

## **David B. Kuhlmeier**

2059 Champagne Drive  
Tallahassee, FL 3208-5948  
Ph: 850/459-5881 (cell)  
Email: dkuhlmeier@hotmail.com

Dept. of Marketing & Economics  
Pound Hall, Room 222  
Valdosta State University  
Valdosta, GA 31698  
Ph: 229/245-3823  
Email: dbkuhlmeier@valdosta.edu

### **EDUCATION**

Ph.D. Marketing, 2005, Florida State University, Tallahassee, FL  
Major Areas: Global Business, Supply Chain/B2B, E-Commerce

Master of International Management (M.I.M.), The American Graduate School of  
International Management, Glendale AZ  
Major Areas: Marketing, Supply Chain Management

M.A., International Affairs, Florida State University, Tallahassee, FL

B.A., Public Administration, Drake University, Des Moines, IA

### **DISSERTATION**

“The Effect of Internet Technology in the Exporter-Distributor Relationship.”

#### **Committee:**

Dr. Gary Knight, Chairman (Marketing)  
Dr. Larry Giunipero (Marketing)  
Dr. Charles Hofacker (Marketing)  
Dr. Lee Stepina (Management)

### **RESEARCH**

**Research Interests:** The focal point of my research stream is the investigation of the linkages of technology in global business and supply chain management. With that objective in mind, my research has included various investigations of Internet buying behavior, including risk perceptions, the acceptance and use of technology in corporate purchasing, and the diffusion of Internet use among nations. A secondary research interest of mine is consumer behavior.

#### **Refereed Journal Publications**

Reisenwitz, T., Iyer, R., Kuhlmeier, D., and Eastman, J, (2007) "The Elderly and the Internet: An Updated Look," *Journal of Consumer Marketing*, Vol. 24, No. 7, p. 406.

Kuhlmeier, D. & Knight, G. (2005), "Antecedents to Internet-Based Purchasing: A Multinational Study," *International Marketing Review*: Vol. 22, No.4, pp. 460-473.

Thatcher, J., Strite, M., Diakourakis, M., & Kuhlmeier, D (2001), "Synthesizing Structuration and Institutional Theory: Three Cases," *Australian Journal of Information Systems*, Vol 8, No. 2, pp. 32 – 39.

### **Refereed National Conference Proceedings**

Kuhlmeier, D. & Knight, G. (2008), "A Cross-National Investigation of Technology Acceptance, Diffusion of Innovation, and Consumer Use of the Internet," *Competitive Session, AIB Annual Meeting*, Milan, Italy: Academy of International Business.

Kuhlmeier, D. & Knight, G. (2007) "Antecedents of Performance in the Exporter-Importer Relationship," *Competitive Session, AIB Annual Meeting*, Indianapolis, IN: Academy of International Business.

DeWitt, T. and Kuhlmeier, D. (2004), "The Efficacy of a Second Chance: When Service Providers Fail to Respond to Customer Complaints," *13th Annual Frontiers in Services Conference*, Miami, FL: American Marketing Association.

Kuhlmeier, D. and Knight, G. (2002), "United States Export Public Policy: Support, Coordination, and Control " in *Doctoral Consortium Row Poster Session: 2002 Annual Meeting, The Academy of International Business*, San Juan, Puerto Rico: Academy of International Business

Kuhlmeier, D. & Knight, G., (2003), "Toward an Integrated Framework: An Examination of US Export Support of the SME," *Proceedings, 2003 Conference on Marketing and Public Policy, The American Marketing Association*, Washington, DC, American Marketing Association. Personally presented paper in a conference session.

Pashupati, K., Raman, P., & Kuhlmeier, D, (2003), "Do I Know That Face? The Impact of Celebrity Identification on Attitude Toward the Ad and Brand." *Proceedings: 2003 Annual Conference, The American Academy of Advertising*, Broomfield, CO: American Academy of Advertising.

Kuhlmeier, D. and Knight, G. (2002), "The Critical Roles of Experience, Proclivity, and Risk in the Likelihood of Internet-Based Purchases: A Multinational Study," in *Proceedings: 2002 Annual Meeting, The Academy of International Business*, San Juan, Puerto Rico: Academy of International Business. Personally presented paper in a conference session.

Kuhlmeier, D., Thatcher, J., & Strite, M. (2000), The Internet and Nonprofits: Implications for Structure,” in *Proceedings: 2000 Annual Meeting, The Association for Research on Nonprofit Organizations and Voluntary Action*, New Orleans, LA; The Association on Nonprofit Organizations and Voluntary Action (ARNOVA). Personally presented paper in a conference session.

### Research in Progress

Kuhlmeier, D. and Knight, G. “The Critical Role of Relationship Competence in the Contemporary International Firm.” Submitted Nov. 2008 and under review at the *Journal of Global Marketing*.

Kuhlmeier, D. and Lipscomb, C. “U.S. Perceptions of Electronic Government: A Comparison with Commercial Sites.” Submitted November 2008 and under review at the *Southern Business and Economic Journal*.

