

REQUIRED COVER PAGE

APPLICATION FOR PROFESSIONAL DEVELOPEMNT GRANT

****All questions must be completed to be considered for grant award.**

Choose one: <input type="checkbox"/> Creative Project <input checked="" type="checkbox"/> Research Project	Date of Last PDG Award (Semester and Year awarded): <u>NONE</u> Date of ATU Faculty Appointment (Semester and Year): <u>8/2004</u>
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1. Project Title: *Motorcycle Helmet Usage: Can It Be Increased Using a Fear Appeal? A Study of the Effects of Levels of Fear and Positive and Negative Communication*

2. Name of Principal Investigator/Project Director: James Andrew Cannon

3. School (abbrev): SoB 4. Department: Business and Economics

5. Campus Mail Address: Corley 228, Business and Economics 6. PI/PD Campus Phone: 968-0493

7. Amount Requested: \$ 3,500 8. Total Cost of Project: \$ 11,766

9. Does this project involve:

10. Duration of Project: 6 to 9 months

Yes No

- ☒ ☐ human subjects?
☐ ☒ animals/animal care facility?
☐ ☒ radioactive materials?
☐ ☒ hazardous materials?
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?
☐ ☒ copyright or patent potential?
☐ ☒ utilization of space **not** currently available to the PI/PD?
☐ ☒ the purchase of equipment/instrumentation/software currently **available** to the PI/PD?

NOTE: If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

SIGNATURES

Kevin Mason 10/14/05
Chairperson Date
James Cannon 10/14/05
Dean Date

This Section to be completed by the Office of Academic Affairs

FSBA Committee Award Recommendation: Yes ___ No ___
FSBA Committee Proposal Rank: ___ of ___ Total Proposals.
Recommendation of VPAA: Yes ___ No ___
Recommendation of President: Yes ___ No ___
Award Date: _____

B. ABSTRACT

Motorcycle Helmet Usage: Can It Be Increased Using a Fear Appeal? A Study of the Effects of Levels of Fear and Positive and Negative Communications

A study will be conducted to examine the use of fear appeals with differing levels of fear inducement and positive or negative communication styles in shaping consumer behavior. The behavior of high-risk consumers, motorcycle riders, is especially interesting because of their already higher level of acceptance of risky behavior. This study will use motorcycle riders from two states, which have a long common border, one with a mandatory helmet law, Missouri, and the other with no helmet law, Illinois, as a subject group. The findings of this study will potentially develop some interesting discussion points. First, can a fear appeal study have an impact on the intentions of a high-risk behavior consumer and at what level of fear is this impact most felt? Can the upper level fear threshold be breached in high-risk behavior consumers? Second, are positive or negative communication styles more effective in achieving a fear level, which makes an impact? Third, Does a picture of a damaged motorcycle strike a meaningful cord in motorcycle riders or are they so accepting of their high-risk conduct that it has little or no impact? From a preliminary study using marketing students as subjects, the instrument is seen to be valid, addressing the study's issues.

C. PURPOSE / OBJECTIVES

This survey research is intended to extend the understanding of and add new knowledge to fear as an advertising appeal in psychology and marketing consumer behavior and promotions literature. Also it is intended to extend and understanding of the specialized set of consumers who exhibit a level of comfort with high-risk behaviors. These consumers have previously been communicated with using some level of fear appeal but no research has been done to uncover the level of fear needed to create a high enough level of energy to reach a sufficient tension level sufficient to cause a reaction to the communication. (See Appendix #1)

D. SIGNIFICANCE / NEED

No work has been uncovered which uses motorcycle riders as high-risk behavior consumers. All the information uncovered using motorcycle riders points to injury rates. New ground would be broken by using a new high-risk behavior group (smokers, drug users, and alcohol users have been used previously). Using the two different communication patterns, positive and negative, in fear appeals, would break additional new ground. Also, the difference between a helmet law state and a non-helmet law state can be investigated to determine the impact of mandated helmet usage on motorcycle rider's reaction to the level of fear induced and to communication patterns. And no previous studies have combined three different levels of fear and two different communication styles. The results of this study can potentially be used in several academic areas, communication, marketing and advertising, public policy studies, and psychology and sociology, as well as by governmental agencies. (See Appendix #2 - attached preliminary study)

E. PROCESS FOR ATTAINMENT OF OBJECTIVES / GOALS

Methodology

The experiment will use an advertisement of very similar layout but with six different messages. The experimental design is a 2 x 3 with each experimental group viewing a different advertisement plus a control group, which will view no advertisement for each state. The subjects in the six different groups will view one advertisement each with the same picture but with different wording. The focuses of the wording include a low fear, a moderate fear or a high fear message and either a positive or negative message. A control group will view no advertisement but will answer the same questionnaire.

