

CURRICULUM VITAE LYNN ROBERT GODWIN

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Address: 16327 Laurelfeld Drive, Houston, TX 77059
Phone: 281.480.0534 (home)
281.221.3143 (cell)
e-mail: lynnbob@lynngodwin.net
godwin@stthom.edu

EDUCATIONAL BACKGROUND

Doctor of Philosophy, University of Memphis, 1992.

Major area: Marketing. Minor areas: Psychology, Transportation.

Dissertation Title: *An Integrative Model of the Antecedents and Consequences of the Industrial Buyer Complaint Behavior Process* (Chair: Patrick L. Schul).

Master of Business Administration, University of Memphis, 1986.

Concentration: Marketing.

Doctoral/Masters Coursework, Vanderbilt University, 1981-84. Coursework in research design, statistics, and human behavior. Department of Psychology and Human Development.

Bachelor of Arts, University of Texas, Austin, 1981. Major: Psychology.

EXPERIENCE

1994 to Present: University of St. Thomas, Associate Professor

Primary Responsibilities:

Teaching in the Cameron School of Business in marketing. Conducting scholarly and practitioner oriented research. Courses taught: Advertising, Consumer Behavior, Marketing Analysis, Marketing Applications, Marketing Applications and Research (graduate-level), Marketing Management and Theory (graduate-level), Management Theory/Marketing (graduate-level), Questionnaire Design (graduate-level), Statistical Methods for Management Decisions (graduate-level), Global Marketing (graduate-level), Seminar in Management (graduate-level), Senior Seminar

1998 to 2003 & 2016 to Present: University of St. Thomas, Chair – Department of Management and Marketing.

Administrative duties involved in running a six-person academic department.

Responsible for budgeting, course development, recruitment, and general supervisory activities.

1998 to 2000: Suma Partners, Statistical Consultant

Provided data analyses, report writing, and general statistical consultation. Clients included eatZi's and Houston Cellular.

1994: ProMatura Group, Oxford, Mississippi, Market Research Associate

Primary Responsibilities:

Responsible for a variety of consulting and research projects focusing on the behavior and needs of senior citizens.

1993 to 1994: Mississippi State University--Meridian, Assistant Professor

Primary Responsibilities:

Teaching in Graduate School of Business in marketing and general business. Conducting scholarly and practitioner-oriented research. Courses taught: Business Statistics, Principles of Advertising, Personal Selling, Consumer Behavior (graduate-level), Business Policy (graduate-level), Marketing Research (graduate-level).

1990-1992: University of Houston-Clear Lake, Instructor

Primary Responsibilities:

Teaching in Graduate School of Business in marketing and transportation. Conducting scholarly and practitioner-oriented research. Courses taught: Marketing Research, Marketing Management, Principles of Marketing, Fundamentals of Marketing Management (graduate-level).

1986-1990: University of Memphis, Lecturer

Primary Responsibilities:

Teaching in marketing and transportation. Conducting scholarly and practitioner-oriented research. Courses taught: Marketing Research, Principles of Marketing, Physical Distribution/Logistics, Industrial Marketing.

1984-1986: University of Memphis, Research Assistant

Primary Responsibilities:

Data analysis, design and development of research instruments, coordination of multiple research focus groups and panel studies, and administration of conference programs.

1983-1984: Private Consulting Practice/Vanderbilt University, Computer Consultant

Primary Responsibilities:

Providing mainframe computer-oriented consultation services to business and academic clients, including program design and statistical analysis and interpretation.

1980-1981: University of Texas, Austin, Research Assistant

Primary Responsibilities:

Statistical analysis, experimental design, management of experimental psychobiology projects.

RESEARCH AGENDA

Articles (in Journals, Periodicals, and Books)

Godwin, Lynn (2026), The Marketing Decameron: Abbreviated Edition, Preparing for submission.

Godwin, L. R. (2023). Marketers as Appropriate Marital Partners: Historical Perspectives and Future Prospects. Journal of Macromarketing, 43(4), 441-446.
<https://doi.org/10.1177/02761467231187299>

Story, John & Lynn Godwin (2023), Ethnocentrism and Consumer Knowledge in the U.S. Auto Consumer, Journal of International Consumer Marketing, Published online February 15, 2023. Print appearance forthcoming.
<https://www.tandfonline.com/doi/full/10.1080/08961530.2023.2176397>

Godwin, L. R. (2019). The Ultimate Definition of Marketing, The Marketing Review, 19(1-2), 43-49.