Kuhlmeier, D. and Muncy, J. “Characteristics of Music File Sharing Among College students: A Replication and Extension.” Submitted November 2008 and under review at the *Journal of Digital Business*.

Kuhlmeier, D. “Differences in Diffusion and Consumer Use of the Internet: A Comparison of the USA and France.” Targeted publication: *European Journal of Marketing*.

## TEACHING

### Teaching Interests:

- Multinational Business
- Supply Chain/B2B
- E-Commerce
- Principles of Marketing

### Courses Taught

*Valdosta State University, Valdosta, GA*

	<i>Course Evaluations</i>
	<u>Mean</u>
<u>Principles of Marketing</u>	
• Fall, 2006 1 section (undergrad): 49 students	4.46/5
• Fall, 2007 1 section (undergrad): 50 students	4.29/5
<u>International Marketing</u>	
• Fall, 2006 1 section (undergrad): 49 students	4.30/5
• Fall, 2006 1 section (undergrad): 24 students	4.45/5
• Spring, 2007 1 section (undergrad): 26 students	4.74/5

- Spring, 2007 1 section (undergrad): 25 students 4.63/5
- Fall, 2007 1 section (undergrad): 30 students 4.47/5
- Fall, 2007 1 section (undergrad): 20 students 4.13/5
- Spring, 2008 1 section (undergrad): 3.79/5
- Spring, 2008 1 section (undergrad): 4.29/5
- Summer, 2008 (Karlsruhe, Germany): 3.96/5

#### Electronic Commerce

- Spring, 2007 1 section (undergrad): 38 students 4.38/5
- Summer, 2007 1 section (undergrad): 30 students 4.42/5
- Spring, 2008 1 section (undergrad): 4.41/5

#### Issues in International Business

- Summer 2007 1 section (MBA): 21 students 4.26/5

#### *The Citadel, Charleston, SC*

#### *Course Evaluations*

##### Principles of Marketing

- |  | <u>Mean</u> |
|--|-------------|
| • Fall, 2005, 3 sections (undergrad): 94 students  | 4.3/5       |
| • Fall, 2005, 1 section (MBA): 32 students         | 4.4/5       |
| • Spring, 2006 2 sections (undergrad): 64 students | 4.3/5       |

##### Supply Chain Management

- |   |       |
|---|-------|
| • Spring, 2006 1 section (MBA): 32 students | 4.2/5 |
|---|-------|

#### *Florida State University, Tallahassee, FL*

#### *Course Evaluations*

##### International Marketing

- |  | <u>Mean</u> |
|--|-------------|
| • Summer, 2004, 1 section: 39 students | 4.6/5       |
| • Spring, 2003, 1 section: 41 students | 4.3/5       |

##### Multinational Business

- |  |       |
|--|-------|
| • Summer 2005, 1 section: 95 students  | 4.4/5 |
| • Spring 2005, 1 section: 105 students | 4.3/5 |
| • Spring 2004, 1 section 105 students  | 4.4/5 |
| • Fall 2003, 1 section: 101 students   | 4.2/5 |
| • Spring 2003, 1 section: 100 students | 4.5/5 |

##### Principles of Marketing

- |   |       |
|---|-------|
| • Summer 2003, 1 sections: 150 students | 4.4/5 |
| • Spring 2003, 1 sections: 150 students | 4.5/5 |
| • Fall 2003, 1 section: 150 students    | 4.7/5 |

##### Electronic Marketing

- |                                       |       |
|---------------------------------------|-------|
| • Spring 2004, 1 section: 40 students | 4.5/5 |
|---------------------------------------|-------|

Strategic Management

- Summer 2000, 1 section: 38 students 4.0/5

**Other Courses Taught:**

## College of Charleston

- International Business (two terms)
- Principles of Marketing (one term)

## Flagler College – Tallahassee Campus

- Principles of Marketing (three terms)

**Online/Distance Courses Taught**

## University of Florida, Distance, Continuing, and Executive Education (DOCE)

- Principles of Marketing (2001-2002)
- Multinational Business (2002 – 2007)
- Electronic Commerce (input for construction/design)

**AWARDS/HONORS**

- One of three Finalists for the 2007-2008 *Rea and Lillian Steele Outstanding Teacher Award* for the Langdale College of Business Administration, Valdosta State University.
- Awarded the *Outstanding Teaching Assistant Award* by the Program of Instructional Excellence, Florida State University (2004). This University-wide award was presented to the 10 top teaching assistants in the University.
- Recipient of FSU College of Social Sciences *Graduate Teaching Fellowship*. This is an extremely competitive fellowship that is limited to only 3 recipients each year.
- Nominated for the College of Charleston *Best New Adjunct Professor Award*. This is an award that is given to the best adjunct instructor for their contribution to students and their service to the college.

**PROFESSIONAL EXPERIENCE**

**Director**, International Trade Administration, U.S. Dept. of Commerce, Charleston, SC. Directed all administrative and promotional efforts in assisting SC exporters to increase their export sales. Conducted export outreach programs and liaised with local civic and business partners. Supervised one administrative employee. Member of the South Carolina World Trade Center (SCWTC) Board of Directors.

