

FRANKLIN F. TILLMAN, Ph.D.

Dillard College of Business Administration, Department of Management and Marketing
Midwestern State University, Texas 76308
(940) 397-6227 | franklin.tillman@msutexas.edu

EDUCATION

Doctor of Philosophy – Marketing (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

Master of Global Management in International Business (2010)

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

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

KENNESAW STATE UNIVERSITY, Kennesaw, GA

ACADEMIC APPOINTMENTS

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

Assistant Professor of Marketing (August 2023 – Present)

LIMESTONE UNIVERSITY, College of Business, Gaffney, SC

Instructor of Marketing (August 2019 – July 2021)

- Course Coordinator for five marketing classes
- Directed fifteen adjunct instructors in delivery of marketing classes

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

Lecturer of Marketing (August 2016 – May 2019)

Graduate Teaching Assistant (2014 – 2017)

ACADEMIC LEADERSHIP & ADMINISTRATIVE APPOINTMENTS

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

Graduate Coordinator (August 2026 – Present)

DISSERTATION

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

Committee: Victoria Bush (Chair), Melissa Cinelli, Gary Hunter, John Bentley (External), Scott Vitell (Emeritus)
University of Mississippi, 2022

RESEARCH INTERESTS

Consumer Behavior; Consumer Ethics and Ethical Decision Making; Nostalgia and Consumption; Prosocial Behavior and Marketing; Sales and Sales Ethics; Marketing Education

PEER-REVIEWED JOURNAL 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>

REFEREED CONFERENCE PRESENTATIONS

- Tillman, F., and Ezell, D. (2026). "Holding on to the Past: Why Nostalgia Drives Decluttering Resistance." Society for Marketing Advances Annual Conference. Orlando, FL. **Accepted.**
- Tillman, F., White, S., and Forrester, A. (2026). "Beyond Campaigns: Designing Belief-Driven Loyalty in Prosocial Giving." Society for Marketing Advances Annual Conference. Orlando, FL. **Accepted.**
- Tillman, F., Forrester, A., and White, S. (2026). "Building for Persistence." *Advances in Business Management Conference*, Mallorca, Spain. **Accepted.**
- Chen, J., Torres-Rico, A., and **Tillman, F.** (2026). "Marketing Strategies for Water-Smart Turfgrass on Texas Golf Courses." *Southwest Case Research Association Annual Conference*, Dallas, TX.
- 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.
- 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., and **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., and 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., and **Tillman, F.** (2018). "Cross-docking, Tabu-search, and six 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.**, and Ezell, D. (2017). "Married or Single: Impact of Marital Status of CEO on Marketing Outcomes.", *Marketing Management Association*, Chicago, IL.
- Ezell, D., Gala, P., and **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.**, and 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 PIPELINE

- Tillman, F., & Ezell, D. *Holding on to the Past: Why Nostalgia Drives Decluttering Resistance*. Manuscript in development; targeted for Journal of Consumer Behaviour.
- Tillman, F., White, S., & Forrester, A. *Beyond Campaigns: Designing Belief-Driven Loyalty in Prosocial Giving*. Manuscript in development; targeted for Journal of Nonprofit & Public Sector Marketing.
- Tillman, F., Forrester, A., & White, S. *Building for Persistence*. Manuscript in development for peer-reviewed journal submission.
- Chen, J., Torres-Rico, A., & Tillman, F. *Marketing Strategies for Water-Smart Turfgrass on Texas Golf Courses*. Manuscript in development for peer-reviewed journal submission.
- Tillman, F. *Emotional Carry-Over in Ethical Decision Making*. Manuscript in development.

GRANTS & SPONSORED RESEARCH

Water-Smart Turfgrass on Texas Golf Courses

Co-Investigator, 2024–2026

\$10,000 OSPAR Grant

Collaborators: Jamie Chen and Abigail Torres-Rico

TEACHING EXPERIENCE

Graduate Level

Graduate Seminar in Marketing, Graduate Independent Study

Undergraduate

Principles of Marketing; Marketing Management; Professional Selling; Advertising & Promotion; Marketing Research; Global Marketing; International Business; Cross-Cultural Communications; Undergraduate Independent Study

Guest Lecturer

Foundations of Business, Ethics of Marketing, Relationship Marketing

TEACHING SCHOLARSHIP AND INNOVATION

Tillman, F. (2026). "Grading Questions, Not Answers: Using AI for Inquiry-Driven Marketing Analysis." *Society for Marketing Advances Innovations in Teaching Competition*. Orlando, FL. **Finalist**.

