

Roger Dale Blackwell
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EDUCATION

PhD Northwestern University, Multi-Disciplinary Business
MS University of Missouri, Business
BS University of Missouri, Business and History

ACADEMIC EXPERIENCE

Professor of Marketing, The Ohio State University, 1972-retirement in 2005
Professor of Medicine, The Ohio State University College of Medicine, 1985-1992
Associate Professor of Marketing, The Ohio State University, 1968
Assistant Professor of Marketing, The Ohio State University, 1965

Visiting Professor at:

Stanford University, 1974
University of Guelph, 1979
University of Witswatersrand, University of Cape Town, multiple years
University of Washington, 2002, 2003
Varna Free University (Bulgaria), 2014
Content Supervisor for Ph.D. dissertation, Antioch University, 2016

I taught Marketing at The Ohio State University, beginning in 1965, including graduate courses in marketing strategy and global marketing as well as undergraduate courses in consumer behavior, marketing strategy, marketing research and other areas of marketing including the topics of branding, trademarks, franchising, and e-commerce. In the College of Medicine, my responsibilities included Health Care Marketing in the M.H.A. program and lectures on Medical Ethics for second-year medical students.

PROFESSIONAL CONSULTING ACTIVITIES

Principal, Blackwell Business Advisors, 2005-present
President, Roger Blackwell Associates, Inc., 1980 until retirement in 2005
Vice-President, Management Horizons 1969-1972 and Director until acquired by Coopers-Lybrand, Price Waterhouse in 1979

In each of these organizations, I gave hundreds of presentations to professional associations and companies on topics relating to consumer behavior, marketing practices and competition in a changing economic environment. I served as a consultant on projects in consumer behavior, marketing research and strategy for a variety of clients including

NCR, Johnson & Johnson, Whirlpool, BancOne Corporation, Batesville Casket, Wendy's International, Eastman Kodak, Worthington Foods, HBO, Allstate Insurance, The Limited, Wal-Mart and IBM.

BOARDS OF DIRECTORS

Beginning in 1969 and continuing to the present, I served on Boards of Directors for public and private firms. Public boards included Alexander Life Insurance, Abercrombie & Fitch, Airnet Systems, Anthony and Sylvan Swimming Pools, Applied Industrial Technologies, CheckPoint, Diamond Hill Investments, Flex-Funds, Intimate Brands (Victoria's Secret and Bath and Body Works), Max & Erma's Restaurants, Paul Harris Stores, Retail Ventures, Symix, and Worthington Foods.

The private boards include firms in retail, construction, technology, food service, health care, manufacturing, distribution and other industries.

HONORS

- Inaugural inductee into Columbus Chapter of American Marketing Association's Hall of Fame, 2004.
- Marketing Professor of the Year, American Marketing Association Ohio State Student Chapter, 2002, 2003 and 2004
- Commencement Speaker, The Ohio State University Summer Graduation, 2002
- Inducted into Junior Achievement "Central Ohio Business Hall of Fame", 2002
- Ohio Cancer Research "Grand Illusions" honoree, 2002
- Named to Small Business News' "100 Leaders for the New Millennium", 1999
- Co-Grand Marshall, OSU Homecoming 1999
- Selected by Pan Greek Association as Professor of the Year, 1997
- Nominated for "Best Business Book of 1997" in the *Financial Times/Booze Allen Hamilton* Best Business Book Competition
- Featured as one of America's top business speakers, "Hot Air," *Sales and Marketing Management Magazine*, Dec. 1997
- 1996 Faculty Recognition Program, 30 year certificate, February 1997
- Featured as one of the outstanding teachers in America in "Head of the Class", *Sales and Marketing Management Magazine*, February 1996, p. 1-5
- President's Salute to Undergraduate Academic Achievement, February 1996 (selected by students)
- Described as one of the three best lecturers in America by *The New York Times*, September 8, 1995 (with Tom Peters and Daniel Burriss)
- Inducted into the Teaching Hall of Fame, 1993
- Alpha Kappa Psi, College of Business Teacher of the Year, 1990
- Research Fellow, Center for African Studies, 1990
- Chimes Honorary, 1988
- International marketing Educator of the Year, Presented by Sales and Marketing Executives International, 1988
- Alumni Distinguished Teaching Award, 1988