Godwin, L. R. (2012). The Impact of Purchasing Firm Formalization on Purchasing Manager Complaint Behavior, Journal of Business Administration Online, 11(1), <http://www.atu.edu/jbao/spring2012/Formalization.pdf>.

Godwin, L. R. (2010). The Industrial Buyer Complaint Behavior Process: An analysis of Antecedents, International Journal of Business Disciplines, 21(2) Fall/Winter.

Godwin, L. R. (2006). Taboo or Not Taboo, That is the Question. In Rupp, J. and Bryant J., Handbook for New Instructors: Getting Started with Great Ideas. Thomson-Southwestern, pp. 107-108.

Godwin, L. R. (2000). Voters deserve better than guesswork in Florida wrangle. Houston Chronicle, November 19, 2000, pp. 1C, 4C.

Godwin, L. R. (2000). Methodology at issue. Houston Chronicle, November 25, 2000, p. 43.

Godwin, L. R. (1998). "O-O-Oprahoma!: Or Why the Talk-Show Host and the Cowmen Should be Friends," Marketing News, 32(9), 4.

Godwin, L. R. (1998). "Mad Cow Episode Shows Poor Taste in Beef Marketing," Houston Business Journal, 27(44), 21A-22A.

Godwin, Lynn R. (1998). This "City" is in Danger of Becoming a Ghost Town, Marketing News, 32 (5), 4.

Godwin, Lynn R. (1997). I Watch TV...I See the Ad...I Get the Gun, Marketing News 31 (9), 4.

- Godwin, Lynn R. (1996). Outcomes-Based Education Stifles Marketing Principles, Marketing News, 30 (17), 13.
- Godwin, Lynn R. (1996). A Vote for Family Values, Marketing News, 30 (12), 4.
- Godwin, Lynn R. (1996). I Know the Answer, But What's the Question? in J. F. Hair, C. W. Lamb Jr., C. McDaniel, & S. S. Roach (Eds.), Great Ideas for Teaching Marketing, Southwestern: Cincinnati, OH, 373-374.
- Godwin, Lynn R. (1996). Taboo or Not Taboo, That is the Question, in J. F. Hair, C. W. Lamb Jr., C. McDaniel, & S. S. Roach (Eds.), Great Ideas for Teaching Marketing, Southwestern: Cincinnati, OH, 498-500.
- Godwin, Lynn R. (1994). Knock-Knock. Who's There? ProMatura Newsletter, 1(1), 7-8.
- Rakowski, James P., Southern, R. Neil, & Godwin, Lynn R. (1989). Recruiting and the Truck Driver Shortage: Is the Industry Reactive or Proactive, Transportation Practitioners Journal, 56 (4), 381-392.
- Southern, R. Neil, Rakowski, James P., & Godwin, Lynn R. (1989). Motor Carrier Road Driver Recruitment in a Time of Shortages, Transportation Journal, 28 (4), 42-48.

Published Proceedings

- Godwin, L. R. (2024). Why Do the Chickens Not Cross the Road and Take a Stand? Marketing's Abdication of its COVID-19 Social Responsibility, Proceedings of the Association of Collegiate Marketing Educator's Conference, 60-65.
- Story, J. & Godwin, L. R. (2023). The Persistence of Consumer Ethnocentrism in American Consumers, Association of Marketing Educators Conference, Houston, TX, March 8.
- Godwin, L. R. & Story J. W. (2022). Whited Sepulchers: Undergraduate Core Requirements and Switching Costs in Private Religious Colleges and Universities, Association of Collegiate Marketing Educators Proceedings, 25-27.
- Godwin, Lynn R. (2021) We all Need a Lucky Break This Thanksgiving, Cameron School of Business Blog, November.
<https://blogs.stthom.edu/cameron/we-all-need-a-lucky-break-this-thanksgiving/>
- Godwin, L. R. (2020). Marketers as Appropriate Marital Partners: Future Prospects and Historical Perspectives, Association of Collegiate Marketing Educators Proceedings, 13-14.
- Godwin, Lynn R. (2016). The Ultimate Definition of Marketing, Association of Collegiate Marketing Educators Proceedings, 34-35.