The subjects in the study will be licensed motorcycle riders in the two states, Missouri and Illinois, partly due to their long common border and partly because one has a helmet usage law and the other does not. Approximately 8400 motorcycle riders will be contacted by mail. Approximately 1200 riders will be included in each experimental group, 600 from each state. It is anticipated that 1000 to 1600 responses will be returned.

The subjects will be asked to participate in the study by a cover letter. The experimental groups will be randomly selected from the states' Department of Motor Vehicles listings. Each group with the exception of the control group will be allowed to read a single advertisement and then asked to answer 13 questions about their feelings on motorcycle helmets. The questions used common terms such as: very bad, neither good nor bad, and very good, and very unfavorable, neither favorable nor unfavorable, and very favorable, with a seven-point Likert-type scale to record their answers. A manipulation check will also be asked, using the same six level Abbreviated Injury Scale previously used and the same negativity and fear level induced questions as the preliminary questionnaire. The final set of questions will be demographic questions. The subjects in the control group followed the same procedure except their packet will not include an advertisement.

The data will be analyzed using SPSS for PCs. The specific analysis will be factor analysis as a check to ensure the questions group as expected and consistent with the preliminary study and analysis of variance of cell means using the One-Way ANOVA comparison technique. Comparisons will be made for Attitude, Intention, and Consequence contrasts as well as an overall contrast.

F. DISSEMINATION OF RESULTS

The resulting articles from this study will be targeted at academic and practitioner journals, and in reports for governmental agencies. It is possible that these results will be presented at a future research conference as well.

Articles emanating from this research will be aimed at the Journal of Marketing, Journal of Advertising, the Journal of Public Policy and Marketing, the Journal of Business Research, the Journal of Consumer Behavior, and the Journal of Consumer Policy. Additional disciplines' journals considered might include psychology and communication.

Further support may be requested from a variety of funding groups and foundations to extend the research to Great Britain and Australia. Academic researchers in both locations have expressed interest in collaborating on this effort. Further support may be garnered in those countries as well.

G. REPEATED REQUESTS

This is not a repeated request.

H. BUDGET

See Appendix #2

I. BIBLIOGRAPHY

- Andreasen, Alan R., (1991). "Consumer Behavior Research and Social Policy," in **Handbook for Consumer Behavior**, editors, Robertson, Thomas S. & Kassarian, Harold H., Prentice Hall, Englewood Cliffs, NJ.
- Benet, Suzanne, Pitts, Robert E., & LaTour, Michael S., (1993). "The Appropriateness of Fear Appeal Use for Health Care Marketing to the Elderly: Is It Okay to Scare Granny?," **Journal of Business Ethics**, 12(1), 45-55.
- Evans, Leonard & Frick, Michael C., (1986). "Helmet Effectiveness in Preventing Motorcycle Driver and Passenger Fatalities," **Operating Systems Research Department, General Motors Research Laboratories**, 30(October).
- Harms, John B. & Wolk, James L., (1990). "Differential Perception and Adolescent Drinking in the United States: Preliminary Considerations," **Journal of Sociology & Social Welfare**, 17(4), 21-41.
- Hass, Jane W., Bagley, Gerald S., & Rogers, Ronald W., (1975). "Coping with the Energy Crisis: Effects of Fear Appeals upon Attitudes Toward Energy Consumption," **Journal of Applied Psychology**, 60(6), 754-756.
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- Janis, Irving, & Feshbach, S. (1953). "Effects of Fear-Arousing Communications," **Journal of Abnormal and Social Psychology**, 48(1), 78-92.
- LaTour, Michael S. & Pitts, Robert E., (1989). "Using Fear Appeals in Advertising for AIDS Prevention in the College-Age Population," **Journal of Health Care Marketing**, 9(3), 5-14.
- LaTour, Michael S. & Zahra, Shaker A., (1989). "Fear Appeals as Advertising Strategy: Should They Be Used?," **Journal of Consumer Marketing**, 6(2), 61-70.
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- Nibett, R. & Ross, L., (1980). **Human Inference: Strategies and Shortcomings of Social Judgment**, Prentice-Hall, Englewood Cliffs, NJ.
- Ray, M. & Wilkie, W., (1970). "Fear: The Potential of an Appeal Neglected by Marketing," **Journal of Marketing**, 34(1), 54-62.
- Robberson, Margaret R. & Rogers, Ronald W., (1988). "Beyond Fear Appeals: Negative and Positive Persuasive Appeals to Health and Self-Esteem," **Journal of Applied Social Psychology**, 18(3), 277-287.
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- Sutton, Stephen R., (1982). "Fear Arousing Communication: A Critical Examination of Theory and Research," in **Social Psychology and Behavioral Medicine**, editor, Eiser, J. Richard, John Wiley and Sons, New York, NY.
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- Witte, Kim, (1992). "Putting the Fear Back into Fear Appeals: The Extended Parallel Process Model," **Communication Monographs**, 59(12), 329-349.
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- Zuckerman, M., (1979). **Sensation Seeking: Beyond the Optimal Level of Arousal**, Lawrence Erlbaum, Hillsdale, NJ.