- Sphinx Honorary for Leadership and Service to Students, 1987
- Pace Setter's Award for Outstanding Undergraduate Teaching, 1987
- American Marketing Association Award for Distinguished Teaching at Ohio State, 1987
- Simon Frederick's Award for Outstanding Contributions to Socioeconomic Analysis of Health Care, 1985
- Mayor's Award for Distinguished Volunteer Service, 1985
- American Marketing Association Award for Distinguished Teaching at Ohio State, 1984
- Pace Setter's Award for Outstanding Undergraduate Teaching, 1984
- American Marketing Association Award for Distinguished Teaching at Ohio State, 1983
- The Cincinnati College of Mortuary Science, Doctor of Humane Letters, 1982
- International Award for Distinguished Teaching, presented by the Finnish Marketing Association, 1982
- Student Forum outstanding Teacher, 1975
- President's Award for Outstanding Teaching, 1974
- American Association of Advertising Agencies Fellowship, 1970

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association
 Association for Consumer Research
 Academy of Marketing Science

PUBLICATIONS
by
Dr. Roger D. Blackwell

I. BOOKS

Roger Blackwell and Roger Bailey, Objective Prosperity: How Behavioral Economics Can Improve Outcomes for You, Your Business, and Your Nation. Rothstein Publishing, 2022.

Roger Blackwell, You Are Not Alone and Other Lessons a Teacher Learned from Parents, Professors and 65,000 Students, Union Hill Publishers, 2020.

Roger Blackwell, Saving America: How Garage Entrepreneurs Grow Small Firms into Large Fortunes, Union Hill Publishers, 2014.

From Roger Blackwell, Paul Miniard, James Engel, Zillur Rahman, Consumer Behavior in India, Pakistan, Bangladesh, Nepal and Sri Lanka (Cengage Learning India: Delhi, 2018)

Roger Blackwell, Paul Miniard, James Engel, Pai Di-ching, Norjaya Mohd.Yasin, Wan Jooria Hood, Consumer Behavior, Asia Edition (Cengage Singapore, 2012).

Roger Blackwell, Clare D'Souza, Mehdi Taghian, Paul Miniard, James Engel, Consumer Behaviour: An Asia Pacific Approach (Cengage, 2007).

Roger Blackwell, Paul Miniard, and James Engel, Consumer Behavior (Southwestern Publishing, 10th Edition, 2006)

Roger Blackwell, Thomas Williams and Alan Ayers, Consumer Driven Health Care (Book Associates, Inc., May, 2005).

Roger D. Blackwell, Tina Stephan, Brands That Rock – What Business Leaders Can Learn from the World of Rock and Roll, (John Wiley & Sons, October 2003).

Roger D. Blackwell, Kristina Stephan, Customers Rule! Why the e-commerce honeymoon is over and where winning businesses go from here, (Crown Business, Division of Random House, June 2001).

Roger D. Blackwell, Paul W. Miniard, and James F. Engel, Consumer Behavior, (The Dryden Press, Division of Harcourt Brace Jovanovich, 9th Edition, 2000).

Roger D. Blackwell, From Mind to Market, (Blackstone Audiobooks, 1998).

Roger D. Blackwell, From Mind to Market, (HarperBusiness, 1997).

Roger D. Blackwell, "Retailing in the Twenty-First Century", in John R. White and Kevin D. Gray, eds., Shopping Centers and Other Retail Properties; Investment, Development, Financing, and Management. (John Wiley & Sons, Inc., 1996, p. 18-32).

James F. Engel, Roger D. Blackwell, and Paul W. Miniard, Consumer Behavior, (The Dryden Press, Division of Harcourt Brace Jovanovich, 8th Edition, 1995).

Roger D. Blackwell, From the Edge of the World, (The Ohio State University Press, 1995, paperback).

Roger D. Blackwell, How to Grow Profits in Slow-Growth Times, The Executive Gallery Learning Library, 1994, cdrom and cdi.

Roger D. Blackwell, From the Edge of the World, (The Ohio State University Press, 1994).

Salah Hassan and Roger D. Blackwell, Global Marketing: Perspectives and Cases, (The Dryden Press, Division of Harcourt Brace Jovanovich, 1994).

