

Dawn Bendall Valentine

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Education:

Doctor of Philosophy, University of Alabama at Birmingham, 1998
School of Business and School of Health Related Professions
Major: Marketing Minor: Organizational Behavior

Master of Science, Management, University of Alabama at Huntsville, 1993

Bachelor of Science, Marketing, University of North Alabama, 1990

Academic Experience:

- 2008 – present: **Associate Professor, Marketing**
Georgia Southwestern State University, Americus, Georgia
- 2005 – 2008: **Assistant Professor, Marketing**
Georgia Southwestern State University, Americus, Georgia
- 2001 - 2005: **Assistant Professor, Marketing**
University of Montevallo, Montevallo, Alabama
- 1999 - 2001: **Fellow, Center for Outcomes Effectiveness Research and Education**
University of Alabama at Birmingham, Alabama
- 1997 - 2001: **Adjunct Professor, Marketing and Management**
Samford University, Birmingham, Alabama
- 1999 - 2001: **Adjunct Professor, Marketing and Management**
Birmingham-Southern College, Birmingham, Alabama
- 1999 - 1999: **Adjunct Professor, Marketing**
Jacksonville State University, Jacksonville, Alabama
- 1997 - 1999: **Visiting Professor, Healthcare Management**
University of Alabama, Tuscaloosa, Alabama
- 1995 - 1998: **Instructor, General Business, Medical Insurance Billing/Coding**
Virginia College, Birmingham, Alabama
- 1994 - 1997: **Research Assistant, Health Services Administration/Marketing**
University of Alabama at Birmingham, Alabama

Referred Journal Articles:

Randall Valentine and **Dawn Valentine** (2009), Agency Conflicts and Corporate Bailouts: A Case Against Campaign Contributions, *Journal of Business Case Studies, Forthcoming*

Powers, Thomas L., and **Dawn Valentine** (2009), "Response Quality in Consumer Satisfaction Research," *Journal of Consumer Marketing*, 26(4), 232-240.

Powers, Thomas L., and **Dawn Valentine** (2008), "A Review of the Role of Satisfaction, Quality, and Value on Firm Performance," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 21, 80-98.

Valentine, Dawn, and Randall Valentine (2008), "Identifying Market Opportunities and Marketing Strategies for a New Product: A Case Study," *Business Journals for Entrepreneurs*, Issue 1.

Valentine, Randall, **Dawn Valentine**, and John G. Kooti (2007), "Minority Marketing in the Finance Industry," *The American Academy of Financial Management*, 22, Fall issue.

Kooti, John G., **Dawn Valentine**, and Randall Valentine (2007), Accreditation and Assessment: A Provocative Approach, *College Teaching Methods & Styles Journal*, 3(3): 49-53.

Valentine, Dawn, and Rory Powers (2006), "The Development of a Promotion Plan to Improve Public Awareness for a Non-Profit Agency: A Case Study." *Social Marketing Quarterly*, 12(4): 51-57.

Valentine, Dawn, and Elizabeth Wilson (2006), "Maintaining Organization Culture through Leadership Succession Planning." *Business Journal for Entrepreneurs*, issue 3.

Valentine, Randall, John Kooti, and **Dawn Valentine** (2006), "Minority Marketing in the Finance Industry." *The American Academy for Financial Management Journal*, Fall issue, volume 8.

Powers, Thomas L., and **Dawn Valentine** (2006), "How Does Satisfaction with Health Services Affect Survey Response and Completion Rates?" *Marketing Health Services*, Spring issue: 20-25.

Kooti, John G., Randall Valentine, and **Dawn Valentine** (2005), "Perceptions of a Family-Based Community: Predictors from a Rural Community." *Insights to a Changing World*, issue 1.

Valentine, Randall, **Dawn Valentine**, and Brian Kinard (2005), "Retail vs. Etail, a Look at Expedia.com." *Coastal Business Journal*, 4(1): 1-4.

Valentine, Randall, **Dawn Valentine**, and Nathan McMinn (2005), "How Groupthink Influenced the Ford/Firestone Fiasco." *Ethics and Critical Thinking Journal*, issue 1.

Powers, Thomas L., and **Dawn Bendall** (2004), "Improving Health Outcomes through Patient Empowerment." *Journal of Hospital Marketing and Public Relations*, 15(1): 45-59.

Valentine, Randall, **Dawn Bendall**, Brian Kinard, and Brandon Barnes (2004), "E-Pricing: The Transportation Market in the South." Business Journal for Entrepreneurs, issue 2.

Powers, Thomas L., and **Dawn Bendall** (2004), "The Influence of Time on Changes in Health Status and Patient Satisfaction." Health Care Management Review, 29(3): 1-9.

Bendall, Dawn, and Thomas L. Powers (2004), "The Impact of Structure and Process Attributes on Satisfaction and Behavioral Intentions." Journal of Services Marketing, 18(2): 114-121.