J. APPLICATION VITA

Dr. James Andrew Cannon received a BS degree from Westminster College, an MBA from the University of Hartford, and his Ph.D. degree with emphasis in Marketing and supporting areas in Management and International Business at Saint Louis University.

Dr. Cannon has taught at a variety of colleges and universities, both public and private. These include Bloomsburg University of Pennsylvania, a state supported university, Lycoming College, a small liberal arts college, Saint Louis University, a private, Jesuit university, the University of South Alabama, a large, state supported university, and now Arkansas Tech University.

Dr. Cannon teaches courses from basic courses like Principles of Marketing to advanced courses including Market Research, Sport and Event Marketing, International Marketing, and Advertising in the Management/Marketing track. Additionally, he has taught many management track courses and in other business disciplines as well. He has varied research interests including consumer complaint behavior when third parties are involved (his dissertation topic), the impact of fear and humor advertising on consumers displaying high risk behavior, the impact of different advertising methods on sport and event attendance, consumer satisfaction in the sport, cultural, historical, and community event venue, and franchising as an entry mode into foreign marketplaces including cultural impacts on franchising's success.

APPENDIX #1

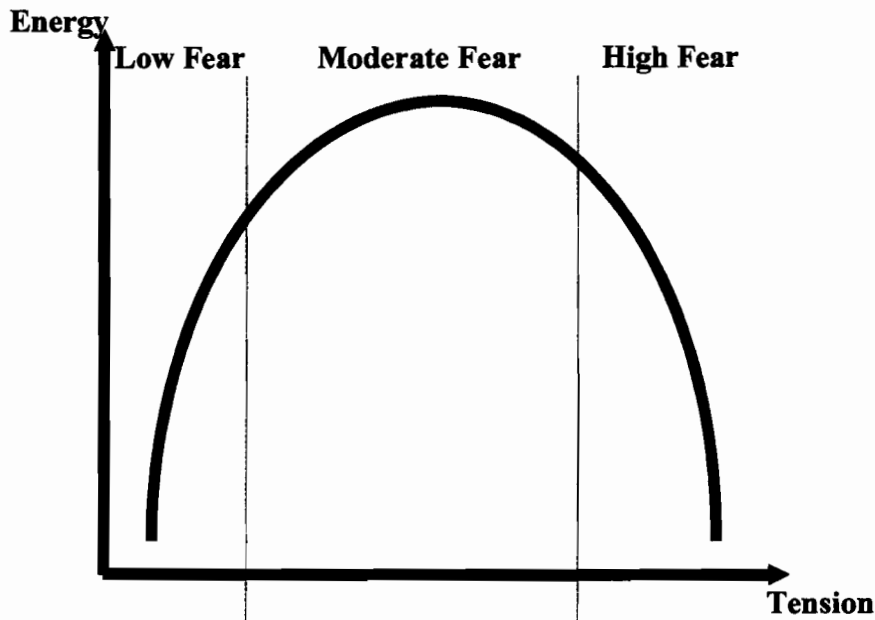
Hypotheses

Box Numbers

	Negative Appeal	Positive Appeal
Low Fear	BOX # 1	BOX # 4
Moderate Fear	BOX # 2	BOX # 5
High Fear	BOX # 3	BOX # 6
	Control Group – Box # 7	

