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Management & Marketing
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Degrees Earned

- Ph.D. St. Louis University, St. Louis, Missouri, Marketing, 1993
M.B.A. University of Cincinnati, Cincinnati, Ohio, Quantitative Methods, 1982
B.S. Illinois State University, Normal, Illinois, Marketing, 1980

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

- Newbold, J. J., Forbus, P., & Mehta, S. S. (in press, 2012). 'First Generation University Students: Motivation, Academic Success and Satisfaction with the University Experience'. *International Journal of Education Research*.
- Newbold, J. J., Forbus, P., & Mehta, S. S. (2011). 'A Study of Nontraditional and Traditional Students in Terms of their Time Management Behaviors, Stress Factors and Coping Strategies'. *Academy of Educational Leadership Journal*.
- Newbold, J. J., Forbus, P., & Mehta, S. S. (2011). 'Commuter Students: Involvement and Identification With an Institution of Higher Education'. *Academy of Educational Leadership Journal*.
- Newbold, J. J., Forbus, P., & Mehta, S. S. (2011). 'University Commuter Students: Time Management, Stress Factors and Coping Strategies'. *Advances in Business Research*.
- Newbold, J. J., Mehta, S. S., & O'Rourke, M. A. (2011). Why Do First Generation Students Fail? *College Student Journal*.
- Newbold, J. J. & Mehta, S. S. (2010). A Comparative Study Between Nontraditional and Traditional Students in Terms of their Demographics, Attitudes, Behavior and Educational Performance. *International Journal of Education Research*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). Examining Student Identification With the Alumni Organization at a 4 -Year Commuter Campus. *Contemporary Issues in Education Research*.
- Newbold, J. J., Mehta, S. S., & Ruchti, A. (2009). Commuter Students and Non-Commuter Students: Different Routes to the Same Outcome. *Review of Business Research*.
- Newbold, J. J. & Sullivan, L. (2008). Odyssey Healthcare: Issues of Fiduciary Malfeasance and Class Action Suits. *Journal of Finance Case Research*.
- Newbold, J. J. (2007). A Macromarketing Perspective on the US Hospice Industry's Shift to For-Profit Providers. *Journal of American Academy of Business, Cambridge (The), 10 (2), 45 - 51*.
- Newbold, J. J. (2007). Odyssey Healthcare. *Journal of Applied Case Research*.
- Newbold, J. J. & Sullivan, L. (2007). Odyssey Healthcare: A Department of Justice Investigation Related to the False Claims Act. *Journal of the International Academy for Case Studies*.
- Newbold, J. J. (2007). What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation. *Review of Business Research, VII (4)*.

Proceedings

Full Paper

- Newbold, J. J., Forbus, P., & Mehta, S. (2010). A Study of Non-traditional and Traditional Students in Terms of Their Time Management Behaviors, Stress Factors and Coping Strategies. *Allied Academies International Conference*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (in press, 2010). Commuter vs. Non-Commuter: Involvement and Commitment to an Institution of Higher Education. *Allied Academies International Conference*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus. *International Applied Business Research Conference*.
- Newbold, J. J., Forbus, P., & Mehta, S. (2010). First Generation University Students: Motivation, Academic Success and Satisfaction With the University Experience. *International Academy of Business and Public Administration Disciplines Conference*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). Using Marketing to Understand the Needs of Non-Traditional Students. *International Academy of Business and Public Administration Disciplines Conference*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). Non-Traditional Students' Surprising Satisfaction with Higher Education. *International*

Academy of Business and Public Administration Disciplines Conference.

- Newbold, J. J., Mehta, S. S., & Ruchti, A. (2009). Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes. *International Academy of Business and Economics (IABE) Annual Conference; Las Vegas, Nevada; October 14 17, 2007*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). Hybrid vs. Traditional Course: An Experiment in an Undergraduate Principles of Marketing Course. *Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). Examining Commuter Students' Lack of Involvement and Identification with an Institution of Higher Education. *Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007*.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). University Alumni Relationship Model. *Sam Houston State First Annual General Business Conference.*
- Newbold, J. J., Mehta, S., & O'Rourke, M. (2008). Understanding the Special Needs of First Generation Students. *Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky;.*
- Newbold, J. J. & Ahmed, I. (2008). The Hospice Care Industry: Marketing Challenges. *Association of Collegiate Marketing Educators (ACME) Annual Conference; Houston, TX; March 6 8, 2008*.
- Newbold, J. J., McCauley, J., & Miller, L. (in press, 2008). Committing to Civic Engagement: Bottom Up and Top Down. *American Democracy Project Annual Conference Snowbird Utah June 11 - 15, 2008.*
- Newbold, J. J., Mehta, S., & Ruchti, A. (2008). Understanding the Special Needs of Commuter Students. *Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky;.*
- Newbold, J. J., Mehta, S. S., & O'Rourke, M. A. (2008). Understanding the Special Needs of First-Generation Students. *Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky;.*
- Newbold, J. J., Mehta, S. S., & Ruchti, A. (2008). Understanding the Special Needs of Commuter Students. *Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky;.*
- Newbold, J. J. (2007). What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation. *International Academy of Business and Economics (IABE) Annual Conference; Las Vegas, Nevada; October 14 17, 2007*.
- Newbold, J. J. & Mehta, S. (2007). Using Market Research to Better Implement and Alumni Relationship Management (ARM) Model. *Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007*.
- Newbold, J. J. & Mehta, S. (2007). On Becoming Tri-Fective: Maximizing the Synergy Between Teaching, Research and Service Activities. *Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007*.
- Newbold, J. J. (2007). What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation: Preliminary Findings. *American Society of Business and Behavioral Sciences Annual Conference; Las Vegas, Nevada; February 23 26, 2006*.