James Engel, Roger D. Blackwell, Paul W. Miniard, Consumer Behavior, (New York: The Dryden Press, Division of Harcourt Brace Jovanovich, Seventh Edition, 1993).

Roger D. Blackwell, Kristina S. Blackwell, W. Wayne Talarzyk, Contemporary Cases in Consumer Behavior, (The Dryden Press, Harcourt Brace Jovanovich, 4th Edition, 1993).

James Engel, Roger D. Blackwell, Paul W. Miniard, Consumer Behavior, (New York: The Dryden Press, Sixth Edition, 1990).

Roger D. Blackwell, J. F. Engel, and W. W. Talarzyk, Contemporary Cases in Consumer Behavior, (Hinsdale, Illinois: Dryden Press 1977, 3rd Edition, 1990).

James Engel, Roger D. Blackwell, Paul W. Miniard, Consumer Behavior, (New York: The Dryden Press, a division of Holt, Rinehart and Winston, Inc., Fifth Edition, 1986).

Roger D. Blackwell, W. W. Talarzyk, Professional Funeral Pricing, (Columbus: New Horizons Publishing, Inc., 1976, 1984).

Roger D. Blackwell, Wesley J. Johnston, and W. Wayne Talarzyk, Cases in Marketing Management and Strategy, (Chicago: The Dryden Press, 1984).

Roger D. Blackwell and Wesley Johnston, Plastic Surgery: Profiles of the Future, (Chicago: American Society of Plastic and Reconstructive Surgery, 1982).

James Engel, Roger D. Blackwell, Paul W. Miniard, Consumer Behavior, (New York: The Dryden Press, a division of Holt, Rinehart and Winston, Inc., Fourth Edition, 1982).

Roger D. Blackwell, Books about Death: An Annotated Bibliography, (Columbus: The Ohio Funeral Directors Association, 1980).

Roger D. Blackwell, H. Lee Mathews, and Carolyn Randolph, Living in Columbus, (Columbus, Nationwide Insurance, 1979).

Roger D. Blackwell and W. Wayne Talarzyk, Communications for the Funeral Profession, (Columbus: New Horizons Publishing, 1979).

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Roger D. Blackwell and David Anderson, A Christian Approach to Transcendental Meditation, (Columbus: New Horizons Publishing, 1976).

Roger D. Blackwell and W. Wayne Talarzyk, American Attitudes Toward Death and Funerals, (Evanston, Illinois: Casket Manufacturers Association, 1974).

James Engel, David Kollat, Roger D. Blackwell, Consumer Behavior, (New York: Holt, Rinehart and Winston, Inc., Second Edition, 1973).

David T. Kollat, Roger D. Blackwell, and James Robeson, Strategic Marketing, (Holt, Rinehart and Winston, 1972).

Roger D. Blackwell, James Hensel, Mike Phillips, and Brian Sternthal, Laboratory Equipment for Marketing Research, (Kendall-Hunt, Inc., 1970).

David T. Kollat, Roger D. Blackwell and James Engel, Research in Consumer Behavior, (New York: Holt, Rinehart and Winston, Inc., 1970).

Roger D. Blackwell, James F. Engel, and David T. Kollat, Cases in Consumer Behavior, (New York: Holt, Rinehart and Winston, Inc., 1969).

James Engel, David Kollat, Roger D. Blackwell, Consumer Behavior, (New York: Holt, Rinehart and Winston, Inc., 1968).

II. BOOK CHAPTERS

Roger D. Blackwell, Tina Stephan, "Supply Chain Management and Managing Customer Relationships", chapter included in Don Peppers, Martha Rogers, Managing Customer Relationships, (John Wiley & Sons, April 2004), pp 430-442.

III. REFEREED ARTICLES AND CONFERENCE PAPERS

Michael Czinkota and Roger D. Blackwell, "The Effects of Consumption, Production and Temporal Migration on Global Markets," Marketing News, October 27, 2013.

Roger D. Blackwell, "The E-Commerce Honeymoon Is Over: Now What?", in Adam J. Fein, editor, Facing the Forces of Change 2003, 2002, Washington, DC, National Association of Wholesaler-Distributors, Distribution Research and Education Foundation, pp 99-107.