Inverted U Concept

Using Thayer's Terminology



Hypotheses Tables

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#¹</u>	<u>DE²</u>
Low Fear, Negative Ad	Low Fear, Positive Ad	1 vs. 4	1a	▲
Moderate Fear, Negative Ad	Moderate Fear, Positive Ad	2 vs. 5	1b	▲
High Fear, Positive Ad	High Fear, Negative Ad	6 vs. 3	1c	▲
Moderate Fear, Negative Ad	Low Fear, Negative Ad	2 vs. 1	2a	▲
Moderate Fear, Negative Ad	High Fear, Negative Ad	2 vs. 3	2b	▲
Moderate Fear, Positive Ad	Low Fear, Positive Ad	5 vs. 4	3a	▲
High Fear, Positive Ad	Moderate Fear, Positive Ad	6 vs. 5	3b	▲
Low Fear, Negative Ad	High Fear, Negative Ad	1 vs. 3	2c	▲
High Fear, Positive Ad	Low Fear, Positive Ad	6 vs. 4	3c	▲

Low Fear, Negative Ad	Control	1 vs. 7	2d	▲
Moderate Fear, Negative Ad	Control	2 vs. 7	2e	▲
Control	High Fear, Negative Ad	7 vs. 3	2f	▲
Low Fear, Positive Ad	Control	4 vs. 7	3d	▲
Moderate Fear, Positive Ad	Control	5 vs. 7	3e	▲
High Fear, Positive Ad	Control	6 vs. 7	3f	▲
Negative Fear Ads	Control	1, 2, & 3 vs. 7	2g	▲
Positive Fear Ads	Control	4, 5, & 6 vs. 7	3g	▲
Positive Fear Ads	Negative Fear Ads	4, 5, & 6 vs. 1, 2, & 3	4a	▲
Moderate Fear Ads	Low Fear Ads	2 & 5 vs. 1 & 4	5a	▲
High Fear Ads	Low Fear Ads	3 & 6 vs. 1 & 4	5b	▲
Low Fear Ads	Control	1 & 4 vs. 7	5d	▲
Moderate Fear Ads	High Fear Ads	2 & 5 vs. 3 & 6	5c	▲
Moderate Fear Ads	Control	2 & 5 vs. 7	5e	▲
High Fear Ads	Control	3 & 6 vs. 7	5f	▲

Hypotheses # 1

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#¹</u>	<u>DE²</u>
Low Fear, Negative Ad	Low Fear, Positive Ad	1 vs. 4	1a	▲
Moderate Fear, Negative Ad	Moderate Fear, Positive Ad	2 vs. 5	1b	▲
High Fear, Positive Ad	High Fear, Negative Ad	6 vs. 3	1c	▲

Hypotheses # 2

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#¹</u>	<u>DE²</u>
Moderate Fear, Negative Ad	Low Fear, Negative Ad	2 vs. 1	2a	▲
Moderate Fear, Negative Ad	High Fear, Negative Ad	2 vs. 3	2b	▲
Low Fear, Negative Ad	High Fear, Negative Ad	1 vs. 3	2c	▲
Low Fear, Negative Ad	Control	1 vs. 7	2d	▲
Moderate Fear, Negative Ad	Control	2 vs. 7	2e	▲
Control	High Fear, Negative Ad	7 vs. 3	2f	▲
Negative Fear Ads	Control	1, 2, & 3 vs. 7	2g	▲

Hypotheses # 3

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#¹</u>	<u>DE²</u>
Moderate Fear, Positive Ad	Low Fear, Positive Ad	5 vs. 4	3a	▲
High Fear, Positive Ad	Moderate Fear, Positive Ad	6 vs. 5	3b	▲
High Fear, Positive Ad	Low Fear, Positive Ad	6 vs. 4	3c	▲
Low Fear, Positive Ad	Control	4 vs. 7	3d	▲
Moderate Fear, Positive Ad	Control	5 vs. 7	3e	▲
High Fear, Positive Ad	Control	6 vs. 7	3f	▲
Positive Fear Ads	Control	4, 5, & 6 vs. 7	3g	▲

Hypotheses # 4

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#</u> ¹	<u>DE</u> ²
Positive Fear Ads	Negative Fear Ads	4, 5, & 6 vs. 1, 2, & 3	4a	▲

Hypotheses # 5

<u>First Test Group(s)</u>	<u>Second Test Group(s)</u>	<u>Box Numbers</u>	<u>H#</u> ¹	<u>DE</u> ²
Moderate Fear Ads	Low Fear Ads	2 & 5 vs. 1 & 4	5a	▲
High Fear Ads	Low Fear Ads	3 & 6 vs. 1 & 4	5b	▲
Low Fear Ads	Control	1 & 4 vs. 7	5d	▲
Moderate Fear Ads	High Fear Ads	2 & 5 vs. 3 & 6	5c	▲
Moderate Fear Ads	Control	2 & 5 vs. 7	5e	▲
High Fear Ads	Control	3 & 6 vs. 7	5f	▲

¹ H# indicates the corresponding Hypothesis number for the Box Numbers being tested.

