

FRANKLIN F. TILLMAN

Dillard College of Business Administration, Department of Management and Marketing

Midwestern State University, Texas 76308

(770) 355-7028 | franklin.tillman@msutexas.edu | in/franklin-tillman-67b836a/

Assistant Professor

- Skilled educator and marketing enthusiast with a combined 20+ years of transferable experiences serving in the corporate and education sector, designing learning programs, conducting research projects, and enriching lives. Advise students, sponsor student organizations, and serve on departmental and university committees.
- Seek to enhance organization's standing and reputation with ambitious researchers who initiated a record of publications in top journals. Excellent education combined with hands-on business and entrepreneurial experience that demonstrates passion, expertise, a tireless work ethic, and attention to detail for research related tasks.
- A goal-oriented professional with proven success driving profitability, visibility, and consistent revenue growth in diversified industries; seasoned in social and integrated marketing energetic. Cultivate strong client relationships and enhancing team collaboration with a solid career as a marketing, operations, and client services leader and strategist.
- Talented communicator who delivers succinct and thoughtful presentations that expertly translate highly complex concepts for diverse audiences. Possess collegiality, professionalism, effective communication skills, and a strong commitment to teaching excellence. Considerate, ethical, and inclusive leader who promotes an environment of enrichment, cohesiveness, and visionary focus.
- Articulate communicator with excellence in working with an extremely diverse population across professional, academic (as student and professor), and personal aspects across the globe. Worked in high pressure situations with proven ability to remain calm in crisis (life threatening situations).

CORE PROFICIENCIES

- | | | |
|---------------------------------|--|-----------------------------|
| • Research Methodologies | • Strategic Growth Planning | • Analytical Thinking |
| • Curriculum Development | • International Business & Market Building | • Marketing & Promotions |
| • Team Training & Development | • Written & Verbal Correspondence | • Problem Resolution |
| • Social & Integrated Marketing | • Critical Analysis & Data Collection | • Reporting & Documentation |
| • Scientific Research | • Policy & Procedure Compliance | • Educational Programs |

EDUCATION & PROFESSIONAL DEVELOPMENT

Doctor of Philosophy – Marketing (May 2022)

THE UNIVERSITY OF MISSISSIPPI, SCHOOL OF BUSINESS ADMINISTRATION, Oxford, MS

Master of Business Administration in Strategic Management / Leadership & Consumer Behavior (2010)

TULANE UNIVERSITY, FREEMAN SCHOOL OF BUSINESS, New Orleans, LA

Received the prestigious Morton A. Aldrich Fellowship.

Master of Global Management in International Business (2010)

TULANE UNIVERSITY, FREEMAN SCHOOL OF BUSINESS, New Orleans, LA

Identified and presented Caribbean expansion strategy to Kruger Paper

Bachelor of Business Administration in Management (2006), Magna cum Laude

KENNESAW STATE UNIVERSITY, Kennesaw, GA

Adapting to Innovation (AI)

Texas Higher Education Coordinating Board (2024)

Artificial Intelligence (AI) Education for Teachers (2024)

MACQUARIE UNIVERSITY, IBM, Sydney, Australia

Digital Marketing Professional Certification – Digital Marketing Institute

AMA Professional Certified Marketer PCM in Digital Marketing

Certificate in Process Analysis- University of Calgary

Teaching Digital Marketing Certificate from Academy of Marketing Science

ACADEMIC & RESEARCH EXPERIENCE

Midwestern State University, Dillard College of Business Administration, Wichita Falls, TX

Assistant Professor of Marketing (August 2023 –Present)

- Prepare & Coach student competitors for International Collegiate Sales Competition (2023 – Present)
- Academic Task Force, Undergraduate Curriculum, & International Committees
- Online, Hybrid, Independent, and Traditional In-Class Instruction.

LIMESTONE UNIVERSITY, College of Business, Gaffney, SC

Instructor of Marketing (August 2019 –July 2021)

- Course Coordinator for five marketing classes
- Directed fifteen Adjuncts in teaching of marketing classes
- Online and Traditional In-Class Instruction.

UNIVERSITY OF MISSISSIPPI, College of Business Administration, University, MS

Lecturer of Marketing (August 2016 – May 2019)

- Hybrid and Traditional In-Class Instruction
- Teaching Assistant, University of Mississippi (2014 – 2017)

DISSERTATION

Title: Emotional Carry-Over in Ethical Decision Making: The Impact of Self-Control & Moral Potency

Dissertation Defense Date: April 27, 2022

Committee: Victoria Bush (Chair), Melissa Cinelli, Gary Hunter, John Bentley (External), Scott Vitell (Emeritus)

Recent theories have posited that emotions play a central role in ethical decision making. However, most research has focused on and suggested that consumers follow cognitive, rational processes in decision making. While this is a well-established approach, research regarding the role of emotions in ethical decision making has gained considerable theoretical attention in recent years. Although various factors have been investigated for the influence on ethical judgments, the role of task related, and incidental emotions have received less attention. Recent models posit an integrated or a dual-process approach to ethical decision-making, focusing more on the inter-related impact of intuition-emotion combined with reason-rationalization aspect of ethical decision-making.

