

VITA

1. **Name.** Shannon Henry Shipp

2. **Place of Birth.** Dallas, Texas
Date of Birth. 12/15/56

3. **Educational background.**

University of Tulsa	B.S.	9/74 - 5/77	Business Administration (Marketing/Management)
Rensselaer Polytechnic Institute	M.B.A.	9/77 - 12/78	Business Administration
University of Minnesota	Ph. D.	6/83 - 2/90	Business Administration (Marketing/Strategic Management)

4. **Formal continuing education associated with professional development.**

5. **Professional certifications.**

CEA (Certified Earnings Analyst)

6. **Present rank.**

Associate Professor

7. **Year of appointment to the University and rank.**

1987 – Assistant Professor

8. **Year of last promotion.**

1993

9. **Previous teaching and/or research appointments, other than at TCU.**

a. **Part time.**

6/83 – 8/87 University of Minnesota
Graduate Research and Teaching Assistant

b. **Full time.**

8/80 – 6/83 St. Mary's College, Winona, MN
Assistant Professor of Business Administration

10. Previous professional positions.

9/79 – 6/80 General Electric Credit and Leasing Corporation
Account Manager, Dallas, TX
Managed 650 active accounts, solicited additional business, worked out
problem accounts

11. External support sought.

a. Received: \$50,000 from Mike Klepacki, a TCU alum, for development of ethical
decision-making case materials

b. Not received

c. Pending

12. Internal grants sought and disposition of request.

Summer research grants through the M.J. Neeley School of Business (1989-1995)
VIA grant (2004) – not funded

13. Graduate theses (recitals) and dissertations directed.

14. Presentation of scholarly and creative activities.

**a. Refereed publications, invitational or juried shows, critically evaluated
performances, scholarly monographs.**

Needham, Allyn B. and Shannon H. Shipp (2006), "Substance Abuse and its Impact on
Employment and Earnings for Blue-Collar Workers," *The Earnings Analyst*, 8, 1-12

Needham, Allyn B. and Shannon H. Shipp (2005), "The Impact of Criminal Convictions
on Calculations of Lost Earnings in Personal Injury and Wrongful Death: Issues for
Forensic Economics and Vocational Assessment," *Journal of Forensic Economics*, 18
(2-3), 187-196

Jeff Tanner and Shannon Shipp (2005), "Sales Technology Within the Salesperson's
Relationships: A Research Agenda," *Industrial Marketing Management*, 34 (May), 305-
312

Allyn Needham and Shannon Shipp (2003), "The Impact of Recidivism on Projecting
Future Earnings for Individuals with a History of Correctional Supervision," *Journal of
Forensic Economics*, 16 (3), 275-282

Shipp, Shannon (2002), "Soul of a New Machine 20 Years Later: An Academic
Review," *Academy of Management Executive*, 16 (4), 64 - 68

Needham, Allyn B. and Shannon H. Shipp (2001), "Using TIPS and Non-Indexed
Treasury Securities to Project Future Inflation," *The Earnings Analyst*, 4, 95-102

Needham, Allyn B. and Shannon H. Shipp (2000), "The Value of Active Leisure," *The Earnings Analyst*, 3, 73-80

Shipp, Shannon H. and Charles W. Lamb, Jr., (1997) "The Effect of Selected Environmental Variables on the Marketing Mix/SBU Performance Relationship," *Journal of Strategic Marketing*, 4 (3), 143-162

Cravens, David W., Nigel F. Piercey, and Shannon H. Shipp (1996), "New Organization Forms for Competing in Highly Dynamic Environments: The Network Paradigm," *British Journal of Management*, 7 (3), 203 - 218

Hoverstad, Ronald A., Shannon H. Shipp and Susan Higgins (1995), "Productivity, Collaboration, and Diversity in Top Marketing Journals: 1984-1993," *Marketing Education Review*, 5 (2), 57-65

Moncrief, William C., Shannon H. Shipp, and Charles W. Lamb, Jr. (1995), "Student Journal Writing in an International Setting," *Journal of Marketing Education*, 17 (2), 10-19.

Lamb, Charles W. Jr., Shannon H. Shipp, and William C. Moncrief (1995) "Integrating Skills and Content Knowledge in the Marketing Curriculum," *Journal of Marketing Education*, 17 (2), 71-80.

