014). Bundling products to success: The influence of complementarity and advertising. *Journal of Retailing and Consumer Services*, 21(1), 48-53.

Yan, R., Myers, C.A. and Wang, J. (2012). Pricing strategy, information sharing, and firm performance a market channel with a dominant retailer. *Journal of Product and Brand Management*, 21(6), 475-485.

Myers, Chris A. and Alma Mintu-Wimsatt, (2012), "Exploring Antecedents Influencing Internet Shopping Satisfaction: The Case of the Apparel Industry," *International Journal of Business and Social Science*. Vol. 3 No. 5.

Myers, Chris A., (2012), "Analyzing the Psychographics of a Radio Audience," *Business Research Yearbook*. Vol. 12.

Myers, C.A. and Long, Zhang, (2011), "Exploring the Underlying Relationship Between Crisis Management (CM) and Corporate Social Responsibility (CSR)," *Journal of International Management Studies*. Vol. Issue 3.

Mintu-Wimsatt, Alma, and Chris A. Myers (2009), "Consumers' Intent to Purchase Niche Apparel Online: A Conceptual Model," *International Journal of Accounting information Science and Leadership* Vol. 2 Issue 2.

Myers, Chris A., Scott Sewell, and Sonia Taneja (2009), "Understanding Student Self-Perceptions of their Online Experiences with the Demands of Online Courses," *Business Research Yearbook*. Vol. 10.

Myers, Chris A. and Asli Ogunc (2008), "Consumer Adoption of the Internet for Niche Apparel: Implications for Entrepreneurs and Management," *Journal of Academy of Business and Economics*.

Myers, Chris A., Joe Stauffer, Lloyd Basham, and MaryAnne Doty (2008), "Utilizing a Marketing Audit to assess the Changing Nature of Radio Listenership and the Impact on a Rural Radio Brand," *Journal of Academy of Business and Economics*.

Simms, K, C. Myers, J. Adams, J. Hartman, C. Lindsey, M. Doler, and J. Suhr, (2007), "Exercise Tolerance Testing in a Cardiac Rehabilitation Setting: An exploratory Study of its Safety and Practicality for Exercise Prescription and Outcome Data Collection," *Baylor University Medical Center Proceedings*. Vol. 20, No. 4, p. 344-348.

Mohamad, Osman, Zafar U. Ahmed, Chris Myers, and Lim Kheng Kok (2006), "Ethical Behavior of Malaysian Life Insurance Agents" *Journal of International Business and*

## Economics.

Nippani, Srinivas and Chris A. Myers, (2006), "Price Wars and Stock Market Reaction: An Empirical Analysis," International Journal of Business Research.

Myers, C. A. (2006), "The Impact of Promotions on the Convergence in Preference Elicitation Methods," Journal of Promotion Management. Vol. 12, No. 2.

Zafar U. Ahmed, M. Sadiq Sohail, Chris Myers, Chan Pui San, (2006), "The Marketing of Australia to Malaysian Consumers," Services Marketing Quarterly, 28 (2).

María Victoria Pérez Cereijo and C.A. Myers (2006). Weblogs: New Communication Technology Uses in Resource Limited Environments. Current Developments in Technology Assisted Education. FORMATEX: Badajoz, Spain. Vol.1, p.720. ISBN: 84-690-2469-8.

Myers, Chris A. (2005), "A Preliminary Analysis of a New Sports and Leisure Product" Business Research Yearbook. Vol. 6.

Myers, Chris A. (2005), "A Theoretical and Conceptual Approach to Product Assortment Optimization" Business Research Yearbook. Vol. 6.

Myers, Chris A. (2005), "Exploring the Quality Differences in US and International Perceptions of US Airlines," Business Research Yearbook. Vol. 6.

Cereijo, María Victoria Pérez and Chris A. Myers (2004), "Gathering Data Through Online Communication Systems: Improving the Effectiveness and Reliability of Surveys Through Forced Completion," Business Research Yearbook. Vol. 5.

Myers, C. A. and John Newhouse, (2004), "Which Advertising Medium Fits Internet Expertise?" Business Research Yearbook. Vol. 5.

Myers, C. A., M., Sadiq Sohail, Zafar U. Ahmed, and Wan M. Fauzi (2003), "Price Sensitivity of Malay Consumers: An International Consumer Perspective," Business Research Yearbook. Vol. 4.

Myers, C. A. and María Victoria Pérez Cereijo (2003), " The Importance of Price in Service Quality Expectation," Business Research Yearbook. Vol. 4.

Myers, C. A. (2002), "Managing Brand Equity: A Look at the Impact of Attributes," Journal of Product and Brand Management. Vol. 23, No. 3, pp. 56.

Myers, C. A. (2002), "Lessons Learned: Utilizing Original Research Projects in Marketing Management," Business Research Yearbook. Vol. 3.

Myers, C. A. (2002), "Brand Equity and Attributes: An Empirical Investigation of the Impact of Measurable and Perceptual Attributes on Brand Equity," Business Research Yearbook. Vol. 3.

## **RESEARCH GRANTS AND AWARDS**

2025-2027 Tech Titans Board of Directors  
2018: Nominated as Finalist for Tech Titans “University of the Future Award”  
2017: TAMU-C, Administrator of the Year, Ray and Patricia Keck Education Awards  
2016: TAMU-C, Professor of the Year, Dan and Jalinna Jones Education Awards  
2015: TAMU-C, Frank Ashley Integrity in Education Award  
2015 Quality Texas Examiner  
2013: TAMU-C, Exceptional Service Award  
2010: AJX Foundation Board Member of the Year, Director of Education  
1999: Karlee – Malcolm Baldrige Quality Award, hired as Quality Consultant  
1998: Karlee – Texas Quality Award, hired as Quality Consultant