Bendall, Dawn, and Thomas L. Powers (2003), "The Influence of Mass Communication and Time on Satisfaction and Loyalty." Journal of Services Marketing, 17 (6-7): 589-608.

Powers, Thomas L., and **Dawn Bendall** (2003), "The Satisfaction Score." Marketing Health Services, Fall issue: 28-32.

Thomas L. Powers, and **Dawn Bendall** (2002), "Using Complaint Behavior to Improve Quality Through the Structure and Process of Service Delivery." Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 15: 13-21.

Bendall, Dawn, and Thomas L. Powers (2002), "The Impact of Gender Differences on Change in Satisfaction Over Time." Journal of Consumer Marketing, 19(1): 12-21.

Powers, Thomas L., and **Dawn Bendall** (2001), "What Happens to Patient Satisfaction and Behavioral Intentions Over Time?" Services Marketing Quarterly, 23(1): 27-37.

Bendall, Dawn, Thomas L. Powers, and John E. Swan (2001), "Time Does Not Heal All Wounds. Patients Report Lower Satisfaction Levels as Time Goes By." Marketing Health Services, 21(3): 10-14.

Bendall, Dawn, and Thomas L. Powers (2001), "The Role of Complaint Management in the Service Recovery Process." The Joint Commission Journal on Quality Improvement, 27(5): 278-286.

Powers, Thomas L., John E. Swan, Jack A. Taylor, and **Dawn Bendall** (1998), "Sources of Referral Information: An Examination of Physician Segments." Health Care Management Review, 23(2): 56-66.

Bendall, Dawn (1997), "Marketing: A New Role in a New Healthcare System. Implications for Rural Hospitals." Journal of Oncology Management, 6(6): 24-28.

Bendall, Dawn, and Thomas L. Powers (1995), "Cultivating Loyal Patients." Journal of Health Care Marketing, 15(4): 50-52.

Bendall, Dawn, and Patrick Asubonteng (1995), "The Effect of Dental Insurance on the Demand of Dental Services in America." Journal of Management in Medicine, 9(6): 56-68.

Spann, Mary S., Leah Johnson, Mel Adams, and **Dawn Bendall** (1993), "Trade Show Planning: A Model and Tools for Maximizing Effectiveness." Journal of Small Business Strategy, 4(2): 17-29.

Conference Papers:

Maldonado, Cecilia, and **Dawn Valentine**, "Hispanic Cultural Identity: Cross-Media Analysis of Television Ads," *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

Valentine, Dawn, and Thomas L. Powers, "Gender Differences in Online Shopping Behaviors of Generation Y College Students," *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

Randall Valentine and **Dawn Valentine**, "Agency Conflicts and Corporate Bailouts: A Case Against Campaign Contributions," **Winner Best Paper Award**, *International Business and Economics Research Conference*, Las Vegas, Nevada, October 2009.

Valentine, Randall, and **Dawn Valentine**, "Ethical Reforms and Corporate Bailouts: A Notes on Fannie Mae and Freddie Mac," *Allied Academies' Spring International Conference*, New Orleans, Louisiana, April 2009.

Maldonado, Cecilia, and **Dawn Valentine**, "The Use of Virtual Communities to Reduce Employee Turnover: A Theoretical Model," *Allied Academies' Fall International Conference*, October 2008.

Wilson, Elizabeth, and **Dawn Valentine**, "How Rural Businesses are Helping Employees Deal with Rising Gas Prices," *International Academy of Business and Public Administration Disciplines (IABPAD)*, Memphis, Tennessee, October 2008.

Powers, Thomas L., and **Dawn Valentine**, "The Influence Of Satisfaction, Quality, And Value On Firm Performance," *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Las Vegas, Nevada, June 2008.

Valentine, Randall, John G. Kooti, and **Dawn Valentine**, "Accreditation and Assessment: A Collaborative Approach," *Allied Academies' Fall International Conference*, Las Vegas, Nevada, October, 2006.

Valentine, Randall, **Dawn Valentine**, and John G. Kooti, "The Impact of Major Terrorism Events on the U.S. Stock Market," *Allied Academies' Fall International Conference*, Las Vegas, Nevada, October, 2006.

Valentine, Dawn and Thomas L. Powers, "Satisfaction Influences on Consumer Survey Response and Completion Rates," *Association of Marketing Theory and Practice Conference*, Hilton Head, South Carolina, March 2006.

Powers, Thomas L., and **Dawn Valentine**, "Antecedents and Outcomes of Satisfaction, Quality, and Value," *American Marketing Association Summer Educator's Conference Proceedings*, pp. 30-31, Chicago, Illinois, August, 2005.

Bendall, Dawn, and Thomas L. Powers. "Influences on Consumer Satisfaction with Interpersonal Skills of Service Providers," *Association of Marketing Theory and Practice Conference*, San Destin, Florida, March 2004.