² DE indicates the expected direction of effectiveness of the Hypotheses.

APPENDIX #2

Budget and Budget Justification

Budget

DETAILED BUDGET		
	GRANT FUNDING NEEDED	TOTAL ANTICIPATED BUDGET
Two Student Assistants	\$0.00	\$500.00
Postage	0.00	4,872.00
Return Postage	0.00	592.00
Labels and Supplies	0.00	320.00
Printing	3,500.00	5,482.00
TOTAL	\$0.00	\$11,766.00

+ 7B = 1

Budget Justification

Student Assistants – The undergraduate student assistants would have the tasks of assembling the bulk mailing, which would include the sorting, combining, and inserting into envelopes of the survey material, attaching address labels to the envelopes using preprinted labels, breaking the mailing into 3 and 5 digit zip code bundles for bulk rate mailing, and counting the number of envelopes in the individual bundles to ensure they conform to USPS guidelines. Additional tasks will be to input the data into an Excel or SPSS file as the surveys are returned, do library research to update and add to the existing literature review and add background to the study's framework, incorporate the new information into the preliminary, exploratory findings report, assist with the statistical analysis of the aggregate results, assist with the writing of the final version of the report, and prepare the instrument for use in Great Britain and Australia including assisting with contacting researchers in those countries. Total Costs = \$500.

Postage – Mailing costs for the approximately 8400 surveys. The original mailing will be done at bulk rate and 3 or 5 zip code bundles to lower the per piece costs to a minimum. Total Costs = \$4,872.

Return Postage – Mailing costs for the approximately 1600 surveys returned in the Return Postage Paid envelopes. Total Costs = \$592.

Labels and Supplies – Address labels for the original mailing of 8400 pieces. Total Costs = \$320

Printing – The survey printing using double sided printing where possible and including one color copy done using the printing press rather than the color copier (less expensive), the 9x12 mailing envelope with printing, and the printed business reply envelope are necessary to get the survey ready, to the subjects, and returned. Total Costs = \$5482.

From: "Eldon Clary" <eldon.clary@mail.atu.edu>

To: <Andrew.Cannon@mail.atu.edu>

Subject: RE: Human Subjects Survey Approval

Date: Tue, 24 Aug 2004 11:32:55 -0500

Dr. Cannon

I see no problem with the survey as you have described it. People responding to the survey will be anonymous and there is not danger to them.

Eldon Clary

James Andrew Cannon

302 Autumnwood Drive, Russellville, AR 72802

Department of Business and Economics, School of Business, Arkansas Tech University, Russellville, AR 72801-2222

Academic Employment

Arkansas Tech University, School of Business, Russellville, AR 72801

Department of Business and Economics, Assistant Professor, 2004-Present

Principles of Marketing, Sport and Event Marketing, International Marketing, & Marketing Research

University of South Alabama, Mitchell College of Business, Mobile, AL 36688

Department of Marketing and E-Commerce, Assistant Professor, 2000-2004

Department of Marketing and Transportation, Instructor, 1999-2000

Principles of Marketing, Promotional Strategies for Sport and Event Marketing, Seminar: Sport and Event Marketing, Seminar: International Business, International Marketing, & Graduate International Business

Saint Louis University, John Cook School of Business, St. Louis, MO 63108

Department of Marketing, Instructor, 1995-1999

Principles of Marketing, Promotional Strategies, Retail Management, Business-to-Business Marketing, Product and Price Management, Graduate Advertising Management, & Faculty Sponsor for Internships

Department of International Business, Instructor, 1997-1999

Introduction to International Business & Faculty Sponsor for Internships

Dean's Office, Coordinator of Business Internship Programs, 1994-95

Responsible for Operation of Internship Program for all Business Students

Lycoming College, Williamsport, PA 17684

Department of Business Administration, Visiting Instructor, 1993-94

Marketing Principles, Advertising, Retailing, Sales Seminar, Business Policies, & Faculty Sponsor for Internships

Bloomsburg University of Pennsylvania, College of Business, Bloomsburg, PA 17815

Department of Marketing, Instructor, 1991-94

Principles of Marketing, Advertising Management, Sales Management, Contemporary Issues in Marketing, & Faculty Sponsor for Internships

