

William Wesley Hill II, PhD, PCM
Division Head, Business
Professor of Marketing
Mississippi State University Meridian
Division of Business
2212 Fifth Street, Meridian, MS 39301
Phone: 601-484-0163 (office), 334-654-1062 (cell)
Email: whill@meridian.msstate.edu (office)

EDUCATION

- 2006 **PHD MARKETING**
University of Alabama
Major (Marketing), Minor (Social Psychology)
Dissertation: *The Antecedents of Adolescent Internet Consumer Competency*
- 1994 **MASTER OF BUSINESS ADMINISTRATION**
Mississippi State University
Specialization (Marketing)
- 1987 **BACHELOR OF SCIENCE IN CHEMICAL ENGINEERING**
University of Alabama

EXPERIENCE – 32 YRS TOTAL, 12 YRS ADMINISTRATION

Mississippi State University	
Business Division Head	2013 – Present
Interim Professional MBA Director	Summer 2018
Interim Division Head	2009; 2012
Instructor/Assistant/Associate/ Full Professor (Marketing)	2005 - 2018
University of Alabama	
Doctoral Student & Research/Teaching Assistant	2001 - 2005
JM Huber Corporation (now KaMin)	
Regional Sales Manager	1997 - 2001
Technical Sales Representative	1996- 1997
James River Corporation (now Georgia-Pacific)	
Senior Process Engineer	1992 - 1996
Gulf States Corporation (now WestRock)	
Process Engineer II	1991 - 1992
Process Engineer I	1987 - 1991

ACCOMPLISHMENTS AND AWARDS

- ◆ Developed Professional MBA program; growth to 38+ students since summer 2018 (2017-2018).
- ◆ Served as Interim Director, Professional MBA Program in summer (2018).
- ◆ Initiated Online BBA degree partnership with main campus (2018).
- ◆ Selected by Mayor of Demopolis (AL) for Industrial Development Board (2017-2018)
- ◆ Elected Secretary of Industrial Development Board of Demopolis, Alabama (2018)
- ◆ Developed BAT degree in Events & Hospitality Services for Meridian Campus (2016-2017)

- ◆ Represented MSU Meridian in Washington DC on healthcare grant opportunities (2018)
- ◆ Achieved American Marketing Association Digital Marketer (PCM) Certification (2017)
- ◆ Developed competitive research grant for Business Division Meridian Campus (2017)
- ◆ Instituted “blended” teaching format for Division of Business (2017)
- ◆ Instituted “hybrid” teaching format for Division of Business (2016)
- ◆ Selected advisory board for Gifted Education Demopolis City Schools, AL (2016-2018)
- ◆ Awarded \$88,730 Grant (Co-Investigator), U.S. Department of Health & Human Services (2016)
- ◆ Gained visual identity licensing of Division of Business brand, Mississippi State University (2016)
- ◆ Served on Montgomery Institute healthcare taskforce, later named CHIN (2015-2016)
- ◆ Started the “Award Winning” Collegiate DECA chapter for the MSU Business Division (2015)
- ◆ Awarded editorial review board member, Academy of Marketing Studies Journal (2014)
- ◆ Promoted to Division Head of Business, MSU Business Division (2013)
- ◆ Served as Interim Division Head, MSU Business (2009-2010; 2012-2013)
- ◆ Selected for strategic planning committee, MSU Business College (2012-2014)
- ◆ Promoted to Associate Professor, MSU (2012)
- ◆ Notable scholar award for excellence in research, teaching, and service, MSU (2012)
- ◆ StatePride Faculty Award for excellence in research, teaching, and service, MSU, (2010)
- ◆ Awarded Outstanding Service Award, MSU Business Division (2010)
- ◆ Elected President of Kiwanis Club of Demopolis (2009-2010)
- ◆ Awarded Outstanding Teacher Award, MSU Business Division (2008)
- ◆ Received Watson-Little Award, University of Alabama (2007)
- ◆ Selected to Beta Gamma Sigma, National Honor Society for Schools of Business (2004)
- ◆ Awarded Minnie & Sam Pizitz Endowed Fellowship, University of Alabama (2003)
- ◆ Awarded J. L. Bedsole Memorial Endowed Fellowship, University of Alabama (2001-2004)
- ◆ Promoted to Regional Sales Manager, J.M. Huber Corporation (1997)
- ◆ Ranked #2 of 8 Regional Sales Managers with over \$20 million territory (1997-2001)
- ◆ Elected to Executive Committee, Technical Association of Pulp & Paper Industry (1996-1998)
- ◆ Promoted to Process Engineer Level II, Gulf States Paper Corporation (1991)