This research serves to examine the relationship of emotions in ethical decision making and behavioral intentions by investigating the effects of positive (happiness) and negative (anger) emotions in both a task related and incidental context. Self-control is utilized as a moderator of these emotions in ethical decision-making, and moral potency is further examined for inclusion into marketing literature. This study found that the interaction between the task and incidental emotions does significantly impact ethical judgments and there is a moderating effect of self-control and moral potency. Consumers do not always behave in an ethical manner and will frequently accept an unethically obtained passive benefit. The results will facilitate an improved consideration of the role of the interaction of emotions on consumer ethics, an improved understanding of how to mitigate those emotions, and provide some understanding of how emotions impact unrelated judgments and decision-making.

RESEARCH INTERESTS

Ethical Decision Making, Emotions, Sales & Sales Ethics, Behavioral Decision Theory

PUBLICATIONS

- Gala, P. B., Ezell, D., & Tillman, F. (2025). What I Wish I'd Known: The Transition From Graduate Student to Tenure Track Faculty to Tenured Faculty. *Higher Education Quarterly*, 79(2), e70007. <https://doi.org/10.1111/hequ.70007>

PRESENTATION OF REFEREED PAPERS

- Tillman, F. (2024) "Enhancing Customer Engagement Through Generative AI Chatbots: Transforming Interactions" *Academy of Business Research*, Austin, TX
- Tillman, F. (2024) "Enhancing Customer Engagement Through Generative AI Chatbots: Transforming Interactions" *Academy of Business Research*, New Orleans, LA (Accepted)
- Tillman, F., Gala, P., and Ezell, D. (2023) "What I Wish I'd Known: Shaping the Transition from Graduate Student to Tenure Track Faculty" *Academy of Business Research*, New Orleans, LA
- Tillman, F. and Ezell, D. (2023) "Voluntary Simplicity and Nostalgic Consumption" *Academy of Business Research*, New Orleans, LA
- Ezell, D., Gala, P., & Tillman F. (2022) "What I Wish I'd Known: Transitioning from Graduate Student to Tenure Track Faculty", *Society for Marketing Advances*, Charlotte, NC
- Tillman, F. and Ezell, D. (2022) "An Examination of Nostalgia and Voluntary Simplicity", *Southeastern Institute for Operations Research and Management Science*, Myrtle Beach, SC
- Tillman, F. (2021) "Marketing Strategies and the Impact on Firm Performance in Response to Covid", *Southeastern Institute for Operations Research and Management Science*, Myrtle Beach, SC
- Tillman, F. (2021) "Ethical Decision Making and Perception of Business", *Southeastern Institute for Operations Research and Management Science*, Myrtle Beach, SC
- Tillman, F., Ezell, D., & Gala, P. (2019) "The Journey of a PhD: The Transition from Grad Student to Tenure Track Faculty and the Three-Legged Stool", *Marketing Management Association*, Santa Fe, NM.
- Ghomi, V., Alidaee, B., & Tillman, F. (2018) "Cross-docking, Tabu-search, and 6 diversification methods", *Decision Sciences Institute*, Chicago, IL
- Tillman, F. (2017) "Emotional Aspects of Ethical Decision and the Impact of Religiosity", *Society for Marketing Advances*, Louisville, KY.
- Tillman, F. (2017) "An Investigation of the Antecedent Relationships of Religiosity on Self-Control and Moral Identity", *Society for Marketing Advances*, Louisville, KY.
- Gala, P., Tillman, F., & Ezell, D. (2017) "Married or Single: Impact of Marital Status of CEO on Marketing Outcomes", *Marketing Management Association*, Chicago, IL.
- Ezell, D., Gala, P., & Tillman, F. (2017) "The Journey of a PhD: The Transition from Graduate Student to Tenure Track Faculty and the Three-Legged Stool". *Marketing Management Association*, Chicago, IL.