Department of Management, Instructor, 1992-94

Principles of Management & Managerial Communications

Ongoing Consulting Projects

Arrow Formula Cars, Shirley, MA 01464

Domestic Market Expansion and International Market Entry

Gulf Coast Powerboat Association, Orange Beach, AL 36561

Market Entry and Expansion

Contact Information

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Education

Saint Louis University, St. Louis, MO, Doctor of Philosophy in Business, 1994-2000
Concentration - Marketing, Supporting - International Business & Management
Completion Date, September 2000
Beta Gamma Sigma, 2000

University of Hartford, W. Hartford, CT, Master of Business Administration, 1985-8
Concentrations - Marketing, Management, Athletic Administration
Graduation Date, May 1988

Connecticut School of Broadcasting, Farmington, CT, 1980

University of Massachusetts, Amherst, MA, 02001 Graduate Study, 1977-8
Concentration - Sports Management

Westminster College, Fulton, MO, Bachelor of Arts, 1969-73
Major - Economics
Graduation Date, May 1973

Additional Training

Certificate in University Teaching, Center for Teaching Excellence, Saint Louis
University, St. Louis, MO 63108
Awarded, 1995

"W" Certificate, Lycoming College, Williamsport, PA 17684
Completed Nine-Hour Course, 1994
Designed to Prepare University Professors to Teach Writing Intensive Courses

Research Interest Areas

Marketing

Franchising in the International Marketplace
Consumer Complaint Behavior with Third Party Involvement
Fear Appeal Advertising as a Tool to Change High Risk Behavior
Business Internships
 Corporate (Site) Expectations of Business Interns and Internships
 Students' Expectations of Internship Experiences
Sport and Event Marketing
 Satisfaction Drivers in the Performance Arts
 Effectiveness of Promotions at Professional Golf Tournaments
 Impact of Different Promotional Techniques on Attendance in Minor
 League Professional Sports
US Business School Promotional Techniques in Foreign Markets

International Business

Franchising as an Entry Mode
Cultural Impacts on Franchising

Publications

- McCrory, Billy Joe & Cannon, J. Andrew (2003). "A Minor League Baseball Franchise's Economic Impact on a Southeastern City." Proceedings of the Society of Business, Industry, and Economics, 4(May), 100-103.
- Cannon, J. Andrew, & Arnold, Mark J., (1998). "Student Expectations of Collegiate Internship Programs in Marketing - A Ten-Year Update." Journal of Education for Business, 73(4), 202-205.
- Cannon, J. Andrew, (1997). "International Franchising Intentions: Refocusing Culture in Eroglu's Model." (Eds.) Jerry Biberman and Abbass Alkhafaji, Business Research Yearbook, Volume IV, 500-504.
- Arnold, Mark J., Cannon, J. Andrew, & Boughton, Paul D., (1996), "Management Perspectives on Collegiate Internship Programs in Marketing: An Exploratory Study." Proceedings, American Marketing Association's Winter Educator's Conference, 7(February), 406-412.

Conference Presentations

- Cannon, J. Andrew; "Attendees' at Performance Art Offerings: Present and Preferred Methods of Receiving Promotional Materials," at the Society of Business, Industry, and Economics Conference, Hot Springs, Arkansas, April 2005, with Jennifer Armstrong.
- Cannon, J. Andrew; "Determinates of Consumer Satisfaction in Performance Art Presentations and Venues," at the Society of Business, Industry, and Economics Conference, Hot Springs, Arkansas, April 2005, with Jennifer Armstrong.
- "Repeat Purchase Intentions and Perceptions of Service Quality: Can the Perceptions Section of SERVQUAL Predict Repeat Purchase Intentions?" at the International Academy of Business and Public Administrations Disciplines (IABPAD) Conference, Tunica, Mississippi, May, 2004
- "A Minor League Baseball Franchise's Economic Impact on a Southeastern City" at the Society of Business, Industry, and Economics Conference, Fort Walton Beach, Florida, April 2003.
- "Problem Businesses: Consumer Complaints, the Better Business Bureau, and Ethical Business Practices" at the Marketing and Public Policy Conference, South Bend, Indiana, May 1999, with Fisher, J. E., Garrett, D., and Beggs, J. M.
- "International Franchising Intentions: Refocusing Culture in Eroglu's Model," at the International Academy of Business Disciplines, Orlando, Florida, April 1997.
- "Management Perspectives on Collegiate Internship Programs in Marketing: An Exploratory Study," at the American Marketing Association's Winter Educator's Conference, Hilton Head, South Carolina, February, 1996.
- "Field Experience as a New Route to Entry-Level Jobs: Implications for Management Education," at the Annual Conference of the Midwest Division of the Academy of Management, St. Louis, Missouri, March 1995.

