

# JULIE K. HUNTLEY

---

College of Business  
Oral Roberts University  
7777 South Lewis Avenue  
Tulsa, OK 74171  
Tel: (918) 495-7040 Email: [jhuntley@oru.edu](mailto:jhuntley@oru.edu)

## EDUCATION

Ph. D. Marketing,	Arizona State University (1999 – 4.0 GPA)
M.B.A.	Oral Roberts University (1996 – 4.0 GPA)
B.S.	University of Nebraska at Omaha (1981 – 4.0 GPA)
Certificate	Rhema Bible Training Center (1994)
Certificate	School of Natural Health (2007)
Professional	IBM Professional Training – Over 2000 hours in Technical Education; Consultant Training, Industry Education (1982-1992)

## DISSERTATION

**Title:** Relationship Marketing: Concurrent Processes and Customer Profitability

## ACADEMIC EXPERIENCE

**Dean of the College of Business**, Oral Roberts University (2014- )  
**Professor of Marketing**, Point Loma Nazarene University (2009-2012)  
Tenure (2013)  
**Professor of Marketing**, Oral Roberts University (2008-2009)  
Tenure (2005-2009), Associate (2002-2008), Assistant (1999-2002)  
**Teaching Assistant**, Arizona State University (1994-1999)  
**Research Assistant**, Arizona State University (1994-1999)  
**Graduate Assistant** (to the Dean), Oral Roberts University (1992-1994)

## TEACHING PROGRAM

---

### Undergraduate

Marketing Principles  
Marketing Management  
Marketing Research  
Marketing Strategy

### Graduate

Marketing In an Entrepreneurial World  
Marketing Management  
Marketing Research

### Online Graduate

Marketing Management

---

Teaching experience includes over 15 years of teaching in both graduate and undergraduate marketing courses. Courses have consisted of face-to-face classrooms and online courses. Classrooms are characterized by several key instructional methods which include: large, team-based projects, cooperative-learning activities, and discussions that offer managerial application of course content in an experiential environment. A primary goal is to emphasize communication and decision-making skills through written assignments, case analyses, and team presentations.

## RESEARCH PROGRAM

### Research Interests

Buying center influences, Relational strategies in buyer-seller relationships, Relationship quality of both cross-functional and customer relationships

### Refereed Publications

- Wright, Marshal R., Bocarnea, Mihai C., Huntley, Julie K. (2012), "Donor OPR and Values-Fit Incongruence: An Improved Predictor of Donations of Unrestricted Funds for 501(c)(3) Publicly-Supported, Tax-Exempt, Faith-Based, Not-For-Profit Organizations?" in *International Journal of Organization Theory and Behavior*.
- Huntley, Julie K. (2008), "The Buying Center Influence: Cultural Mediating Effects on Interfirm Support," in *AMA Summer Educator's Conference Proceedings*.
- Huntley, Julie K. (2008), "Modeling the Buying Center Influence: Value Creation in Buyer-Seller Relationships," in *AMS Conference Proceedings*.
- Huntley, Julie K. (2006), "Conceptualization and Measurement of Relationship Quality: Linking Relationship Quality to Actual Sales and Recommendation Intention," in *Industrial Marketing Management*, Vol 35/6, pp. 703-714.
- Chapman, Robert, Huntley, Julie and Wright, Marshal (2005), "Integration of Faith and Learning: Curriculum Initiatives at ORU," in *CBFA Conference Proceedings*.
- Huntley, Julie K. (2004), "Marketing and Ethics: A Critical Approach to Ethics in the Classroom," in *CBFA Conference Proceedings*.
- Huntley, Julie K. (2003), "Buyer-Seller Relationships: The Moderating Influence of Internal Working Relationships on Account Performance," in *AMA Winter Educator's Conference Proceedings*.
- Huntley, Julie K. (2002), "Relationship Marketing: Internal Drivers of Account Profitability," in *Sixth Research Conference on Relationship Marketing and Customer Relationship Management Conference Proceedings*.
- Huntley, Julie K. (2001), "Moderating Effects of High-Technology, Service Markets on Buyer-Seller Relationships," in *AMA Summer Educator's Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 12, Chicago, IL: American Marketing Association.
- Huntley, Julie K. (2001), "Relationship Quality in Buyer-Seller Relationships: A Conceptual Model," in *AMA Winter Educator's Conference Proceedings: Marketing Theory and Applications*, Vol. 12, Chicago, IL: American Marketing Association.
- Huntley, Julie K. (1998), "Critical Cross-Functional Interactions: Foundation for Relationship Quality," in *AMA Summer Educator's Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 9, Chicago, IL: American Marketing Association.
- Huntley, Julie K. (1997), "Behavioral Dimensions of Cross-Functional Interactions: Toward a Relationship Quality Framework," in *AMA Summer Educator's Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 8, Chicago, IL: American Marketing Association.
- Huntley, Julie K. (1996), "Communication Mixes in Marketing's Cross-Functional