- Godwin, Lynn R. (2009). A Preliminary Investigation into the Role of Interpersonal Relations on the Complain Behavior of Purchasing Managers, Association of Collegiate Marketing Educators Proceedings, 30-31.
- Godwin, Lynn R. (2008). A Preliminary Investigation into the Role of Purchasing Firm Formalization on the Complaint Behavior of Purchasing Managers, Association of Collegiate Marketing Educators Proceedings, 59-60.
- Godwin, Lynn R. (2006). A Preliminary Investigation into the Role of Learned Helplessness on the Complaint Behavior of Purchasing Managers, Association of Collegiate Marketing Educators Proceedings, 38-47.
- Godwin, Lynn R. (2005). A Preliminary Investigation into the Impact of Assertiveness and Aggressiveness on the Complaint Behavior of Purchasing Managers, Association of Collegiate Marketing Educators Proceedings, Association of Collegiate Marketing Educators, 99-108.
- Godwin, Lynn R. & Schul, Patrick L. (1997). The Industrial Buyer Complaint Behavior Process: An Analysis of Antecedents, Enhancing Knowledge Development in Marketing: 1997 American Marketing Association Educator's Proceedings, American Marketing Association: Chicago, 31-32. **Best Paper--Channels of Distribution Track.**
- Godwin, Lynn R., Schul, Patrick L., & Dant, Rajiv P. (1996). Assessing a Typology of Emergent Complaint Response Styles in an Industrial Setting, Enhancing Knowledge Development in Marketing: 1996 American Marketing Association Educator's Proceedings, American Marketing Association: Chicago, 438-439.
- Godwin, Lynn R. (1996). Ownership, Preference, and Ethnocentrism: Japanese Versus American Automobiles. Advances in Marketing, (pp. 95 - 104).
- Millsap, Pamela A. & Godwin, Lynn R. (1994). Competitiveness and Customer Expectations Regarding Professional Service Roles: The Case of Families of Mentally Handicapped Children. Proceedings of the Southwest Academy of Management, (pp. 56-60).
- Godwin, Lynn R. (1992). The Industrial Buyer Complaint Behavior Process: Discrete Versus Relational Exchange, Proceedings of the 77th International Purchasing Conference and Educational Exhibit of the National Association of Purchasing Management, (pp. 153-158).
- Cunningham, William A., Godwin, Lynn R., & Dobie, K. (1990). Driver Recruitment and Retention Efforts in an Era of Scarcity: Proactive Versus Reactive, Journal of Transportation Management--Proceedings Issue (pp. 24-33).

Godwin, Lynn R. (1987). Threats and Opportunities for Clinical Psychologists in a Changing Mental Health Care Marketplace. In R.L. Coulter (Ed.), Marketing: Issues and Trends, Proceedings of the Atlantic Marketing Association Annual Conference (pp. 546-554). Springfield, MO: Atlantic Marketing Association.

Presentations

Godwin, L. R. (2024). Why Do the Chickens Not Cross the Road and Take a Stand? Marketing's abdication of its COVID-19 Social Responsibility, Proceedings of the Association of Collegiate Marketing Educators Conference, Galveston, TX, April 12.

Godwin, L. R. & Story, J. (2023). When is an Undergraduate Degree Not Really a Degree? Marketing and Ethical Issues Involving Non-Transferable Core Courses, Association of Collegiate Marketing Educators Annual Conference, Houston, TX, March 10.

Story, J. & Godwin, L. R. (2023). The Persistence of Consumer Ethnocentrism in American Consumers, Association of Marketing Educators Conference, Houston, TX, March 8.

Godwin, L. R. (2022). The Decameron19: Special Abbreviated Marketing Edition, Presented at the American Marketing Association Marketing and Public Policy Conference, Austin, Texas, March 10.

Godwin, L. R. & Story J. W. (2022). Whited Sepulchers: Undergraduate Core Requirements and Switching Costs in Private Religious Colleges and Universities, Presented at the Association of Collegiate Marketing Educators conference (virtually), New Orleans, Louisiana, March 2.

Godwin, L. R. (2020). Marketers as Appropriate Marital Partners: Future Prospects and Historical Perspectives, Presented at the Association of Collegiate Marketing Educators conference, San Antonio, Texas, March 11.

Godwin, Lynn (2016). The Ultimate Definition of Marketing, Presented at the Association of Collegiate Marketing Educators conference, Oklahoma City, Oklahoma, March 10.

Horwitz, Sujin, Godwin, Lynn (2015). Performance-based Compensation: Issues and Recommendations, Presented at the Society for Interdisciplinary Business Research Conference, Hong Kong, China, October 3.

Godwin, Lynn R. (2009). A Preliminary Investigation into the Role of Interpersonal Relations on the Complain Behavior of Purchasing Managers, Presented at the Association of Collegiate Marketing Educators Conference, Oklahoma City, OK, February 25-28.