Winner – 1995 Best Paper of the Year, *Journal of Marketing Education*

Cravens, David W., Shannon H. Shipp and Karen S. Cravens (1994), "Reforming the Traditional Organization: The Mandate for Developing Networks," *Business Horizons*, 37 (4), 19-28

Moncrief, William C. and Shannon H. Shipp (1994), "Making Role Plays More Realistic," *Marketing Education Review*, 4 (1), 45 - 49

Shipp, Shannon H., Charles W. Lamb, Jr., and Michael Mokwa (1993), "Developing and Enhancing Marketing Students' Skills: Written and Oral Communication, Intuition, Creativity, and Computer Usage," *Marketing Education Review*, 3 (3), 2 - 8

Winner: 1999 Marketing Education Review article from 1990-1994 with the Greatest Impact on the Field since its Publication

Cravens, David W., Shannon H. Shipp and Karen S. Cravens (1993), "Analysis of Strategic Alliance Relationships and Competitive Advantage," *Journal of Strategic Marketing*, 1 (1), 55-70.

Cardozo, Richard N., Shannon H. Shipp and Kenneth J. Roering (1992), "Proactive Strategic Partnerships: A New Business Markets Strategy," *Journal of Business and Industrial Marketing*, 7 (Winter), 51-63.

Shipp, Shannon H., William C. Moncrief, III and David W. Cravens (1992), "Marketing and Sales Strategy Requirements for Competing in Turbulent Markets," *Journal of Marketing Management*, 2 (Spring/Summer), 55-62.

Cravens, David W. and Shannon H. Shipp (1991), "Market-Driven Strategies for Competitive Advantage," *Business Horizons*, 34 (January-February), 53-61.

Moncrief, William C. III, Shannon H. Shipp, Charles W. Lamb, Jr., and David W. Cravens (1989), "Examining the Roles of Telemarketing in Selling Strategy," *Journal of Personal Selling and Sales Management*, 9 (3), 1-12.

Shipp, Shannon H., Richard N. Cardozo and Kenneth J. Roering (1988), "Implementing a New Selling Mix," *Journal of Business and Industrial Marketing*, 3 (2), 55-64.

Boush, David, Shannon Shipp, Barbara Loken, Esra Gencturk, Susan Crockett, Ellen Kennedy, Betty Minshall, Dennis Misurell, Linda Rochford, and Jon Strobel (1987), "Family Branding: Generalization of Brand Image to Similar and Dissimilar Line Extensions," *Psychology and Marketing*, 4 (Fall), 225-237.

Cardozo, Richard N. and Shannon H. Shipp (1987), "How New Selling Methods Are Affecting Industrial Sales Management," *Business Horizons*, 30 (September/October), 23-28.

Cardozo, Richard N., Shannon H. Shipp and Kenneth J. Roering (1987), "Implementing New Business-to-Business Selling Methods," *Journal of Personal Selling and Sales Management*, 7 (August), 17-26.

Shipp, Shannon H. (1987), "Modified Vendettas as a Method of Punishing Corporations," *Journal of Business Ethics*, 6, 603-612.

b. Non-refereed publications, exhibits, performances, textbooks.

Needham, Allyn and Shannon Shipp (2001), "Placing a Value on Lost Active Leisure," *2001 Expert Witness Update: New Developments in Personal Injury Litigation*, Gaithersberg, NY: Aspen Publishers

Shipp, Shannon (2000), "Book Review: Life and Worklife Expectancies," *The Earnings Analyst*, 3.

Shipp, Shannon and Allyn Needham (2000), "PPC's Personal Damages Specialist (2000 Version): Calculator and Report Writer for Personal Injury, Wrongful Death, and Wrongful Termination Cases," Fort Worth: Practitioner's Publishing Company

Shipp, Shannon and Allyn Needham (1999), "PPC's Personal Damages Specialist: Calculator and Report Writer for Personal Injury, Wrongful Death, and Wrongful Termination Cases," Fort Worth: Practitioner's Publishing Company

Shipp, Shannon, et. al. (1999), *Guide to Litigation Support Services*, Fort Worth, TX: Practitioners' Publishing Company

Moncrief, William C. III and Shannon H. Shipp (1997), *Sales Management: Strategy*,

Technology, Skills, Reading, Mass: Addison-Wesley.