RESEARCH – PUBLISHED PAPERS, GRANTS, AND REPORTS

- ◆ **William Hill** and Yingge Qu. “College Football Performance and athletic department revenues: the power of winning tradition”, *Journal of Marketing Development and Competitiveness*, Vol. 13, Issue 2, p. 31-41.
- ◆ Yingge Qu and **William Hill**. “Predictors of Customer’s Subscriptions to movie and sport packages”, *Journal of Marketing Development and Competitiveness*, Vol. 12, Issue 4, p. 80-94.
- ◆ **William W. Hill** (Co-Investigator). Rural health network development planning program grant (\$88,730), Health Resources and Services Administration, U.S. Department of Health and Human Services, The Montgomery Institute, 2016.
- ◆ **William W. Hill**. “Understanding the typical vacations of U.S. southern travelers”, *Journal of Applied Business Research*, July/Aug 2016, Vol. 32 Number 4, p.1169-1178.
- ◆ **William W. Hill**, Sharon Beatty, and Gian Walsh. “A segmentation of adolescent online users and shoppers”, *Journal of Service Marketing*, 2013, Vol. 27, Issue 5, p. 347-360.
- ◆ **William W. Hill**. “A segmentation of beach rental-by-owner online inquiring customers”, *Academy of Marketing Studies Journal*, June 2012 Supplement, Vol. 16, p. 1-18.
- ◆ **William W. Hill** and Sharon E. Beatty. “A model of adolescents’ online consumer self-efficacy (OCSE)”, *Journal of Business Research*, 2011, Vol. 64, Issue 10, p.1025-1033.

- ◆ **William W. Hill.** “Economic impact study for the Jimmie Rodgers Festival of events and museum, Jimmie Rodgers Foundation, Meridian, Mississippi, August 2012.
- ◆ **William W. Hill.** “Economic impact study Sucarnochee Revue musical events”, Sucarnochee Revue and Record Company, Meridian, Mississippi, April 2011.
- ◆ **William W. Hill.** “Information sharing with b2b customers: the seller’s "double-edged sword", Academy of Marketing Studies Journal, January 2010, Vol. 14, Issue 1, p.27-38.
- ◆ **William W. Hill,** “Jeff Anderson Regional Hospital inpatient data analysis”, Statistical Analysis Study and Report for Jeff Anderson Regional Hospital, Meridian, Mississippi, June 2009.
- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and **William W. Hill.** “Adolescent influence in family purchase decisions: an update and cross-national extension”, Journal of Business Research, November 2007, Vol. 60, Iss. 11, p.1117-1124.
- ◆ Philip J. Trocchia, Sharon E. Beatty, and **William W. Hill.** "A typology of motor vehicle consumers using motives for leasing versus financing", Journal of Consumer Behaviour, Jul/Aug 2006, Vol. 5, Iss. 4, p.304-316.