Poster Presentations

"Motorcycle Helmet Usage: Can It Be Increased Using a Fear Appeal? A Preliminary Study of the Effects of Levels of Fear and Positive and Negative Communications."
GSA Graduate Research Symposium, Saint Louis University, April 1999.

1st Prize - Humanities and Social Science Division

Best Social Science Research Award, - Sigma Xi, The Scientific Research Society, The International Honor Society for Scientists and Engineers, Saint Louis University Chapter

Student Thesis Mentoring

Honors Program Mentor

Jennifer Armstrong – "The Implications of Community Events on City Attractiveness."

Amanda Mullins – "The Relationship between Sport Sponsorship and Sponsoring Firm's Stock Valuations."

Adult Interdisciplinary Studies Program Mentor

Debra Knotts – "Sport Sponsorship as a Marketing Communication Method and Its Impact on Marketing Communication Effectiveness."

Honors Program Reader

Daniel Bunch – "Dividend Policy and Its Effect on Firm Value"

Works-in-Progress

Armstrong, Jennifer, & Cannon, J. Andrew; "Attendees' at Performance Art Offerings: Present and Preferred Methods of Receiving Promotional Materials."

Armstrong, Jennifer, & Cannon, J. Andrew; "Determinates of Consumer Satisfaction in Performance Art Presentations and Venues."

McCrary, Billy Joe, & Cannon, J. Andrew; "A Minor League Baseball Franchise's Economic Impact on a Southeastern City." (**Under Review at SMQ**)

Cannon, J. Andrew; "What Impacts Do Different Promotional Techniques Have on Attendance in Minor League Professional Sports."

Cannon, J. Andrew; "Third Party Inclusion in Consumer Complaint Processes: Consumer Motivations."

Cannon, J. Andrew; "Third Party Inclusion in Consumer Complaint Processes: Consumer Expectations."

Cannon, J. Andrew, "Repeat Purchase Intentions And Perceptions of Service Quality: Can the Perceptions Section of SERVQUAL Predict Repeat Purchase Intentions?" (**Under Review at J of Consumer Marketing**)

Cannon, J. Andrew; "Improving Motorcycle Helmet Usage through Fear Appeals: Changing from Public Policy Mandates to Advertising for Effectiveness."

Johnson, Stephanie, & Cannon, J. Andrew; "Promotional Efforts of US Business School in Foreign Markets."

Thusing, Nadine, Werk, Stefan, & Cannon, J. Andrew; Golf Course Professional Managers Recall of Tournament Sponsorship Promotions." (**Under Review at SMQ**)

Thusing, Nadine, Werk, Stefan, & Cannon, J. Andrew; "What Entices Golf Course Professional Managers to Attend a Professional Golf Tournament."

University and Community Service

Arkansas Tech University

Athletic Oversight Committee

Presidential Appointee, 2004-Present

School of Business Curriculum and Assessment Committee

Committee Member, 2004-Present

Faculty Development and Evaluation Committee

Committee Member, 2004-Present

Department of Business and Economics Search Committee

Committee Member, 2004-5, 2005-6

University of South Alabama

Alpha Kappa Psi Professional Business Fraternity

Faculty Advisor, 2000-2004

USA Sailing Club and Intercollegiate Team

Faculty Advisor, 2000-2004

Interim Sailing Coach, 2000-2004

University Committee on Undergraduate Research

Committee Member, 2001-2004

Promotions Chair, 2001-2004

Mitchell College of Business Committee Service

Marketing Search Committee, 2002-2003; 2000-2001

Curriculum Committee, 2001-2004

Graduate Program Committee, 2001-2004

Student Services Committee, 1999-2001

University of South Alabama Committee Service

Athletic Oversight Committee, 2002-2004

International Studies Committee, 2001-2004

Academic Standards Committee, 2001-2004

Graduation Committee, 2000- 2004

Graduation Faculty Marshall, 2000-2004

Saint Louis University

Graduate Student Association

Treasurer, 1996-1999

Department of Marketing Representative, 1996-1999

Alpha Epsilon Lambda, National Graduate and Professional Student Honor Society,
Nominated and Named, 1997-98

GSA Teaching Assistant Award, Saint Louis University, St. Louis, MO 63108

First Runner-up, 1998, 1999

General University Service, Saint Louis University, St. Louis, MO 63108

Speak to Student Groups on Resume/Application Letters, Black Student Alliance,
Student Nurses Assoc., Alpha Kappa Psi Business Fraternity, & Marketing Club.