Tillman, F. (2026). "From Summary to Strategy: Grading Questions, Not Answers in Marketing Analysis." *Society for Marketing Advances Annual Conference, Teaching Moments*. Orlando, FL. **Accepted**.

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Google for Education, Generative AI for Educators with Gemini Certificate, 2026

Google, AI Essentials Certificate, 2025

Sales Educators' Academy, Sales Education Foundation, June 2025

Texas Higher Education Coordinating Board, AI Training, 2024–2025

Macquarie University / IBM, AI Education for Teachers, 2024

Digital Marketing Institute, Professional Certification, 2024

American Marketing Association, Professional Certified Marketer (PCM), Digital Marketing, 2024

University of Calgary, PROCESS Analysis Training, 2023

Academy of Marketing Science, Teaching Digital Marketing Certificate, 2023

Academy of Marketing Science, Professional Development Series- Teaching Digital Marketing, 2018

UNIVERSITY AND COLLEGE SERVICE**Midwestern State University**

Faculty Senate, 2026 - Present

Academic Appeals Committee, 2025 - Present

Redwine Honors Program Committee, 2025 - Present

Dillard College of Business Administration

DBA Program Development Committee, 2026 – Present

Conducted MBA student and alumni focus groups; completed qualitative analyses and reports to support program development.

Health Care Management Program Development, 2026 – Present

Contributed to curriculum and program development, including development of the proposed degree plan and benchmarking of comparable programs.

Delta Sigma Pi, Faculty Mentor/Sponsor, 2025 – Present

Undergraduate Programs Committee, 2024 - Present

Reviewed undergraduate curriculum proposals, including new and revised courses, signature minors, prerequisites and corequisites, and course-number changes.

Accounting Faculty Search Committee, 2026

Assurance of Learning / AACSB Assessment, 2024 – Present

Collected and reported assessment data for MKTG 3723 and MKTG 5513

Academic Task Force, 2025 - 2026

International Week Committee, 2024 - 2025

PROFESSIONAL & COMMUNITY SERVICE

Journal Reviewing

Journal of Consumer Behaviour, Reviewer, 2022 – Present

Journal of Strategic Marketing, Reviewer, 2025 – Present

Journal of Business Ethics, Reviewer, 2016 – Present

Food Security, Reviewer, 2026

Midwestern Business and Economic Review, Reviewer, 2024 - 2026

Conference Reviewing

American Marketing Association Winter Academic Conference, Reviewer, 2024 - Present

American Marketing Association Summer Academic Conference, Reviewer, 2026

American Marketing Association Marketing and Public Policy Conference, Reviewer, 2026

Association for Consumer Research Annual Conference, Reviewer, 2022–2024

Society for Marketing Advances Annual Conference, Reviewer, 2020 - 2023

Marketing Management Association Annual Conference, Reviewer, 2015, 2016, 2018

Professional Leadership

American Marketing Association Doctoral Student Special Interest Group (DocSIG), Vice-Chair of Special Projects and Partnerships, 2015 – 2018

Community Engagement

ideaMSU Judge, 2025 - 2026

IDEA WFISD Judge, 2025 - 2026

PROFESSIONAL AFFILIATIONS

American Marketing Association

Academy of Marketing Science

Marketing Management Association

Society for Marketing Advances

HONORS & AWARDS

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

Dillard College of Business Administration Research Award (2025)

Academy of Marketing Science Doctoral Consortium Fellow (2018)

Society for Marketing Advances Doctoral Consortium Fellow (2015)

Morton A. Aldrich Fellowship, Tulane University (2008 – 2010)

PROFESSIONAL EXPERIENCE

THE HOME DEPOT, Atlanta, GA (2011 - 2013)

Merchandising Execution Associate

BC LANDSCAPING SERVICES, Woodstock, GA (2005 - 2008)

Manager, Client Services

SEA SPORTS, INC., Roswell, GA (1998 - 2003)

PADI Course Director | Operations and Marketing Manager | Sales Manager | Educational Sales