Interactions: A Contingency Model," in *AMA Summer Educator's Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 7, Chicago, IL: American Marketing Association.

### **Books**

- Huntley, Julie and David Dyson (2008), "A Christian Perspective on Marketing: Devotions and Essays for Business Professionals," in A Noble Calling, David Wesley Whitlock and Gordon Gutile, eds. Eugene, Oregon: WIPF & STOCK.
- Huntley, Julie (2008), Business Devotions (6) in Solomon Was a Businessman, David Wesley Whitlock and Ardith Baker, eds. Eugene, Oregon: WIPF & STOCK.

### **Presentations**

- Huntley, Julie K. (2008), "The Buying Center Influence: Cultural Mediating Effects on Interfirm Support," *American Marketing Association (AMA) Summer Educator's Conference*.
- Huntley, Julie K. (2008), "Modeling the Buying Center Influence: Value Creation in Buyer-Seller Relationships," *Academy of Marketing Science (AMS) Conference*.
- Chapman, Robert, Huntley, Julie and Wright, Marshal (2005), "Integration of Faith and Learning: Curriculum Initiatives at ORU," *CBFA Conference*.
- Huntley, Julie K. (2004), "Marketing and Ethics: A Critical Approach to Ethics in the Classroom," *CBFA Conference*.
- Huntley, Julie K. (2003), "Buyer-Seller Relationships: The Moderating Influence of Internal Working Relationships on Account Performance," *AMA Winter Educator's Conference*.
- Huntley, Julie K. (2002), "Relationship Marketing: Internal Drivers of Account Profitability," *Sixth Research Conference on Relationship Marketing and Customer Relationship Management Conference*.
- Huntley, Julie K. (2002) "Foundations for Quality in Business-to-Business Relationships," for Oklahoma Service Leaders, Tulsa, OK.
- Huntley, Julie K. (2001), "Moderating Effects of High-Technology, Service Markets on Buyer-Seller Relationships," *AMA Summer Educator's Conference*.
- Huntley, Julie K. (2001), "Relationship Quality in Buyer-Seller Relationships: A Conceptual Model," *AMA Winter Educator's Conference*.
- Huntley, Julie K. (1998), "Critical Cross-Functional Interactions: Foundation for Relationship Quality," *AMA Summer Educator's Conference*.
- Huntley, Julie K. (1997), "Behavioral Dimensions of Cross-Functional Interactions: Toward a Relationship Quality Framework," *AMA Summer Educator's Conference*.
- Huntley, Julie K. (1996), "Communication Mixes in Marketing's Cross-Functional Interactions: A Contingency Model," *AMA Summer Educator's Conference*.

## **UNIVERSITY SERVICE**

### **Oral Roberts University - Highlights**

*Chair*, Subcommittee on Tenure Attainment—2008

*Co-Chair*, Criterion 4—Knowledge Committee for NCA Higher Learning Self Study —2005-

2006

*Member, Tenure Task Force—2008*

*Member, Faculty Governance Task Force—2008*

*Member, NCA Accreditation Steering Committee for Higher Learning Commission—  
2005-2006*