Roger D. Blackwell and Steven M. Burgess, "Attractiveness, values and evaluations of non-celebrities in print ads: An exploratory study", South African Journal of Business Management, 2001, pg. 32.

Roger D. Blackwell, PhD and Kristina Blackwell, MBA, "The Century of the Consumer: Converting Supply Chains into Demand Chains", Supply Chain Management Review, Fall 1999, 22-32.

Roger D. Blackwell, PhD and Kristina Blackwell, MBA, "Cultural Assets Inventory: Tapping All Resources to Provide Customized Customer Service", Customer Relationship Management, Vol. I, No. 1, March 1996, 11-12.

Roger D. Blackwell, and Steven M. Burgess, "Personal Values and Retail Financial Brand Preference.", South African Journal of Business Management, Vol 25, 1., 1994.

Roger D. Blackwell, Steven M. Burgess, and Shalom Schwartz. "Do Values Share Universal Content and Structure?" A South African Test.", South African Journal of Psychology, Vol. 24, 1, 1994.

Roger D. Blackwell, Steven M. Burgess and Allan V. Ohannessian, "A Comparative Analysis of sub-Saharan African Markets", Journal of International Consumer Marketing, Vol. 6., 1994.

Roger D. Blackwell and Kristina S. Blackwell, "Interactive Education in An Age of Nonemployment", Executive Education in the USA, 1994 Edition.

Roger D. Blackwell, "Remarketing: The Revolution in Automotive Distribution," Journal of Consumer Marketing, 1994.

Roger D. Blackwell and Steven Burgess, "Economic Development in Developing Countries," Paper presented at American Marketing Association Educators Conference, Boston, August 1993.

Roger D. Blackwell, "Marketing: Having What People Will Buy", Retail Business Review, June 1993, pgs. 10-12.

Roger D. Blackwell, "Global Competitive Effectiveness" Paper presented at the 1993 International Strategic Management Conference for The Planning Forum in Chicago, April 27, 1993.

Roger D. Blackwell, Riad Ajami and Kristina Stephan, "Winning the Global Advertising Race: Planning Globally, Acting Locally," Journal of International Consumer Marketing, Winter 1991.

Roger D. Blackwell, Kristina Stephan, "Growing Profits For Small Businesses Through Global Expansion," Small Business Forum, Winter 1990/1991, Vol. 8, No. 3, 41-56.

Roger D. Blackwell, "Customer Loyalty Defined: Myth Versus Reality," The Journal of the Society of Consumer Affairs Professionals in Business, Vol. IX, No. 3 (Summer 1990), 5-9.

Roger D. Blackwell, "Responsible Response to the Problem of South Africa," Business Alert, No. 101 (September 1988), 1-12.

Roger D. Blackwell, "The Growing Role of Consumer Affairs in an Era of Slower Growth Markets," Journal of Consumer Affairs Professionals, Vol. 7 (Fall 1988), 4-9.

Roger D. Blackwell, "Integrated Marketing Communications," in Marketing Practice, (Frazier: Lexington Books, 1987).

Roger D. Blackwell and Margaret Hanke, "The Credit Card and the Aging Baby Boomers," Journal of Retail Banking, Vol. IX, No. 1 (Spring 1987).

Roger D. Blackwell and W. Wayne Talarzyk, "Life-Style Retailing: Competitive Strategies for the 1980s," Journal of Retailing, Vol. 59, No. 4 (Winter 1983).

Roger D. Blackwell, J. Engel, and D. Kollat, "Determining Consumer and Customer Wants and Needs," in S. Britt and N. F. Guess, eds., Marketing Manager's Handbook, (New York: Dartness 1983), 213-227.

Roger D. Blackwell and Wesley Johnston, "Markets of North America: An Analysis of Opportunities for Latin American Tourism Development," in M. Czinkota, ed., U. S. - Latin American Export Development, (New York: Praeger Publishers, Inc. 1983).

Roger D. Blackwell and Wesley Johnston, "Plastic Surgery: Socio-Economic Profiles of the Future," Plastic Surgery News, Vol. 7 (Oct 1982).