RESEARCH - CONFERENCE PAPERS, SESSION CHAIRS, AND PARTICIPATION

- ◆ Yingge Qu and **William Hill.** “Understanding Customer’s TV Subscription Behavior to Movie and Sports Packages”, Decisions Sciences Institute, November, 2018.
- ◆ Yingge Qu and **William Hill.** “Modeling Customer’s Interdependent TV Subscription Behavior to Movie and Sports Channels”, Society of Marketing Advances, November, 2018.
- ◆ **William Hill.** American Marketing Association Winter Educator’s Conference, February, 2018.
- ◆ **William Hill.** Pearson Publishing teaching focus group research consultant, American Marketing Association, February, 2017.
- ◆ **William Hill.** “Relating sports performance and associated metrics with marketing and overall business outcomes”, Society of Marketing Advances, November, 2016.
- ◆ **William Hill.** “Understanding the typical vacation and relating factors”, Academy of Marketing Studies, April, 2015.
- ◆ **William Hill:** Session Chair, Marketing and Financial Accounting, Academy of Business Research Conference, November, 2014.
- ◆ **William Hill.** "The motives and constraints for vacation style selection", Academy of Business Research Conference, November, 2014.
- ◆ **William Hill.** American Marketing Association Conference, Attended “Emerging Markets Symposium”, August, 2013.
- ◆ **William Hill.** Society of Marketing Advances Conference, October, 2012.
- ◆ **William Hill.** “Understanding the typical vacation, destination choice, and its influences”, Academy of Marketing Studies, April, 2012.

- ◆ **William Hill.** “A segmentation of beach rental-by-owner online inquiring customers” Academy of Marketing Studies, July, 2011.
- ◆ **William Hill.** “Understanding online beach vacation inquirers for one gulf beach property”, Academy of Business Research, March, 2010.
- ◆ **William Hill.** “The beach rental-by-owner world: a dog-gone interesting experience”, Academy of Marketing Studies, April, 2010.
- ◆ **William Hill.** “Online adolescent shoppers: products of interest and influence”, Decision Sciences Institute Conference, November, 2009.
- ◆ **William Hill.** “Information sharing in b2b: a seller’s double-edged sword”, Academy of Marketing Studies, July, 2009. (Honorable Mention Paper Award Winner)
- ◆ **William Hill.** “A Segmentation of adolescent internet users and shoppers”, Allied Academies Conference, Academy of Marketing Studies, April, 2009.
- ◆ Seungjae Shin, **William Hill**, James Lawson, and Jack E. Tucci. “Municipal wireless: pricing strategy review”, Decisions Science Institute Conference, November 2007.
- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and **William W. Hill.** “Adolescent influence in family purchase decisions: a reinquiry and extension”, American Marketing Association, August 2005.
- ◆ George Deitz, **William W. Hill**, and Dallas Branch. “Beyond awareness: consumer response to sport sponsorship”, Association Marketing Theory and Practice, March 2003.

RESEARCH – PUBLICATIONS IN PROGRESS

- ◆ **William Hill** & Yingge Qu. “Activity vs relaxation: comparison and paradox of vacationer motives” (Target Submission: May 2019).
- ◆ Joseph Faello & **William Hill.** “Writing grading assessment comparison between business professors and writing coaches” (Target Submission: October 2019).

RESEARCH - ACADEMIC REVIEW BOARDS AND REVIEWER POSITIONS

- ◆ Editorial review board member for Academy of Marketing Studies Journal (2015-2018)
- ◆ Editorial review board member for Global Journal of Management and Marketing (2017-2019)
- ◆ Reviewer for Journal of Travel & Tourism Marketing (2017)
- ◆ Reviewer for Journal of Services Marketing (2015-2017)
- ◆ Reviewer for Society of Marketing Advances Conference (2017)
- ◆ Reviewer for Journal of International Consumer Marketing (2016)
- ◆ Reviewer for European Journal of Marketing (2016-2017)
- ◆ Reviewer for Journal of the Academy of Marketing Studies (2009-2017)
- ◆ Reviewer for Journal of Interactive Marketing (2009, 2012)
- ◆ Reviewer for Society of Marketing Advances Conference (2012)
- ◆ Textbook Review for McGraw-Hill (2009)

TEACHING EXPERIENCE – UG & MBA (TRADITIONAL, ONLINE & SATURDAY FORMATS)

◆ Mississippi State University, Meridian Campus (14 years)

Undergraduate Marketing Courses (14 years):

- Marketing research
- Internet marketing
- Social Media Marketing
- Marketing management
- Personal selling
- Retailing
- Advertising
- International marketing
- Resort-Convention Marketing
- Marketing Internship Course
- Business Policy (management)
- Introduction to MIS (management information systems)
- Healthcare Administration Internship (healthcare administration)