*Member, UFA ad hoc committee on Scholarship of Teaching and Learning—2004-2006*

*Member, Faculty Enrichment Committee—2002-2008*

### **Point Loma Nazarene University - Highlights**

*Assessment Director, FSB—2012-2013*

*Chair, PLNU Resources Subcommittee—2010-2011*

*Chair, FSB Assessment Committee—2011-2012*

*Member, PLNU Graduate Task Force Committee—2010-2011*

*Member, FSB Dean's Leadership Committee—2011-present*

*Member, FSB Dean Search Committee—2011-present*

*Member, FSB Faculty Search Committee—2012*

*Member, FSB ACBSP Response Committee--2010*

## **PROFESSIONAL EXPERIENCE**

### **Systems Engineer, IBM (1982-1992)**

*Skills: High level of analytical ability, initiative and creativity, professional communication skills, and ability to manage many, varied tasks simultaneously.*

*Responsibilities: Customer requirements analysis, marketing and installation of IBM products and services, determination of quality and technical integrity of proposed solutions, ongoing customer satisfaction at all management levels.*

*Product Specialization: Large systems, storage systems, RISC systems*

*Key Customers: USWEST, Peter Kiewit, Berkshire Hathaway, Dale Electronics, Clarkson Hospital, Nebraska Public Power District*

## **PROFESSIONAL SERVICE**

*Member, American Marketing Association – 1996 to Present*

*Member, Academy of Marketing Science – 2002 to Present*

*Member, Christian Business Faculty Association – 2004 to Present*

*Member, NCA Higher Learning Self Study Steering Committee*

*Associate Editor, Journal of the Scholarship of Teaching and Learning  
for Christians in Higher Education – 2005*

*Reviewer, Business-to-Business Track, AMA Summer Educator's Conference – 2002 to  
2006*

*Session Chair, Business-to-Business Track, AMA Summer Educator's Conference –  
2002*

*Research Consultant, IBM Global Services - 1997 to 1999*

*Board Member, Believer's Faith Fellowship - 1992*

*Board Member, Nebraska American Saddlebred Association - 1989 to 1992*

*Chairman, Nebraska Show Horse Classic – 1991*

## **HONORS AND AWARDS**

**Professional:**

- \* Women's Advanced Leadership Development Institute, 2009
- \* Women's Leadership Development Institute, 2008
- \* Who's Who Among America's Teachers, 2004, 2005
- \* Writing Across the Disciplines Excellence Award, 2004
- \* Nominee, Marketing Management Association Master Teacher Award, 2004
- \* Scholar of the Year Award, School of Business, Oral Roberts University, 2004, 2005
- \* Outstanding Teacher Award, School of Business, Oral Roberts University, 2003
- \* Integrating Faith and Learning in the Curriculum Award, Oral Roberts University, 2002
- \* Best Paper - American Marketing Association Winter Educator's Conference, Business-to-Business Track, 2001
- \* Four IBM Systems Engineering Awards  
(IBM's national level recognition for superior performance and leadership)
- \* Seven IBM Branch Manager Awards  
(Awards associated with sales performance and customer satisfaction goals)

**Academic--Graduate:**

- \* AMA Doctoral Consortium Fellow, University of Cincinnati, 1997  
(Awarded to top marketing doctoral student for scholastic achievement and research activities)
- \* Doctoral Student Teaching Excellence Award, Department of Marketing, 1997
- \* P.E.O. National Scholar Award, 1998
- \* IBM Global Services Doctoral Research Fellow, Center for Services Marketing and Management, ASU, 1998
- \* Southwest Doctoral Symposium Fellow, 1998
- \* Finalist, Doctoral Student Teaching Excellence Award, ASU College of Business, 1998
- \* Outstanding MBA Student, 1996
- \* USAA All-American Scholar Scholarship, 1994

**Academic--Undergraduate:**

- \* Outstanding Student of the Year, Department of Marketing, 1981
- \* University Honors Scholarship, 1978-1981
- \* Who's Who Among Students in American Universities and Colleges, 1981
- \* Phi Kappa Phi Award, 1981
- \* Dean's List, University of Nebraska at Omaha, 1977-1981
- \* Stanton W. Salisbury Scholarship, Ione C. Paxton Scholarship, 1977
- \* Honor Societies: Alpha Lambda Delta (Scholastic Honorary), Beta Gamma Sigma (National Scholastic Business Honorary), Omicron Delta Kappa (National Leadership Honorary), Phi Kappa Phi (Interdisciplinary National Scholastic Honorary)