Research Monographs and Technical Reports

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

- Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). *Examining Student Commitment to the Alumni organization at a 4-year Commuter Campus.* International Applied Business Research Conference, Orlando, Florida.
- Newbold, J. J., Forbus, P., & Mehta, S. (2010). *First Generation University Students: Motivation, Academic Success and Satisfaction With the University Experience.* International Academy of Business and Public Administration Disciplines Conference, New Orleans, Louisiana.
- Newbold, J. J., Forbus, P., & Mehta, S. (2010). *A Study of Non-traditional and Traditional Students in Terms of Their Time Management Behaviors, Stress Factors and Coping Strategies.* Allied Academies International Conference, Las Vegas, Nevada.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). *Commuter Students: Involvement and Identification With an Institution of Higher Education.* Allied Academies International Conference, New Orleans, Louisiana.
- Newbold, J. J. & Mehta, S. S. (2010). *Incorporating Entrepreneurship Principles into the Marketing Curriculum.* Marketing Management Association, Chicago, Illinois.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). *Using Marketing to Understand the Needs of Non-Traditional Students.* International Academy of Business and Public Administration Disciplines Conference, Orlando, Florida.
- Newbold, J. J., Mehta, S. S., & Ruchti, A. (2009). *Commuter Students and Non-Commuter Students: different Routes to the Same Outcomes.* International Academy of Business and Economics (IABE) Annual Conference; Las Vegas, Nevada; October 14 17, 2007, Las Vegas, Nevada.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). *Non-traditional Students' Surprising Satisfaction with Higher Education.* International

Academy of Business and Public Administration Disciplines Conference, Memphis, Tennessee.

National

- Newbold, J. J. & Mehta, S. S. (2010). *Case: Murski's Icehouse: Critiquing the Surveys of Customers and Non-Customers*. Southwest Case Research Association Annual Conference, Dallas, Texas.
- Newbold, J. J., Forbus, P., & Mehta, S. (2010). *University Commuter Students: Time Management, Stress Factors and Coping Strategies*. Advances in Business Research annual Symposium, Fort Smith, Arkansas.
- Newbold, J. J. & Mehta, S. S. (2010). *Utilizing the Undergraduate Market Research Course to Teach, Publish and Serve: A Method of Creating Value for Students, the Professor, and the School*. Association of Collegiate Marketing Educators, Dallas, Texas.
- Newbold, J. J. & Mehta, S. S. (2010). *Commuter Students vs. Non-Commuter Students: A Gap analysis Examination of Differences in Satisfaction with Higher Education*. Association of Collegiate Marketing Educators, Dallas, Texas.
- Newbold, J. J. & Mehta, S. S. (2010). *The American Community Survey (ACS): An Important Source of Secondary Data for Marketing Research*. Marketing Management Association, Chicago, Illinois.
- Newbold, J. J. & Mehta, S. S. (2010). *Case: Lake Road Laundromat: Secondary Research Analysis*. Southwest Case Research Association Annual Conference, Dallas, Texas.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). *Hybrid versus Traditional course: An Experiment in an Undergraduate Principles of Marketing Course*. Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 - 29, 2007, St. Louis, Missouri.
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). *Examining Commuter Students' Lack of Involvement and Identification With an Institution of Higher Education*. Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky; St. Louis, Missouri.
- Newbold, J. J., Mehta, S., & O'Rourke, M. (2008, September). *Understanding the Special Needs of First Generation Students*. Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky; Louisville, Kentucky.
- Newbold, J. J., Mehta, S., & Ruchti, A. (2008, September). *Understanding the Special Needs of Commuter Students*. Marketing and Management Association (MMA) Fall Educator's Conference; Louisville, Kentucky; Louisville, Kentucky.
- Newbold, J. J., McCauley, J., & Miller, L. (2008, June). *Committing to Civic Engagement: Bottom Up and Top Down*. American Democracy Project Annual Conference Snowbird Utah June 11 - 15, 2008, Snowbird, Utah.

Regional

Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). *University Alumni Relationship Model*. Sam Houston State First Annual General Business Conference, Huntsville, Texas.

Work or Professional Experiences

Experience: Academic

- Adjunct Professor, Montgomery College (2001 - 2001).
- Adjunct Professor, St. Louis University (1985 - 1993).
- Adjunct Professor, Washington University (1986 - 1986).

Experience: Consulting

- 2003-2008: Walker County Small Business Development Center, MKT 473: Writing Marketing Plans, Ongoing project with local Small Business Development Center, Every Spring semester, the MKT 473 classes (two sections) assist local businesses by developing marketing plans. As of October, 2008, over 100 local businesses have been assisted.
- 2006: Procorp Consulting, Pumping the Colors, Was trained on Procorp training session (Pumping the Colors) Led training session for group of Kerr-McGee executives.
- 2003-2004: Unger Technology, Developing Business Strategy, Assisted Unger Technology in developing a better marketing plan to attract local businesses to its software services expertise.

Experience: Non-Academic

National

- Senior Vice President, Strategic Planning, CompuBank, N.A. (1999 - 2000).
- Director, Worldwide Market Intelligence Group, Compaq Computer Corporation (1993 - 1999).
- Director, Market Research, Anheuser-Busch Companies (1982 - 1993).
- Senior Manager, Market Research, The Seven Up Company (1981 - 1982).
- Senior Research Analyst, Burke Marketing Research (1980 - 1981).

