

FALL 2000 - FALL 2017
STANDARD CV
GAIL I HUDSON

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Contact Information

No data to display.

Education

Ph.D. Marketing, University of Alabama, 1987
M.B.A. Marketing, Arkansas State University, Jonesboro, Arkansas, 1981
B.A. Economics, University of Michigan, 1978

Professional Licensures & Certifications

No activities entered.

Employment

Academic

1995 - Ongoing Professor of Marketing, Arkansas State University
1990 - 1995 Associate Professor of Marketing, Arkansas State University
1985 - 1990 Assistant Professor of Marketing, Arkansas State University, Dept. of Management & Marketing
1981 - 1982 Instructor in Business, Freed Hardeman College

Professional

1979 - 1980 Assistant Branch Manager, Detroit Bank and Trust Corp
1978 - 1979 Management Trainee, Detroit Bank and Trust Corp

Scholarly Contributions and Creative Productions

Journal Publication

Completed/Published

Sarath A. Nonis, Hudson, G. I., Philhours, M. J., & Hu, X. (2015). Thinking Patterns: An Exploratory Investigation of Student Perceptions of Costs and Benefits of College Loan Dept. *Journal of Financial Education*, 41(2), 24–48.

Nonis, S., Relyea, C., & Hudson, G. (2013). Influence Psychological and Situational Variables have on Community Leaders Intentions to Participate as a Volunteer Tourist. *Journal of Business and Policy Research*, 8(3), 146–160.

Nonis, S., & Hudson, G. (2013). Segmenting the Genetically Modified Food & Pharmaceutical Markets Using a Cross Benefit Framework. *Journal of Accounting, Finance, & Economics*, 3(2), 1–11.

- Nonis, S., & Hudson, G. (2010). Performance of College Students: Impact of Study Time and Study Habits. *Journal of Education for Business*, 85(4), 229–238.
- Nonis, S., Hudson, G., & Hunt, S. (2010). Should we Label Products from Clones? An Exploratory Study of Beliefs, Attitudes and Food Safety Information on Consumer Purchase Intentions. *Journal of Marketing Development and Competitiveness*, 5(1), 95–106.
- Nonis, S., & Hudson, G. (2009). Do Physicians' Beliefs About Genetic Engineering Influence Their Likelihood of Prescribing a Biopharmaceutical? An Empirical Investigation. *Health Marketing Quarterly*, 26(3), 224–240.
- Nonis, S., & Hudson, G. (2006). Academic Performance of College Students: Influence of Time Spent Studying and Working. *Journal of Education for Business*, 81(3), 151–159.
- Nonis, S., Hudson, G., & Philhours, M. (2006). "Where does the time go? A diary approach to Business and Marketing student time use." *Journal of Marketing Education*, 28(2), 121–134.
- Nonis, S., Hudson, G., Philhours, M., & Teng, J. K. (2005). Changes in College Student Composition and Implications for Marketing Education: Revisiting Predictors of Academic Success. *Journal of Business Research*, 58(3), 321–329.
- Nonis, S., Hudson, G., & Ford, C. (2005). Cross-Cultural Comparison of Value Systems and Consumer Ethics: Study of Middle Easterners. *International Journal of Cross-Cultural Management*, 12(4), 36–50.
- Nonis, S., Hudson, G., Philhours, M., & Syamil, A. (2005). The Impact on Non-intellectual Variables on the Academic Success of Business Students: An Exploratory Study. *Marketing Education Review*, 15(3), 51–64.
- Latanich, G., Nonis, S., & Hudson, G. (2001). A Profile of Today's Distance Learners: An Investigation of Demographic and Individual Difference Variables of Distance and Non-Distance Learners. *Journal of Marketing for Higher Education*, 11(3), 1–16.

Proceedings Publication

Completed/Published

- Nonis, S., & Hudson, G. (2015). Trust, Value, and Loyalty: An Investigation of Undergraduate and Graduate International Students (pp. 45–47). Houston, TX U.S.A.: Association of Collegiate Marketing Educators Conference.
- Nonis, S., Hu, B. (Xian K., Hudson, G., & Philhours, M. (2014). Decision-making Style, College Student Debt, and Credit Card Misuse (pp. 185–187). Dallas, TX U.S.A: Association of Collegiate Marketing Educators.
- Nonis, S., & Hudson, G. (2013). Genetically Modified Food & Pharmaceuticals: Identifying Those Who Are Likely to Purchase, Their Beliefs & Attitudes, Using a Cost-Benefit Framework. International Business Research Conference.
- Nonis, S., Philhours, M., & Hudson, G. (2013). Re-investigating the Relationships Ability, Personal, and Behavioral Variables Have With Academic Performance: Role of Perception of Clustered Deadlines. Association of Collegiate Marketing Educators Conference.
- Nonis, S., Relyea, C., & Hudson, G. (2013). Volunteer Tourism: Local Community Leaders Intentions to Participate in a Travel Abroad Volunteer Program. Melbourne, Australia: International Business Research Conference.