R. Blackwell, W. Johnston, B. McNeeley, M. McKay, "Market Oriented Strategies for Physicians: The Coming Competition in Health Care Delivery," in B. V. Kothari, ed., Developments in Marketing Science, Vol. 5, Academy of Marketing Science 1982. Also abstracted in Journal of Health Care Marketing, Vol. 2 (Fall 1982), 61.

Roger D. Blackwell and Nancy Offutt, "The Future of Electronic Marketing," Paper presented to Educators Conference to American Marketing Association, August 1982, (Chicago).

Roger D. Blackwell and Wesley Johnston, "The Passing Days of the Passive Physician," Ohio Medical Journal, Vol. 77, No. 9 (September 1981), 541-546.

Roger D. Blackwell, "The Preparation of Future Marketing Managers," Journal of Marketing Education, (Spring 1981), 4-9.

Roger D. Blackwell, "The Role of Lifestyle Analysis in Retailing Profitability," Journal of Retailing Research, (May 1980).

Roger D. Blackwell (with Karen S. Edwards), "The 1980's Physician: From Patient Care to Patient Advocate," The Ohio State Medical Journal, (September 1980), 476-479.

H. Lee Mathews and Roger D. Blackwell, "Implementing Marketing Planning in Higher Education," in Richard Bagozzi, ed., Marketing in the 80's: Changes and Challenges, (Chicago: American Marketing Association 1980), 1-5.

Roger D. Blackwell and JoAnn Schickel Hilliker, "Clothing Decisions: A Decision Process Analysis of Focused Group Interviews," in H. Keith Hunt and Frances M. Magrabi, eds., Interdisciplinary Consumer Research, (Ann Arbor: Association for Consumer Research 1980), 20-25.

Roger D. Blackwell, "The Future of Fashion: The Influence of Lifestyles on Textiles and Clothing," Combined proceedings of the Association of College Professors of Textiles and Clothing 1979, 59-64.

Justin Voss and Roger D. Blackwell, "The Role of Time Resources in Consumer Behavior," in O. C. Ferrell, S. W. Brown and C. W. Lamb, Jr., eds., Conceptual and Theoretical Developments in Marketing, (Chicago: American Marketing Association 1979), 281-295.

Roger D. Blackwell, "The Diffusion of Diffusion Research," Paper presented to Association for Consumer Research, San Francisco, Oct 1979.

Roger D. Blackwell, D. K. Hawes and W. W. Talarzyk, "Consumers' Use of Credit Cards: Results of a Nationwide Study," Paper presented at the Southwestern Marketing Association, March 1976, 17-20.

Roger D. Blackwell, D. K. Hawes and W. W. Talarzyk, "Profiling the Female and Male Bank Card Holders: A Psychographic and Demographic Analysis," Proceedings of AMA Fall Meetings 1976.

Roger D. Blackwell, "John Howard and Marketing Theory and Metatheory," in Alan R. Andreason and Seymour Sudmen, eds., Public Policy and Marketing Thought, (Chicago American Marketing Association 1976), 27-42.

Roger D. Blackwell, D. K. Hawes, and W. W. Talarzyk, "Attitudes Toward Use of Credit Cards: Do Men and Women Differ?" Baylor Business Studies, Nov-Dec 1976, Jan 1977, 57-71.

Roger D. Blackwell, Douglass K. Hawes, and W. Wayne Talarzyk, "America's Use of Credit Cards: A Nationwide Study of Female and Male Attitudes," Bulletin of Business Research, Vol. 50, No. 2 (February 1975), 5-8.

Douglass K. Hawes, W. Wayne Talarzyk, and Roger D. Blackwell, "Consumer Satisfaction from Leisure Time Pursuits," in M. H. Schlinger, ed., Advances in Consumer Research, Vol. 11 (Chicago: Association for Consumer Research 1974), 837-845.

Roger D. Blackwell, David T. Kollat, and James F. Engel, "Determining Consumer and Customer Wants," in Stuart H. Britt, ed., Marketing Manager's Handbook, (Chicago: The Dartnell Corp. 1973), 211-224.

Roger D. Blackwell, James F. Engel, and David T. Kollat, "A Multifunctional Analysis of Multimediation Models of Consumer Behavior," Paper presented to Association for Consumer Research Annual Convention, Boston, 1973.