Business Experience

Bloomsburg University of Pennsylvania, Development Office, Bloomsburg, PA 17815

Assistant Director of Development/Athletics, 1990-91

Administrative Director - Athletic Development, 1989-90

Executive Director of the Husky Club, 1989-91

University of Hartford, Athletic Department, West Hartford, CT 06117

Assistant to the Director of Athletics, 1985-88

Special Projects Researcher for Move to NCAA Division I from Division II
Tutor, 1985-87

United States Post Office, West Simsbury, CT 06092

Rural Carrier Relief, 1985-89

Helena Phillies Baseball Club, Helena, MT 59603

General Manager, Managing Officer for Daily Operations, 1982-84

KTVG TV-12, Helena, MT 59603

Sports Director, 1983

KBLR Radio, Helena, MT 59603

On-Air Personality, Assistant Sports Director, 1982-83

Independent Record, Helena, MT 59603

Sports Writer and Reporter, 1982-83

Sport-About - Helena, Helena, MT 59603

Assistant Manager, 1982-84

Energy Efficiencies, West Simsbury, CT 06092

Energy Consultant, 1980-82

CIGNA, Bloomfield, CT 06002

Computer Department Consultant, 1980

Bakersfield Outlaws Baseball Club, Bakersfield, CA

General Manager, 1978-79

Capital International Airways, Smyrna, TN

Local Ground Agent, 1977-78

London, UK - Gatwick International Airport

Hamburg, FRD - Hamburg International Airport

Frankfort, FRD - Frankfort-Rhein Main International Airport

Munich, FRD - Munich International Airport

Flight Attendant, 1977

Simsbury Bank and Trust Co., Simsbury, CT 06070

Assistant to the Assistant Vice President - Operations, 1976-77

Assistant Branch Manager, 1975-76

Corporate Auditor, 1974-75

Management Trainee, 1974

Cannon-McMasters Sports Photos, Simsbury, CT 06070

Managing Partner, 1974-77

Photographer, 1974-77

Teaching Assignments

2005-2006 Academic Year

Fall – MKT 3043, Principles of Marketing; MKT 4093 International Marketing.

Spring – MKT 3043, Principles of Marketing; MKT 4063, Sport and Event Marketing.

Summer – MKT 3043, Principles of Marketing; MKT 4093, *Marketing Elective*.

2004-2005 Academic Year

Fall – MKT 3043, Principles of Marketing; MKT 4153 Market Research.

Spring – MKT 3043, Principles of Marketing; MKT 4103, Special Topics: Sport and Event Marketing.

Summer – MKT 3043, Principles of Marketing; MKT 4093, International Marketing.

2003-2004 Academic Year

Fall – MKT 385, Sport and Event Marketing; MKT 336, International Marketing; MKT 524, International Business.

Spring – MKT 376, Industrial Marketing; MKT 492, Seminar: International Business; MKT 524, International Business.

Summer – MKT 376, Industrial Marketing; MKT 379 Retailing.

2002-2003 Academic Year

Fall – MKT 385 Sport and Event Marketing; MKT 410, Promotional Strategies for Sport and Event Marketing; MKT 524, International Business.

Spring – MKT 385, Sport and Event Marketing; MKT 495, Seminar in Sport and Event Marketing; MKT 524, International Business.

Summer – MKT 376, Industrial Marketing; MKT 379, Retailing; MKT 380, Advertising.

2001-2002 Academic Year

Fall – MKT385, Sport and Event Marketing; MKT 410, Promotional Strategies for Sport and Event Marketing; MKT 524, International Business (online).

Spring – MKT 336, International Marketing; MKT 495, Seminar in Sport and Event Marketing; MKT 524, International Business.

Summer – MKT 320, Principles of Marketing; MKT 336, International Marketing.

2000-2001 Academic Year

Fall – MKT 336, International Marketing; MKT 410 Promotional Strategies for Sport and Event Marketing; MKT 524, International Business.

Spring – MKT 410, Promotional Strategies for Sport and Event Marketing, MKT 495, Seminar in Sport and Event Marketing; MKT 524, International Business.

Summer – MKT 320, Principles of Marketing; MKT 336, International Marketing.

1999-2000 Academic Year

Fall – MKT 320, Principles of Marketing; MKT 410, Promotional Strategies for Sport and Event Marketing; MKT 524, International Business.

Spring – MKT 410 Promotional Strategies for Sport and Event Marketing, MKT 492, Seminar: International Business; MKT 524, International Business.

Summer – MKT 320, Principles of Marketing; MKT 336, International Marketing.