MBA Courses (12 years):

- Quantitative analysis business research (traditional, online, & Saturday formats)
- Strategic marketing management (traditional, online, & Saturday formats)
- Sales management (traditional, online, Saturday formats)
- Marketing management
- Internet marketing
- Statistics for business

Graduate Advising Projects:

- Musical Band and fan mobile application MBA consulting project (2012)
- Architecture market MBA consulting project (2012)
- New South equipment mats MBA consulting project (2011)
- Sqwincher Energy Drink MBA consulting project (2009)

◆ University of Alabama (4 years): Marketing Doctoral Student and Teaching Assistant

Undergraduate Courses:

- Retailing
- Consumer behavior
- Personal selling
- Principles of marketing

SERVICE

◆ Professional Memberships

- Member of American Marketing Association (2003-2006; 2011-2019)
- Member of Society of Marketing Advances (2015-2019)
- Member of Academy of Business Research (2010-2011, 2014-2015)
- Member of Academy of Marketing Studies (2009-2015)
- Member of Public Relations Association of Mississippi in Meridian (2009-2010)
- Technical Association Pulp and Paper Industry (1987-2001)
 - Executive committee member (1996-1998)
 - Technical program chairperson (1993, 1998)
 - Presented trade conference papers (1988, 1989, 1992)

- o American Society of Chemical Engineers (1986-1987)
- ◆ Professional and Administrative Training
 - o AMA Professional Certified Marketer (PCM) Digital Marketing (2017)
 - o Learning Conversion Rate Optimization Certificate (2017)
 - o Online Marketing Foundations Certificate (2017)
 - o Transfer Student Education Conference (2016)
 - o AACSB applied assessment seminar (2012)
 - o AACSB maintenance of accreditation seminar (2012)
 - o MSU safeguard plagiarism software training (2015)
 - o MSU attendance tracking workshop (2015)
 - o MSU legal issues conference (2015)
 - o MSU advisory workshop for community college transfers (2015)
 - o Provost's roundtable workshop on distance education (2015)
 - o Search committee workshop by MSU human resources (2015)
 - o Academic administrators training program (2012, 2013)
 - o Attended MSU business leadership summit (2009)
- ◆ Department, Campus, and Institutional
 - o Developed Professional MBA for MSU Meridian Campus (2017-2018)
 - o Created BAT Concentration in Events & Hospitality Services in conjunction with Division of Arts & Sciences for Meridian Campus (2016-2017)
 - o Instituted "blended" teaching format to Division of Business (2016-2017)
 - o Served on search committee to hire the physician's assistant director for new physician's assistant program on MSU Meridian campus (2017)
 - o Formulated community college partnership 2+2 business degree agreements (2016-2017)
 - o Served on search committee to hire MSU Meridian campus advising coordinator (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for East Central Community College (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for East Mississippi Community College (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for Meridian Community College (2016)
 - o Recruiting resource for business division with four area community colleges (2012-2019)
 - o Division of Business representative to campus advisory board luncheon (2013-2016)
 - o Division of Business representative to EMBDC luncheon (2015)
 - o Marketing and recruiting brainstorming session with MSU public relations (2015)
 - o Recruiting to PTK honor students at East Mississippi Community College (2015)
 - o Served on search committee to hire campus business manager (2015)
 - o Recruiting on behalf of Division of Business at Jones County Community College (2015)
 - o Reviewer of I.E. Reports for Mississippi State University campus for SACSCOC accreditation (2015-2016)
 - o Business Division representative to naming of the building to Deen Building (2015)
 - o Recruiting orientation training with MSU student recruiting (2015)
 - o Administrator for promotion & tenure to full professor for faculty member (2014-2016)
 - o Administrator for the accounting search committee hire (2012-2014)
 - o Administrator for the marketing search committee hire (2013-2014)
 - o Served on the College of Business communications advisory board (2013-2014)
 - o Served duties of Associate Dean on Business (2012-2013, 2009-2010)