- Godwin, Lynn R. (2008). A Preliminary Investigation into the Role of Purchasing Firm Formalization on the Complaint Behavior of Purchasing Managers, Presented at the Association of Collegiate Marketing Educators Conference, Houston, TX, March 4-8.
- Godwin, Lynn R. (2006). A Preliminary Investigation into the Role of Learned Helplessness on the Complaint Behavior of Purchasing Managers, Presented at the Association of Collegiate Marketing Educators Conference, Oklahoma City, OK, March Dallas, TX, March 1-4.
- Godwin, Lynn R. (2006). Economics Versus Amenities: Predicting the Purchase of Corporate Aircraft, Presented at the Academy of Economics and Finance, Houston, TX, February 8-11.
- Godwin, Lynn R. (2005). A Preliminary Investigation into the Impact of Assertiveness and Aggressiveness on the Complaint Behavior of Purchasing Managers, Presented at the Association of Collegiate Marketing Educators Conference, Dallas, TX, March 3-5.
- Godwin, L. R. (1999). The Importance of Audience in Writing. Presentation at the Learning Resource Center, University of St. Thomas, September 14, 1999.
- Godwin, Lynn R. (1997). Writing in Marketing, Presented at the University of St. Thomas Learning Resources Center, Houston, TX, November 20, 1997..
- Godwin, Lynn R. & Schul, Patrick L. (1997). The Industrial Buyer Complaint Behavior Process: An Analysis of Antecedents, Presented at the American Marketing Association's Summer Educators Conference, Chicago, IL, August 2 - 5.
- Godwin, Lynn R. & Sargent, William (1996). Higher Education: A Marketing Perspective. Presented at the President's Seminar Series, University of St. Thomas, Houston, TX, September 11.
- Godwin, Lynn R., Schul, Patrick L., & Dant, Rajiv P. (1996). Assessing a Typology of Emergent Complaint Response Styles in an Industrial Setting. Presented at the American Marketing Association's Summer Educators Conference, San Diego, CA, August 3 - 6.
- Godwin, Lynn R. (1996). Ownership, Preference, and Ethnocentrism: Japanese Versus American Automobiles. Presented at the annual meeting of the Southwestern Marketing Association, San Antonio, TX, March 6 - 9.
- Millsap, Pamela A. & Godwin, Lynn R. (1994). Competitiveness and Customer Expectations Regarding Professional Service Roles: The Case of Families of Mentally Handicapped Children. Presented at the annual meeting of the Southwest Academy of Management, Dallas, TX, March 2 - 5.

Godwin, Lynn R. (1992). The Industrial Buyer Complaint Behavior Process: Discrete Versus Relational Exchange. Presented at the 77th International Purchasing Conference and Educational Exhibit of the National Association of Purchasing Management, Orlando, FL, May 3 - 6.

Cunningham, William A., Godwin, Lynn R., & Dobie, K. (1990). Driver Recruitment and Retention Efforts in an Era of Scarcity: Proactive Versus Reactive. Presented at the 50th Annual Education Conference of Delta Nu Alpha Transportation Fraternity, Philadelphia, PA, September 12 - 15.

Godwin, Lynn R. (1987). Threats and Opportunities for Clinical Psychologists in a Changing Mental Health Care Marketplace. Presented at the annual meeting of the Atlantic Marketing Association, New Orleans, LA, October 1 - 3.

Media

2023: Television Interview, Tipping, Channel 13, Claudia Deschamps, January 25.

2023: Television Interview, Tipping, Great Day Houston with Deborah Duncan (Channel 11), – Channel 11 – Deborah Duncan, January 17.
<https://www.khou.com/article/entertainment/television/programs/great-day-houston/has-tipping-reached-a-tipping-point/285-adc08b00-39d3-4157-8c8b-66f3395e4de6>

2018: Interview, Christmas Shopping, KPRC Channel 2, December.

2018: Live interview at Houston Auto Show, Houston Public Media/National Public Radio, January 25.

2015: Live television interview, Blue Bell Ice Cream, KPRC Channel 2, August 30.

SERVICE ACTIVITIES

2025-Present: Institutional Review Board, University of St. Thomas.

2025-Present: Admissions Committee, University of St. Thomas.

2023-Present: Faculty Senate, University of St. Thomas.

2023-Present: Awareness Campaign Representative, University of St. Thomas.