Moncrief, William C. III and Shannon H. Shipp (1994), *Sales Management Role Plays*, New York: HarperCollins Publishers.

Roering, Kenneth J., David W. Boush and Shannon H. Shipp (1985), "Factors that Shape Eating Patterns: A Consumer Behavior Perspective," in *What is America Eating? An Annual Symposium*, Washington, D.C.: National Academy of Sciences, 72-84.

Strutton, David, Lou Pelton, Shannon Shipp (eds.) (1996), Proceedings of the 1996 Southwestern Marketing Association Annual Meeting, Southwestern Marketing Association

Mackay, Jane M., Charles W. Lamb, Jr. and Shannon H. Shipp (1989-1990), "The Benefits of Case Studies in the Information Systems Course," *Interface*, 11 (4), 39-41.

Shipp, Shannon (1985), *Donaldson Co., Inc.*, prepared under Department of Education Grant No. G00877027, available through the Case Development Center, University of Minnesota Carlson School of Management.

- c. **Materials or activities accepted or scheduled but not yet printed, released, or presented.**
- d. **Materials under active review by external editors or referees.**
- e. **Papers presented, participation on panels, etc., at scholarly meetings (include date, place, and sponsor of meeting). Include only meetings which involve actual participation on the program.**

Shipp, Shannon (2006), *Organizational Ethics*, American Rehabilitation Economics Association, Reno, May

Shipp, Shannon (2005), Ethical Decision-Making, American Rehabilitation Economics Association, Reno, May

Shipp, Shannon and Allyn Needham (2000), "Head-to-Head-to-Head: A Close-up View of Software Programs for Damage Calculations," American Rehabilitation Economics Association, Reno, May.

Shipp, Shannon and Allyn Needham (1999), "Head-to-Head-to-Head: A Close-up View of Software Programs for Damage Calculations," Southern Economic Association, New Orleans, November.

Shipp, Shannon, Floyd Durham, Yvette Gonzalez, and Will Yancey (1998), "Utilizing the Web for Forensic Economic Research," American Economic Association, Chicago, January.

Shipp, Shannon and Yvette Gonzalez (1997), "A Custom or Off-the-Rack Economic Report?" Southwest Chapter of National Association of Forensic Economists, New Orleans, March.

Shipp, Shannon (1996), "Sales Management in the Next Ten Years," National Conference on Sales Management, Orlando, July.

Shipp, Shannon (1996), "Sales Management in the Next Ten Years," American Marketing Association, Sales SIG, San Diego, August.

Shipp, Shannon (1995), "Improving Marketing Education," Southwest Marketing Association, March.

Bogner, William and Shannon Shipp (1992), "International Strategic Alliances in the Pharmaceutical Industry: An Empirical Examination," Southern Marketing Association, November.

Shipp, Shannon (1992), "Enhancing Students' Skills Throughout the Marketing Curriculum," Great Ideas in Teaching Marketing Workshop, Summer.

Cravens, David and Shannon Shipp (1992), "Conceptual Analysis of Strategic Alliance Relationships," Customer Relationship Management Theory and Research Conference, Spring.

Cravens, David and Shannon Shipp (1992), "Interorganizational Relationships: A Conceptual Framework," Southwest Marketing Association, Spring.

Shipp, Shannon and William Bogner (1992), "Strategic Alliances in the Pharmaceutical Industry: A Resource-Dependence Perspective," Southwest Marketing Association, Spring.

Shipp, Shannon (1992), "Improving Students' Skills Throughout the Marketing Curriculum," Academy of Marketing Science, Spring.

Hoverstad, Ronald, Shannon Shipp and Susan Higgins (1991), "Faculty and Institutional Productivity in Marketing: 1980-1989," American Marketing Association, Summer.

Shipp, Shannon H. (1991), "Career Planning: Blending Teaching, Service and Consulting," Academy of Marketing Science, Ft. Lauderdale, Florida, 5/29-6/1.

Shipp, Shannon H. (1990), "Assessing the Impact of Environmental Factors on Marketing Strategy and Performance," Southern Marketing Association, Orlando, Florida, 11/7 - 11/10.