**Trade Specialist**, International Trade Administration, U.S. Dept. of Commerce, Houston, TX. Assisted Texas exporters in penetrating foreign markets. Conducted outreach programs to increase export activity. Completed special assignments in Mexico City and Washington, DC.

**European Director**, Florida Department of Commerce, London, England. Directed all administrative and promotional activities for Florida's trade and investment development efforts in the UK and Europe. Managed a staff of eight foreign employees.

**Development Representative**, Division of International Trade & Development, Florida Department of Commerce, Tallahassee, FL. Assisted Florida exporters in entering overseas markets. Developed and conducted state-wide outreach programs for Florida exporters.

**Development Representative**, Division of International Tourism, Florida Department of Commerce, Tallahassee, FL. Developed and led sales missions for Florida industry members and familiarization tours for foreign travel agents and operators.

**International Account Manager**, North American International, New York, NY. Serviced major freight forwarding accounts in New York City. Developed new corporate accounts and maintained shipping agent relations.

## **PROFESSIONAL MEMBERSHIPS**

### 1999 - 2005

Member of the *FSU Doctoral Business Student Association (DBSA)*. DBSA is the FSU College of Business student organization that represents the interests and welfare of all College of Business doctoral students.

### 2000 – Present

Member of the *American Marketing Association (AMA)*. AMA is the recognized leading organization for marketers worldwide. Its membership of 38,000 includes both academics and practitioners who interact and share information to advance the field of marketing.

### 2000 – Present

Member of the *Academy of International Business (AIB)*. AIB is the recognized leading organization for the field of international business. Its membership of over 3,000 includes both academics and practitioners from the United States and 65 different countries.

### 2000 – 2001

Member of the *Association on Nonprofit Organizations and Voluntary Action (ARNOVA)*. ARNOVA is committed to advancing the field of research in nonprofit and philanthropic studies in order to improve the quality of life for citizens and communities.

## **ACTIVITIES/SERVICE**

### 2008-2009

LCOBA MBA Assessment Committee  
 LCOBA Study Abroad Committee  
 LCOBA Global Awareness Committee  
 LCOBA International Business Major Committee  
 VSU Web Editorial Board (WEB)  
 VSU Minority/Diversity Issues Committee

### 2007-2008

LCOBA MBA Assessment Committee  
 LCOBA Study Abroad Committee/Instructor  
 LCOBA Global Awareness Committee  
 VSU Web Editorial Board (WEB)  
 VSU Minority/Diversity Issues Committee

### 2006-2007

LCOBA Global Awareness Committee.

### 2005-2006

Served on The Citadel School of Business Administration's 1) Global Awareness Committee for the Assurance of Learning Task Force; 2) Undergraduate Program Assessment Committee (UPAC); and 3) MBA Marketing Assurance of Learning Committee.

### 2000 - 2001

Served as the College of Business representative to Florida State University's Congress of Graduate Students (COGS). Duties included attending monthly meetings, representing the interests of FSU's Doctoral Business Student Association (DBSA), and reporting COGS activities and information to the DBSA.

### 2001 – Present

Buck Lake Elementary School - Volunteer on semi-weekly basis to help 2nd and 5th graders with their reading and math skills. Also serve as a chaperone on field trips and activities.

### ***Outside Interests:***

Foreign languages; sign language; physical fitness; umpiring baseball (high school & college level); beer crafting; scuba diving; fly fishing; community service (e.g. Habitat for Humanity).

**REFERENCES**

Dr. L. Wayne Plumly, Interim Dean  
Langdale College of Business Administration  
Pound Hall, Room 222  
Valdosta State University  
Valdosta, GA 31698  
Tel: 229/245-2234  
Email: [lwplumly@valdosta.edu](mailto:lwplumly@valdosta.edu)

Col. W. Earl Walker, Ph.D., Dean  
School of Business Administration  
Robert A. Jolley Chair  
The Citadel  
171 Moultrie Street  
Charleston, SC 29409  
Tel: 843/953-7466  
Email: [earl.walker@citadel.edu](mailto:earl.walker@citadel.edu)

Dr. Gary Knight  
Director, Multinational Business Program  
Department of Marketing  
College of Business  
Florida State University  
Tallahassee, FL 32306-1110  
Tel: 850/644-1140  
Email: [gknight@cob.fsu.edu](mailto:gknight@cob.fsu.edu)

Dr. Larry Giunipero  
N.A.P.M. Professor of Purchasing  
Department of Marketing  
College of Business  
Florida State University  
Tallahassee, FL 32306-1110  
Tel: 850/644-8224  
Email: [lgiunip@cob.fsu.edu](mailto:lgiunip@cob.fsu.edu)

Dr. Dennis Cradit, Dean  
College of Business Administration  
Rehn Hall 114, Mail Code 4619  
Southern Illinois University – Carbondale  
1025 Lincoln Drive  
Carbondale, IL 62901  
Tel: 618/453-3328  
Email: [dcradit@cba.siu.edu](mailto:dcradit@cba.siu.edu)