

CARL L. SAXBY
Management and Marketing Department
School of Business
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Education

Ph.D. Fogelman College of Business and Economics, May 1997
The University of Memphis-Memphis, TN
Major area of concentration: Marketing
Minor area of concentration: Strategic Management and Sociology

Dissertation Topic:
"Outcomes of Perceived Opportunism in Marketing Channels"
Chair: Robert P. Bush

M.B.A. Keller Graduate School-Chicago, IL; June, 1988
Areas of concentration: Marketing, Finance

B.S. Illinois State University-Normal, IL; December, 1974
Area of concentration: Accounting

Academic Experience

Associate Professor – Fall 2004 – Present (University of Southern Indiana)
Assistant Professor - Fall 1997 – Summer 2004 (University of Southern Indiana)
Visiting Assistant Professor-Fall 96 - Spring 1997 (Western Carolina University)
Graduate Assistant-Fall 1992 - Summer 1996 (The University of Memphis)
Lecturer-Summer 1994 - Spring 1995 (Christian Brothers University)

Courses Taught

Direct Marketing
Interactive Marketing
Marketing Management
Marketing Research
Principles of Marketing
Sales Fundamentals/Personal Selling
Sales Management
Strategic Marketing (Masters level course)
Survey of Marketing (Masters level course)

Professional Academic Organizations

American Marketing Association
Alpha Mu Alpha

Business Organization Directorships

ALPTEX, Inc., Orwell, OH

Southwestern Indiana Regional Council on Aging, Inc. Foundation, Evansville, IN

Published Research

Journal Publications:

Saxby, Carl L., Craig R. Ehlen, and Timothy R. Koski, (2004), "Service Quality in Accounting Firms: The Relationship of Service Quality to Client Satisfaction and Firm/Client Conflict," Journal of Business and Economics Research, Volume 2, Number 11 (November 2004), 75-87.

Koski, Timothy R., Craig R. Ehlen, and Carl L. Saxby, (2004), "The Impact of Communication on the Accounting Firm/Client Relationship," Applied Business Research Journal, Volume 20, Number 3 (Summer 2004), 81-91.

Carl L. Saxby, Craig R. Ehlen, and Timothy R. Koski, (2003), "The Relationship of Service Quality To Client Satisfaction in an Accounting Firm Setting," International Business and Economics Research Journal Volume 2, Number 3 (March 2003), 55-63.

Saxby, Carl L., Kevin R. Parker, Philip S. Nitse, Paul L. Dishman, (2002), "Environmental Scanning and Organizational Culture," Marketing Intelligence and Planning, Volume 20, Number 1, 28-34.

Saxby, Carl L., Craig R. Ehlen, and Timothy R. Koski (2002), "Communication Between An Accounting Firm and Its Clients: What Do Clients Prefer?," Journal of Accounting and Finance Research, Volume 10, Number 3, (Summer II), 61-66.

Jermakowicz, Eva, Jane Thompson-Johansen, Carl L. Saxby, and Daniel Wade (2002), "Accounting Practitioners' Opinions on the Composition of 150-Hour Accounting Programs," Journal of Accounting and Finance Research, Volume 10, Number 2, (Summer), 39-44.

Koski, Timothy, Carl L. Saxby, and Craig Ehlen (2001), "The Influence of Global Framing on Tax Reporting Aggressiveness of Non-Professional Taxpayers," Journal of Accounting and Finance Research, Volume 9, Number 1, (Spring), 27-34.

Ehlen, Craig, Timothy Koski, and Carl L. Saxby (2000), "Consumer Attitudes Regarding Income Tax Services," Journal of Accounting and Finance Research, Volume 8, Number 9, (Summer), 1-5.

Saxby, Carl L., Philip S. Nitse, and Paul Dishman (2000), "Managers' Mental Categorizations of Competitors," Competitive Intelligence Review, Volume 11, Number 2 (Second Quarter), 31-38.

Saxby, Carl L., Peter K. Tat and Jane Thompson Johansen (2000), "Measuring Consumer Perceptions of Procedural Justice in a Complaint Context," The Journal of

Consumer Affairs, Volume 34, Number 2 (Winter 2000), 204-216.

Saxby, Carl L., Richard C. Peterson and C. L. Abercrombie (1995), "Selecting Marketing Strategy Through Environmental Analysis," The Journal of Marketing Management, Volume 5, Number 1, 16-20.

Conference Proceedings:

Saxby, Carl L., Craig R. Ehlen, and Timothy R. Koski (2003), "The Relationship of Service Quality to Client Satisfaction in an Accounting Firm Setting" Proceedings of the American Academy of Accounting and Finance, Collected Papers and Abstracts of the American Academy of Accounting and Finance, forthcoming.