Shipp, Shannon H., Kenneth J. Roering and Richard N. Cardozo (1990), "Customer-Linked Strategies for Industrial Businesses," Strategic Management Society, Stockholm, Sweden, 9/24 - 9/27.

Boettger, Richard D. and Shannon H. Shipp (1990), "Ecological and Neo-Institutional Effects of International Business Strategy: Globalism vs. Multinationalism," Academy of Management, San Francisco, California, 8/7 - 8/10.

Shipp, Shannon H. and Michael Mokwa (1990), "Skills Enhancement: Improving Students' Communication, Creativity, Leadership, and Decision-Making Skills," American Marketing Association Faculty Consortium, Flagstaff, Arizona, 7/14 - 7/17.

Shipp, Shannon H. (1990), "What I Knew Better Than to Do, But Did Anyway as a First Year Professor," Southwestern Marketing Association Doctoral Consortium, Dallas, Texas, 3/1.

Shipp, Shannon H. and Charles N. Becker (1988), "The Effects of Environment on Bank Performance: A Conceptual Framework," North American Economics and Finance Association, New York, New York, 12/29.

Shipp, Shannon H. and R. Edward Freeman (1984), "A Theoretically-Based Evaluation of Portfolio Models," Strategic Management Society, Philadelphia, Pennsylvania, 10/10 - 10/13.

15. Editorships, consultantships, professional and creative activities, and professional engagements.

Board of Referees member, *The Earnings Analyst*, 2000 - present

Editorial Board member, *Journal of Business Ethics*, 1989 - 1997

Editorial Board member, *Journal of Personal Selling and Sales Management*, 1991 - 96

Editorial Board member, *Marketing Education Review*, 1993 – 2002

Ad hoc reviewer for: *Journal of Academy of Marketing Science* (2004, 2006), *Journal*

of Personal Selling and Sales Management (2004)

16. Academic advising activities.

Assigned 25-35 advisees

17. Departmental service (include committees).

Marketing Department Chair, 2003 - present
AMA Faculty Advisor (1989-1993)
Marketing Department Faculty Recruiting
Marketing Department Curriculum Revisions
Marketing Department Competitive Analysis
Marketing Department New Student Recruiting
Earl Dyess Lecture Series Coordinator (1993-1998)
Green Honors Chair Coordinator (2002, 2004 - 2006)

18. College service (include committees).

Co-Chair, Neeley Ethics Initiative 2002-present
Chair, Undergraduate Curriculum Committee (1993 – 95, 2002 – 2006)
Member, Undergraduate Curriculum Task Force (2002-03)
Member, Undergraduate Curriculum Committee (1999-2000)
Member, Instructional Policy Committee (1997)
Chair, Graduate Policy Committee (1995 - 1997)
Chair, MBA Computer Workshop Task Force (1991)
MBA Workshop Co-Coordinator (1991-6)
Chair, "Introduction to Business" Class Task Force, (1992-93)
Member, Graduate Admissions Committee (1990-1994)
Member, Graduate Policy Committee (1990-1992)

19. University service (include committees).

Member, University Research Committee (2004 – present)
Member, Core Implementation Committee (2003 – 2006)
Member, Ranch Management Program Assessment Committee (2003)
Member, Core Curriculum Task Force (2002)
Member, Undergraduate Curriculum Task Force (2002-3)
Chair, Program Review Committee, Foreign Languages (2002 – 2003)
Member, Undergraduate Council (1994-5; 1999-2001, 2002 - 2006)
Chair, Undergraduate Retention and Admissions Committee (2001-02)
Member, Intercollegiate Athletics Committee (1989-1994)
Member, SACS Intercollegiate Athletics Subcommittee (1993)
Member, Graduate Council (1995-1997)

Speak at numerous admissions events for prospective students
Alternate member, University Grievance Committee (2003 – present)

20 Community activities directly related to professional skills

Consulting Clients since joining TCU: Harris Methodist, Texas New Mexico Power, TXU, Choice Homes, Coca-Cola, Pepsi-Cola, Pharmacia, Pegasus, Bell Helicopter, Marconi Instruments, Studdard Moving and Storage, Freightwise, Burlington Northern Santa Fe, Urban Development Corporation, Texas Petroleum and Convenience Store Operators, Whirlpool, Donaldson Company, Inc., H.B. Fuller, HarperCollins College Publishers, 3M Corporation, Aztec Manufacturing, and many small firms through class projects at TCU.