- Ghomi, V., Tillman, F. & Ghofrani, M. (2016) "Customer Flexibility: The Consequence of Suppliers Flexibility". *Society for Marketing Advances*, Atlanta, GA.
- Tillman, F. (2016) "Cause-Related Marketing Effects on Firm Performance" *Society for Marketing Advances*, Atlanta, GA.
- Tillman, F., and Ghomi, V. (2016) "Sales Self Efficacy and Job Satisfaction". *Society for Marketing Advances*, Atlanta, GA.
- Tillman, F. (2016) "Product Displacement and Resulting Brand Substitution" *Marketing Management Association*, Chicago, IL.
- Tillman, F. (2016) "Consumer Ethics and Local Purchase Intentions" *Marketing Management Association*. Chicago, IL.
- Tillman, F. (2015) "Consumer Ethics and Local Purchase Intentions" *Society for Marketing Advances*, San Antonio, TX.
- Tillman, F. (2015) "Buying Locally: Creating a Sense of Community and Social Benefit" *Southeast Marketing Symposium*, Tallahassee, FL.

RESEARCH IN PROGRESS

- Chen, J., Tillman, F. Torres-Rico, Abigail (2025) "Optimized Marketing Strategies for Sustainable Climate-Smart Turfgrass Varieties on Texas Golf Courses", *Data Collection in Progress*
- Tillman, F. (2025) "Enhancing Customer Engagement Through Generative AI Chatbots: Transforming Interactions"
- Tillman, F. (2024) "Emotional Carry-Over in Ethical Decision Making"
- Tillman, F. and Ezell, D. (2023) "The Nostalgic Appeal of Voluntary Simplicity"

TEACHING EXPERIENCE

Courses Taught

Graduate Seminar in Marketing, Graduate & Undergraduate Independent Studies, Professional Selling, Principles of Marketing, Marketing Management, Advertising & Promotion, Marketing Research, Global Marketing, International Business, Cross-Cultural Communications

Teaching Assistant

Advertising and Promotion, Ethics of Marketing, Principles of Marketing

Guest Lecturer

Global Marketing, Advertising and Promotion, Ethics of Marketing, Professional Selling & Relationship Marketing

PROFESSIONAL EXPERIENCE

THE HOME DEPOT, Atlanta, GA (8/2011 to 08/2013)

Merchandising Execution Associate

BC LANDSCAPING SERVICES, Woodstock, GA (5/2005 to 6/2008)

Manager, Client Services

SEA SPORTS, INC., Roswell, GA (6/1998 to 7/2003)

Operations and Marketing Manager | Sales Manager | Educational Sales

SERVICE TO THE PROFESSION

Reviewer for American Marketing Association (2016 - Present)

Reviewer for Journal of Strategic Marketing (2025 – Present)

Reviewer for Journal of Public Policy (2024 – Present)

Reviewer for the Journal of Consumer Behavior (2022 - Present)

Reviewer for the Journal of Business Ethics (2016 - Present)

Reviewer for Public Policy Conference (2024 – Present)

Reviewer for the Association of Consumer Research Conference (2022 - Present)

Reviewer for the Southeastern Institute for Operations Research and Management Science (2022)

Session Chair for Southeastern Institute for Operations Research and Management Sciences (2021)

Reviewer for Southeastern Institute for Operations Research and Management Sciences (2021)

AMA DOCSIG Vice-Chair of Special Projects and Partnerships (2015-2018)

Reviewer for Marketing Management Association (2015, 2016, 2018)

Reviewer for Society for Marketing Advances (2015-2017)

Reviewer for Southeast Marketing Symposium

PROFESSIONAL AFFILIATIONS

American Marketing Association

Academy of Marketing Science

Marketing Management Association

Society for Marketing Advances

Southeastern Institute for Operations Research and Management Sciences

HONORS & AWARDS

Texas Tech University System Chancellor's Research Award Nominee (2025)

Dillard College of Business Administration Research Award (2025)

University of Mississippi Research Assistantship (2014 – 2019)

Academy of Marketing Science Doctoral Consortium Fellow (2018)

Academy of Marketing Science Professional Development Series- Teaching Digital Marketing (2018)

Society for Marketing Advances Doctoral Consortium Fellow (2015)

Graduate Assistantship, University of Mississippi (2014 – 2018)

PHD GRADUATE COURSEWORK

Methods

Applied Multivariate Analysis, Applied Quantitative Analysis (Econometrics), Foundations of Qualitative Research Methods, General Linear Models I, Longitudinal Data Modeling, Research Methods I, Research and Experimental Design, Statistics III: Advanced Statistical Topics (SEM)

Marketing

Advanced Studies in Consumer Behavior, Customer Relationship Marketing, Marketing/Business Ethics, Marketing Management, Social Cognition, Theoretical Foundations of Marketing

EXTRACURRICULARS

Delta Sigma Pi

PADI Course Director/ Scuba Instructor

SCCA (Sports Car Club of America)

More Than a Meal Volunteer

Southern Foodways Alliance