Thomas L. Powers, and **Dawn Bendall**, "Demographic, Satisfaction, and Behavioral Influences on Repeated Measure Response and Completion Rates," *American Marketing Association Summer Marketing Educators' Conference*, Chicago, Illinois, August 2003.

Thomas L. Powers, and **Dawn Bendall**, "The Role of Empowerment in the Healthcare Delivery Process," From Art to Technology: Opportunities in Marketing Research and Education, *Atlantic Marketing Association*, Savannah, Georgia, October 2002.

Bendall, Dawn, and Thomas L. Powers. "Empowering the Healthcare Consumer," *Association of Collegiate Marketing Educators Conference*, St. Louis, Missouri, March 2002.

Bendall, Dawn, Midge Ray, Jeroan J. Allison, Darlene Graham, Norman W. Weissman, and Catarina I. Kiefe. "The Impact of Achievable Benchmarks of Care (ABCsTM) on Hospital Improvement Processes," *Academy of Health Services Research Annual Conference*, Atlanta, Georgia, June 2001.

Bendall, Dawn and Thomas L. Powers. "A Model of Healthcare Buyer Behavior," *Association of Marketing Theory and Practice Conference*, Jekyll Island, Georgia, March 2001.

Swan, John E., Michael R. Bowers, and **Dawn Bendall**. "Services - The Process of People Doing Things Together: New Perspectives on Service Quality and Satisfaction Using Symbolic Interaction," Proceedings of the Frontiers in Services Conference, Nashville, Tennessee, October 1996.

Powers, Thomas L. and **Dawn Bendall**. "The Impact of Service Satisfaction on Customer Retention: Review and Synthesis," Proceedings of the Association of Marketing Theory and Practice Conference, Hilton Head, South Carolina, March 1996.

Swan, John E., Michael R. Bowers, and **Dawn Bendall**. "Symbolic Interaction: New Perspectives on Consumer Satisfaction and Service Quality," Proceedings of the American Marketing Association Winter Marketing Educators' Conference, Hilton Head, South Carolina, February 1996.

Bendall, Dawn, and Thomas L. Powers. "The Impact of Patient Satisfaction on Positive Health Outcomes: Literature Review and Model Development," Developments in Quality-of-Life Studies in Marketing, *Academy of Marketing Science, Quality-of-Life Conference*, Williamsburg, Virginia, December 1995.

Academic and Professional Presentations:

Maldonado, Cecilia, and **Dawn Valentine**, "Hispanic Cultural Identity: Cross-Media Analysis of Television Ads," to be presented at the *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

Valentine, Dawn, and Thomas L. Powers, "Gender Differences in Online Shopping Behaviors of Generation Y College Students," to be presented at the *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

"Satisfaction Influences on Consumer Survey Response and Completion Rates," Presented at the *Association of Marketing Theory and Practice Conference*, Hilton Head, South Carolina, March 2006.

"Influences on Consumer Satisfaction with Interpersonal Skills of Service Providers," Presented at the *Association of Marketing Theory and Practice Conference*, San Destin, Florida, March 2004.

"Empowering the Healthcare Consumer," Presented at the *Association of Collegiate Marketing Educators Conference*, St. Louis, Missouri, March 2002.

"The Impact of Achievable Benchmarks of Care (ABCsTM) on Hospital Improvement Processes," Presented at the ABC Analytic Unit Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, June 2001.

"Quality Improvement Work Group Update," Presented at the ABC Advisory Committee Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, August 2000.

"Achievable Benchmarks of Care (ABCsTM) Minority Supplement Progress Report," Presented at the ABC Advisory Committee Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, August 2000; August 1999.

"Achieving Patient Satisfaction and Retention," Seminar presented at Northwest Medical Center, Russellville, Alabama, April 1997.

"Marketing Strategies for Recruiting New Students," Presented at the Department of Health Administration Doctoral Program Retreat, University of Alabama at Birmingham, December 1996.

Honors and Awards:

Best Paper Award, Allied Academies' Fall International Conference, 2009

Most Valuable Professor, Georgia Southwestern Athletic Department, 2008, 2009

Best Paper Award, Allied Academies' Fall International Conference, 2006

Chi Omega Favorite Professor, University of Montevallo Chapter, 2003, 2004

National Honor Society of Phi Kappa Phi, 1998

Teacher of the Year, Virginia College, 1998

Charles U. Letourneau Student Research Paper of the Year, 1997

Given by the Marriott Corporation Health Care Services and the
American Academy of Medical Administrators

Doctoral Consortium Fellow, Academy of Management, Health Care Administration Division, 1997

Doctoral Fellowship, University of Alabama at Birmingham, 1996

Postbaccalaureate Fellowship, U.S. Office of Indian Education, 1991-1993