Speeches on Ethics:

- “Ethical Decision-Making” Neeley Fellows Retreat (2006)
- “Why Does An Organization Need a Code of Ethics?” National Association of Women Business Owners, Fort Worth (2006)
- “Ethical Decision-Making” TCU EMBA class (2006)
- “The Genesis of Ethics” Phi Mu Theta (the religion honors fraternity at TCU) (2006)
- “Why Do People Act Unethically in Organizations and What Can We Do about It?” CEO Netweavers, Dallas (2006)
- “Ethical Decision-Making” to Universidad Mayor EMBA students
- “Ethics at TCU” Lion’s Club (2005)
- Greater Tarrant Business Ethics Awards Luncheon (2005)
- Tarrant Ethics Day (2005)
- Ethics in Communication (2005)
- Business Ethics – National Association of Division Order Analysts (2004)
- Ethics at the Neeley School – Downtown Lion’s Club (2004)
- Ethical Communication in a Crisis (Featured Keynote Speaker, CPC Annual Communication Conference, 2004)
- Ethical Decision-Making - KPMG Alumni event (featured speaker; 2 hours of CEU, 2003)
- Ethics in Accounting (featured speaker at KPMG monthly brown bag with Bob Vigeland, 2003)
- Ethics in Athletics (featured speaker for monthly Athletic Department luncheon, 2003)
- Ethical Issues in Communications in a Crisis (CPC Annual Conference Featured Speaker, 2003)
- Importance of Ethics in the Business Curriculum (IBOV, 2002)
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Green Honors Chair (Ed Freeman) – coordinated entire visit including scheduling classes with faculty across campus, dinner with interested faculty, luncheon with selected community leaders, meeting with faculty and administrators regarding integration of ethics throughout the Neeley curriculum (planning and visit in 2002)

Green Honors Chair (Ken Goodpaster) – coordinated entire visit including speaking at the Greater Tarrant Business Ethics Awards luncheon, guest lecturing in several classes across campus, meeting with faculty and administrators regarding integration of ethics throughout the Neeley curriculum (planning in 2004, visit in 2005)

Green Honors Chair (Patricia Wehane) – coordinated entire visit (will be on campus in May 2007)

Board Memberships include:

- * Tarrant County Better Business Bureau (Executive Council)
- * Fort Worth Academy
- * American Rehabilitation Economics Association
- * Greater Tarrant Business Ethics Awards Committee (Chair)

21. Memberships in professional organizations (include offices held).

Member: American Marketing Association
Association for Consumer Research
Academy of Management
Strategic Management Society
Academy of Marketing Science
American Rehabilitation Economics Association
Southwest Marketing Association

- Vice President - Membership (1994-5)
- Program Chair - 1995-6
- President-Elect - 1996
- President - 1997

22. Professionally related Honors and Awards.

Visiting Professor of Ethics – University de las Americas, Puebla, Mexico (2006)
Visiting Professor of Ethics – Universidad Mayor, Santiago, Chile (2006)
Most Innovative Teaching Award (2004)
Noble Foundation Teaching Award (2003)
Mortar Board Preferred Professor (1990, 1997, 1999)
Albert J. Haring Fellow (1985)

23. Other professionally related activities not included in any of the above categories (include meetings attended other than those in 14).

Taught several executive education courses, including:

Ethics (Petroleum Landman Institute) (2007)
Ethics (Ben E. Keith) (2007)
Ethics (Southwest CUNA) (2006, 2007)
Ethics (Oxy Chemicals High Potential Managers Annual Training, 2005)
Ethics (Calco, 2004)
Finance for Non-Financial Managers (Bell Helicopter, 2000)
Forecasting (Bell Helicopter Commercial Division, 2001)
Sales Management (Pharmacia, 2002)
Product Management and New Product Development (Pegasus Software, 2003, 2004)
Strategic Planning (City of Fort Worth, 2003)
Sales Management (open enrollment through Charles Tandy American Enterprise Center, 2001)