- Nonis, S., Hudson, G., & Hunt, S. (2010). Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor, Technology (Vol. 2010, pp. 285–286). *Advances in Marketing, Proceedings of the Association of Collegiate Marketing Educators*.
- Nonis, S., Hunt, S., & Hudson, G. (2009). Online Course Expectations in Graduate Business Courses: The Less Investigated Variables (pp. 140–141). *Society for Marketing Advances*.
- Nonis, S., Hunt, S., & Hudson, G. (2009). Relationship of Student Perceptions of Instructor's Reference and Expert Power with their Learning/Course Experience: A comparisons of Online and Traditional Classroom Learning Environments (pp. p.236–238). *Association of Collegiate Marketing Educators Annual Conference*.
- Nonis, S., Hunt, S., & Hudson, G. (2009). Should we Label? The Influence of Food Safety Information about Offspring of Cloned Animals on Consumer Purchase Intentions (pp. 22–25). Oklahoma City, OK: *Association of Collegiate Marketing Educators*.
- Nonis, S., Relyea, C., & Hudson, G. (2007). An Exploratory Investigation of the Impact Study Time and Study Habits have on Academic Performance of College Students. *AMA Winter Marketing Educators' Conference*.
- Nonis, S., & Hudson, G. (2007). Study Skills (Tactics) and Performance of Business Students (pp. 91–92). *Marketing Management Association Annual Conference*.
- Nonis, S., Philhours, M., & Hudson, G. (2007). The Banker to the Poor: Dr. Yunus's Vision of Achieving Peace by Reducing Poverty. *North American Case Research Association*.
- Nonis, S., Philhours, M., & Hudson, G. (2005). Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables (pp. 188–189). *Association of Collegiate Marketing Educators Annual Conference*.
- Philhours, M., Nonis, S., & Hudson, G. (2005). Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables. Dallas, TX: *Association of Collegiate Marketing Educators, Federation of Business Disciplines*.
- Nonis, S., & Hudson, G. (2003). Time: How Do Students Use It and Does It Affect Their Academic Performance (pp. pp. 162–163). *Society for Marketing Advances*.
- Nonis, S., Philhours, M., & Hudson, G. (2002). Changes in College Student Composition and Implications for Marketing Education: Revising Predictors of Academic Success. *Society of Marketing Advances Conference*.
- Philhours, M., Nonis, S., & Hudson, G. (2002). Changes in College Student Composition and Implications for Marketing Education:" Revising Predictors of Academic Success,." St. Pete Beach, FL: *Society for Marketing Advances Conference*.
- Nonis, S., & Hudson, G. (2002). Segmenting Students Based on Ability and Personal Variables: Implications for Marketing Instructors (pp. pp. 32–34). *Marketing Management Association Educators Conference*.
- Philhours, M., & Hudson, G. (2001). Main Street Paragould (p. p. 83). *North American Case Research Association Annual Meeting*.
- Hudson, G. (2000). The Impact of Power and Learning Styles on Student Perceptions of Effective Teaching (Vol. abstract on CD-Rom). *National Conference of the Academy of Business Disciplines*.

In Progress

Nonis, S., Hudson, G., Philhours, M., & Hu, B. (Xian K. (2011). An Exploratory Investigation of How Student Feelings (Affect) About the Costs and benefits of Debt Influence Important Student Outcomes. Mobile, AL USA: Society for Marketing Advances.

Presentation

Completed/Published

Nonis, S., & Hudson, G. (2017). An Experiential Learning Exercise to Develop Critical Thinking in a Data Analysis Course. Little Rock, AR. Federation of Business Disciplines Conference.

Hudson, G. I. (2014, March). *Decision Making Style, Student Loan Debt, & Credit Card Misuse*. Association of Collegiate Marketing Educators. U.S.A: Federation of Business Disciplines.