Roger D. Blackwell, David T. Kollat, and James F. Engel, "A Research Approach to Consumerism," Paper Contributed to American Institute for Decision Sciences, Fourth Annual Meeting, New Orleans, November 1-3, 1972.

David T. Kollat, Roger D. Blackwell, and James F. Engel, "Current Status of Consumer Research, Developments in the 1968-1972 Period," Paper presented to Association for Consumer Research, November 5, 1972, Chicago.

Roger D. Blackwell, Brian Sternthal, and James Hensel, "Pupil Dilation: What Does It Measure?" Journal of Advertising Research, Vol. 10 (August 1970), 15-19.

Roger D. Blackwell and James F. Engel, "Communicating Religious Truth in a Changing World," in David L. Sparks, Broadening the Concept of Marketing, (Chicago: American Marketing Association 1970).

David T. Kollat, James F. Engel and Roger D. Blackwell, "Current Problems in Consumer Behavior Research," Journal of Marketing Research, (August 1970), 327-333.

H. E. Spence, James Engel and Roger D. Blackwell, "Perceived Risk in Mail-Order and Retail Store Buying," Journal of Marketing Research, (August 1970), 364-369.

James F. Engel, Roger D. Blackwell and Robert Kegerreis, "How Information is Used to Adopt an Innovation," Journal of Advertising Research, (December 1969), 364-369.

Roger D. Blackwell and James F. Engel, "Attitudes of Affluent Suburbia Toward the Negro Neighbor," Business Topics, (July-August 1969), 41-49.

James Engel, David Kollat, and Roger D. Blackwell, "Personality Measures and Market Segmentation," Business Horizons, (June 1969), 61-70.

D. T. Kollat and Roger D. Blackwell, "Recognizing the Limitations of Customer Traffic Pattern Studies," The New York Retailer (December 1968), 3-7.

J. F. Engel, J. F. Kegerreis, and Roger D. Blackwell, "Word-of-Mouth Communication by the Innovator," Journal of Marketing, (December 1968), 15-19.

James F. Engel and Roger D. Blackwell, "Affluent Suburbia and the Negro Neighbor," Bulletin of Business Research (October 1968), 1-9.

Roger D. Blackwell, "Price Levels in the Funeral Industry," The Quarterly Review of Economics and Business, (Winter 1967), 74-84.

Roger D. Blackwell, "Socio-Economic Variables Affecting Consumer Funeral Decisions," (February 1967), OSU Bulletin of Business Research, 4-6.

Roger D. Blackwell, "Knowing Your Image," Small Marketers Aids No. 124. Washington Small Business Administration, 1967.

Roger D. Blackwell, "Evaluating a Store's Image," OSU Bulletin of Business Research, (May 1966), 2-4.

Roger D. Blackwell, "Potentials of Contra-Cyclical Advertising," Business and Government Review, (Sept-Oct 1963), 22-32.

III. REPRINTS AND CONFERENCE PAPERS

Roger D. Blackwell, Kristina Stephan and Margaret R. Schindel, "How to Win Fans and Influence Profits", White Paper, Winter 2003.

Roger D. Blackwell, Wayne Talarzyk, and Edwin Lukens, "Challenges Facing Funeral Service," The Director (March 1989), 28-30.

Roger D. Blackwell and Wesley Johnston, "Plastic Surgery: Profiles of the Future," Paper presented to American Society of Plastic and Reconstructive Surgeons, Honolulu, October 1982.

Wayne Talarzyk and Roger D. Blackwell, "Videotex: Its Implications for Marketing," Paper presented to World Communications of the Future Conference, sponsored by World Futures Society, Washington, July 1982.

Roger D. Blackwell, "The Many Hats of Today's Funeral Director," Chapter 6 in Charles Stewart, Funeral Service: Counseling Principles and Practices, (Batesville, Indiana: Batesville Management Services 1981).

W. Wayne Talarzyk and Roger D. Blackwell, "James F. Engel: Twenty Years of Contribution to Consumer Behavior," Paper presented to Converse Symposium, University of Illinois, May 1981.

Roger D. Blackwell, "The Shortage of Macromarketing Consumer Research," Paper presented to Educators' Conference of American Marketing Association, Washington, DC. August 1981

Roger D. Blackwell, "Seven Principles of Marketing Education," Marketing News, (Chicago: American Marketing Association, May 1980).