Saxby, Carl L., Craig R. Ehlen, and Timothy R. Koski (2002), "Communication Between An Accounting Firm and Its Clients: What Do Clients Prefer?" Proceedings of the American Academy of Accounting and Finance, Collected Papers and Abstracts of the American Academy of Accounting and Finance.

Ehlen, Craig, Timothy Koski, and Carl L. Saxby (2001), "The Influence of Global Framing on the Tax Reporting Aggressiveness of Nonprofessional Taxpayers and Professional Tax Return Preparers," Proceedings of the American Academy of Accounting and Finance, Collected Papers and Abstracts of the American Academy of Accounting and Finance.

Ehlen, Craig, Timothy Koski, and Carl L. Saxby (2000), "Consumer Attitudes Regarding Income Tax Preparers," Proceedings of the American Academy of Accounting and Finance, Collected Papers and Abstracts of the American Academy of Accounting and Finance, John W. Gill, editor, 107.

Saxby, Carl L. and Jane Johanson (1999), "Measuring TQM Effectiveness: A Non-economic Approach," Marketing Management Association 1999 Proceedings, Dale L. Varble, Robert Green, and Gene Wunder Editors, 193.

Johansen, Jane Thompson and Carl Saxby (1998), "The International Network in the Business Communications Classroom," Proceedings of the 1998 Delta Pi Epsilon National Conference, 287.

Saxby, Carl L., Robert P. Bush, Dan L. Sherrell, and Alan J. Bush (1998), "Evaluating TQM Effectiveness in Marketing Management Decision Making," American Society of Business and Behavioral Sciences.

Saxby, Carl L. and Reagan McLaurin (1998), "A Framework for Assessing Congruence Between Organizational Culture, Environmental Scanning, and Generic Strategy," Proceedings of the Academy of Strategic and Organizational Leadership, Jo Ann and Jim Carland, Co-Editors, 103.

Saxby, Carl L. and Reagan McLaurin (1998), "Procedural Justice and Its Relationship to Consumer Complaint Behavior," Proceedings of the Academy for Studies in Business Law, Jo Ann and Jim Carland, Co-Editors, 12.

Loe, Terry W., Bryan A. Lukas, Dennis L. Pedrick, and Carl L. Saxby (1995), "Measuring Service Quality in the Airline Catering Services Industry Using Transformation of Data," Marketing Theory and Applications, Vol. 6, David W. Stewart and Naufel J. Vilcassim, editors, 344-345.

Saxby, Carl L., Dennis L. Pedrick, and Patrick L. Schul (1995), "Outcomes of Perceived Opportunistic Behavior: Conceptual Framework and Behavior," Enhancing Knowledge Development in Marketing Vol. 6, Barbara B. Stern and George M. Zinkman, editors, 230.

Saxby, Carl L., Richard C. Peterson and C. L. Abercrombie (1995), "Selecting Marketing Strategy Through Environmental Analysis," Midwest Marketing Association 1995 Proceedings, E. Wayne Chandler and Michael d' Amico, editors, 47-51. **Best Paper Award**

Saxby, Carl L. (1994), "Sales Managers' Mental Models and Competitor Definitions," in Marketing: Advances in Theory and Thought, Brian T. Engelland and Alan J. Bush, editors, 547-550.

Saxby, Carl L. (1994), "An Exploration of Procedural Justice in Consumer Complaint Behavior," in Enhancing Knowledge Development in Marketing, Vol. 5, Ravi Anchrol and Andrew Mitchell, editors, 304-306.

Saxby, Carl L. and Marya J. Pucely (1994), "Organizational Culture: Implications for Environmental Scanning and Generic Strategy," in Advances in Marketing, Daniel L. Sherrell, Daryl O. McKee and Robert P. Bush, editors, 107-113.

Textbooks

Luck, David J., Carl L. Saxby, and R. Edward Bashaw (1993), "Midway Airlines" in Strategic Marketing Management: Text and Cases, O.C. Ferrell, George H. Lucas, Jr., and David J. Luck, Cincinnati, OH: Southwestern Publishing Co., 361-366.

Professional Experience

Saxby & Associates-Lisle, IL (1989-1992)

Market research and financial consulting.

Molex, Inc.-Lisle, IL (1980-1989)

Finance and accounting manager.

GAF, Inc.-Joliet, IL (1978-1980)

Cost accounting manager.

Illinois Department of Corrections-Joliet, IL (1975-1978)

Accounting and property manager.

Wynn M. Wagner & Co., CPAs-Chicago, IL (1974-1975)

Public accountant.