Hudson, G. I. (2013, April). *Genetically Modified Food & Pharmaceuticals: Identifying Those Who Are Likely to Purchase, Their Beliefs & Attitudes, Using a Cost-Benefit Framework*. 20th International Business Research Conference. Australia: World Business Institute.

Hudson, G. I. (2007, December). *Ability and Performance of College Students: The Role of Effective Study Habits*. Association of Collegiate Marketing Educators. San Diego, California.

Hudson, G. I. (2007, December). *An Exploratory Investigation of the Impact Study Time and Study Habits Have on Academic Performance of College Students*. Winter Educators' Conference. The American Marketing Academy.

Book

Completed/Published

Hudson, G., Berman, B., & Evans, J. (2001). *Research, Advertising and Sales Promotion at Richland Dodge, Inc*. Great Ideas in Retailing -- text supplement to Retail Management textbook.

Funding for Research and Creative Activities

No activities entered.

University Committees

University

University Promotion, Retention, and Tenure Committee (University) Spring 2014 – Spring 2017 [Responsibility: Member]

College

Undergraduate Curriculum, Fall 2017- [Responsibility: Member]

College PRT Committee (College of Business) Spring 2014 - Ongoing [Responsibility: Chair 2015-2017; Member-2017]

College of Business Dean Search (College of Business) Spring 2013.

Development, Communications and Alumni (College of Business) Summer 2011 - Spring 2013 [Responsibility: Member]

Website Steering Committee (College of Business) Summer 2011 - Fall 2011 [Responsibility: Member]

Honorary Doctorate (College of Business) Fall 2010 [Responsibility: Member]

Transfer Student (College of Business) Summer 2007 - Spring 2008 [Responsibility: Member]

GA Policy-ad hoc (College of Business) Summer 2007 - Fall 2008 [Responsibility: Member]
Agriculture Search Committee (College of Business) Summer 2007 - Spring 2008 [Responsibility: Member]
Merit System-ad hoc (College of Business) Summer 2005 - Spring 2006 [Responsibility: Member]
Faculty Search (College of Business) Summer 2005 - Spring 2007 [Responsibility: Member]
Executive (College of Business) Spring 2005 - Fall 2013 [Responsibility: Member]
Planning (College of Business) Spring 2004 - Fall 2013 [Responsibility: Member]
Faculty Search (College of Business) Summer 2002 - Spring 2003 [Responsibility: Member]
VCAA Search-ad hoc (College of Business) Summer 2000 - Spring 2002 [Responsibility: Member]
Promotion, Retention and Tenure (College of Business) Summer 1996 - Spring 2001 [Responsibility: Member]
Promotion, Retention and Tenure (College of Business) Summer 1995 - Spring 2003 [Responsibility: Chair]
Promotion, Retention and Tenure (College of Business) Summer 1995 - Spring 2002 [Responsibility: Chair]

School / Department

Undergraduate Curriculum-[Responsibility-Member]
Internship-[Responsibility: Member]
Faculty Search (Management and Marketing) Summer 2016 - Spring 2017 [Responsibility: Member]

University Service other than Committees

No activities entered.

Service to the Community

Board Member, Greater Miss Jonesboro Pageant Fall 2013 - Spring 2014 [Scope: Local]
Committee Chair, Southwest C of C Communication Committee Summer 2011 - Fall 2011 [Scope: Local]
Board Member, Community Health Education Foundation Spring 2009 - Ongoing [Scope: Local]
Committee Member, Community Health Education Foundation-Education Committee Spring 2006 - Ongoing [Scope: Local]
Member, Chamber of Commerce Spring 2006 - Spring 2012 [Scope: Local]
Board Member, Better Life Counseling Center Fall 1998 - Spring 2012

Service to Professional Organizations

Committee Member, Abilene Christian University Spring 2001 - Spring 2003 [Scope: Local]
Reviewer, Journal Article, Review of Business Spring 1986 - Fall 2008

Member, Southern Marketing Association Spring 1985 - Fall 2011
Member, American Marketing Association Spring 1985 - Fall 2002

Honors and Awards

No activities entered.

Membership

Southern Marketing Association, 1985 - 2011
American Marketing Association, 1985 - 2002

Professional Development

No activities entered.

Teaching: Evidence of Quality Teaching Other than Evaluations

No activities entered.

Activity Distribution

No activities entered.