2022: Reviewer, Qualitative Market Research, Emerald Publishing.

2022: Reviewer, Association of Collegiate Marketing Educators Conference, Federation of Business Disciplines.

2016-2018: Chair, Department of Management and Marketing, University of St. Thomas

2016-2018: Chair, Cameron School of Business Strategic Planning Committee, University of St. Thomas

2015 – 2017: Member, Academic Affairs Policy Committee, University of St. Thomas

2014 – 2017: Ruling Elder, Session of Webster Presbyterian Church, Webster, Texas.

2013 – 2015: Member, Management Faculty Search Committee, University of St. Thomas

2013 – 2016: Member, Cameron School of Business Standards Committee, University of St. Thomas.

2012 – 2013: Member, Cameron School of Business Strategic Planning Committee, University of St. Thomas

2012 – Member, Cameron School of Business Marketing Search Committee, University of St. Thomas

2011 – Present: Member, Cameron School of Business Graduate Grade Grievance Committee, University of St. Thomas

2010 -- 2013: Member, Cameron School of Business Curriculum Committee, University of St. Thomas

2007: Member, Cameron School of Business Faculty Search Committee, University of St. Thomas

2006-2010: Cameron School of Business Strategic Planning Committee, University of St. Thomas

2006-Present: Member, Faculty Evaluation Committee, University of St. Thomas

2006: Discussant, Academy of Economics and Finance, Houston, TX, February 8-11.

2003 – 2006: Member, Writing in the Disciplines Committee, University of St. Thomas

2003-2004: Development and Analyses, Cameron School of Business Graduate Student Questionnaire, University of St. Thomas

1998 - 2003: Chair, Department of Business Administration and Marketing, University of St. Thomas

- 1999-2001: Chair, Management Search Committee,** University of St. Thomas
- 1998 - 1999: Chair, Scholarship Committee,** University of St. Thomas
- 1996 - 2000: Member, Extra-University Scholarship Committee,** University of St. Thomas
- 1996 - 1998: Member, Search Committee (Ethics Chair),** University of St. Thomas
- 1996 - 1997: Member, Higher Education Colloquium Committee,** University of St. Thomas
- 1995 - 1998: Member, Library Committee,** University of St. Thomas
- 1994 - 1998: Member, Scholarship Committee,** University of St. Thomas
- 1994: Survey Development, University of St. Thomas Customer Service Committee,**
Worked to develop survey of student satisfaction/dissatisfaction with aspects of the University.
- 1994: Reviewer, Southwestern Marketing Association**
- 1993: Chair, Curriculum Committee,** Division of Business, Mississippi State University--Meridian.
- 1993: Member, Search Committee (Information Systems),** Mississippi State University--Meridian
- 1993: Economic Diversification Task Force: City of Meridian.**
Task Force to conduct study focusing on development of strategies for diversifying economies in cities facing military base closures. Funded by the Department of Defense and the Office of Economic Adjustment.
- 1992: Survey Development, University of Houston--Clear Lake Library.**
Developed survey of student/faculty/staff satisfaction with library for AACSB and SACS accreditation.

AWARDS AND HONORS

- 2005: Runner Up: Best of the Great Ideas in Teaching Marketing Contest,**
Thomson South-Western Publishing. Held in conjunction with the publication of Marketing, 8th ed., by Lamb, Hair, and McDaniel.
- 1997: Best Paper Award--Channels of Distribution Track.** Godwin, Lynn R. & Schul, Patrick L. (1997). The Industrial Buyer Complaint Behavior Process: An Analysis of Antecedents, Enhancing Knowledge Development in Marketing: 1997 American Marketing Association Educator's Proceedings, American Marketing

Association: Chicago, 31-32. Presented at the American Marketing Association's Summer Educators Conference, Chicago, IL, August 2 - 5.

1991: Beta Gamma Sigma, National Business Honor Society.

1990: Southern Marketing Association Dissertation Proposal Competition Award

Dissertation proposal chosen best in national competition held by the Southern Marketing Association.

1990: National Association of Purchasing Management Center for Advanced Purchasing Studies Doctoral Dissertation Award

Submitted research grant proposal in national competition conducted by the National Association of Purchasing Management. Awarded \$5,000 dissertation research grant to study industrial buyer complaint behavior processes.

1990: Memphis State University Graduate Research Forum

Transportation research work awarded first place in University-wide competition.

1988: American Marketing Association Doctoral Consortium Fellow

1987: Alpha Mu Alpha, National Marketing Honor Society.