Roger D. Blackwell, "The Effects of Lifestyles on Retailing in the 1980's," A.M.A. News, (March 3, 1980).

Roger D. Blackwell, "The Consumer Approach to Death Education," Paper presented to Fifth Annual Symposium on Death Education at The Ohio State University, March 1980.

Roger D. Blackwell and W. Wayne Talarzyk, "Gistner Funeral Home," Case #9-575-711, Intercollegiate Case Clearing House, Harvard Graduate School of Business Administration, 1975.

Roger D. Blackwell, "Strategic Planning in Marketing: Discussion," in Ronald C. Curhan, ed., 1974 Combined Proceedings of the AMA, (Chicago: American Marketing Association 1974), 476-477.

Roger D. Blackwell, "The Product of the Funeral Director," "Management Planning for Growth Oriented Funeral Firms," "Socio-Economic Variables Affecting Funeral Purchase Decisions," "Professional Pricing by Funeral Firms," and "Improving Funeral Firm Performance Through Better Consumer Analysis (with J. F. Engel)", all reprinted in Sam P. Douglass, ed., Funeral Homes: Legal and Business Problems, (New York: The Practising Law Institute 1971), 153-207.

"Price Levels in the Funeral Industry," in Donald S. Watson, Price Theory in Action, Second Edition, (Boston: Houghton Mifflin Co. 1969), 225-265.

IV. NEWS ARTICLES

Roger D. Blackwell, "Want Consumers to Spend? Reward Savings," Business First, November 4, 2012, p 36.

Roger D. Blackwell, "Is There a Futures Committee in Your Future?", Directors & Boards, Fall 2002, pp 45-48.

Roger D. Blackwell, Kristina Stephan, "Columbus witnessed e-commerce birth", The Columbus Dispatch, Monday, August 13, 2001, pg E6.

Roger D. Blackwell, "Why Webvan Went Bust", The Wall Street Journal, Monday, July 16, 2001, pg A22.

Roger D. Blackwell, "From tape to flowers to travel, OSU professor finds solutions on the Internet", The Daily Reporter, Wednesday, January 10, 2001, pg 5.

Roger D. Blackwell, "Going Dutch May Help Companies Find Success in Global Competition", Chicago Tribune, Monday, May 31, 1993, Section 4.

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Roger D. Blackwell, "S. Africa market is ripe for area goods, services", Business First, Discover '92 Section, April 20, 1992, pg 3.

V. TRADE PUBLICATIONS

Roger D. Blackwell, "The Enemy Is Us", *R/S News*, May 2004, pg 59.

Excerpted from Roger Blackwell presentation to NCTA's 2004 CT Plus Conference in Scottsdale, Arizona, "Segment by Segment", American Christmas Tree Journal, March 2004, pgs. 32-40.

Roger D. Blackwell, "Brand Power", RIS News, March 2004, pg 38.

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Roger D. Blackwell, "Coming Soon: The Second Half of Life", RIS News, August 2002, pg 10.

Roger D. Blackwell, "For Future Malls, Look East(on)", RIS News, July 2002, pg 16.

Roger D. Blackwell "Has E-Commerce Reached Maturity?", RIS News, June 2002, pg 20.

Roger D. Blackwell, "Can Specialty Stores Survive?", RIS News, May 2002, pg 11.

Roger D. Blackwell, "Do You 'C' Your Customer?", RIS News, April 2002, pg 10.

Roger D. Blackwell, "Retailing Dave's Way", RIS News, March 2002, pg 12.

Roger D. Blackwell, "On Making Lemonade", RIS News, February 2002, pg 10.

Roger D. Blackwell, "Will You Be Smarter This Year?", RIS News, January 2002, pg 12.

Roger D. Blackwell, "All I want for Christmas", RIS News, December 2001, pg 11.

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Roger D. Blackwell, "Good Deals In Dot-Coms", RIS News, April 2001, pg 13.

Roger D. Blackwell, "Learn From A Wired Nation", RIS News, March 2001, pg 8.

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Roger D. Blackwell, "Three Resolutions You Must Make", RIS News, January 2001, pg 12.

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