- o Served as chair of promotion and tenure committee (2012-2013)
- o Served as co-chair of committee to revise the Meridian Division of Business promotion and tenure document (2012-2014, 2009-2010)
- o Served as Beta Gamma Sigma coordinator for MSU Meridian campus (2008-2016)
- o Nominated as Meridian Division of Business representative for Graduate School Dean search committee (2012)
- o Served as Meridian business faculty representative for College of Business strategic planning committee (2012-2014)
- o Served as member of College of Business curriculum committee (2008-2013)
- o Serving as SACSCOC (accreditation) faculty coordinator (2010-2019)
- o Serving as AACSB (accreditation) faculty coordinator (2008-2019)
- o Serving on committee to improve the campus website (2012-2017)
- o Served as strategic taskforce representative for Meridian Division of Business (2012)
- o Served as campus relations representative Meridian Division of Business (2012)
- o Served as chair of Newberry building project committee (2011-2012)
- o Elected and served on (university-wide) committee to hire the dean of business for Mississippi State University main campus (2011).
- o Served on committee to hire the Associate Dean of Business of Meridian Campus (2011)
- o Served as researcher for Dean to develop survey to improve enrollment (2011)
- o Promoted and assisted in GMAT workshop at the Meridian Campus (2011-2014)
- o Served on search committee to hire psychology professor for Arts and Sciences (2010)
- o Served as committee chair to hire healthcare administration professor (2008-2009)
- o Served on search committee to hire technology management professor (2008)
- o Served on search committee to hire finance professor (2008)
- o Served on search committee to hire new history professor for MSU-Meridian Campus (2007)
- o Served as resource for office of technology commercialization developmental projects (2007)
- o Served as ORED strategic planning process meeting resource (2007)
- o Served as marketing consultant for the marketing for the MSU Riley Center Book (2006)
- o Served as participate in student government fundraiser (2008)
- o Served as MSU-Meridian recruitment representative at Meridian Community College (2005)

◆ Civic and Personal

- o Media
 - Instituted/Designed Billboards (I-59/20, Hwy 45, Hwy 19, ECCC, Meridian Airport, Hwy 80 in west Alabama) for MSU Business Division (2017-2019).
 - Social Media Marketing for Business Division (2016-2019)
 - Designed and Participated in “Maroon Minute” recordings for radio in Meridian to promote the MSU Division of Business (2017).
 - Appeared on WOKK, WJXM, WJDQ, and WALT radio stations in Meridian, Mississippi promoting the New Bachelor’s in Accountancy Degree (2017).
 - Appeared on “Live at 5” on WTOK (ABC) television promoting the MSU-Meridian MBA program and GMAT workshop (2014).
 - Appeared on WTOK (ABC) television news at downtown campus promoting the MSU-Meridian MBA program and GMAT workshop (2014).
 - Spoke on Good Morning Meridian on WTOK (ABC) to Meridian television market on behalf of the Division of Business about the value of getting an MBA (2013).
 - Spoke on video interview describing the new Downtown Business Campus for the Mississippi State Alumni Association (2012).

- Spoke to Meridian television market (FOX 30) on behalf of the Division of Business at the MSU Meridian campus about the upcoming GMAT test training session offered (August 2011).
 - Participated as quoted faculty for news release prepared for the GMAT workshop offered at MSU Meridian (August, 2011).
 - Appeared on the WTOK (WTOK News) to discuss the community business seminars offered by MSU Meridian (May 2007).
 - Spoke on radio on behalf of MSU Meridian. The 15-minute segment offered the value of a Marketing degree from MSU Meridian (January 2006).
- o Speaking Functions
- Speaker for Division of Business at community college luncheon (2014-2016)
 - Speaker for the MSU Meridian Campus advisor board dinner (2014-2016)
 - Introduction speaker for Meridian Campus transfer workshops (2015)
 - Speaker at Butler, AL Mayor's Breakfast about the opportunities for students in the MSU-Meridian Division of Business (November 2013)
 - Speaker for the Demopolis, Alabama Chamber of Commerce breakfast about the opportunities for students in the MSU-Meridian Division of Business (2013)
 - Speaker for reception at Coleman Arts Building in York, Alabama about educational opportunities for students in the MSU-Meridian Division of Business (2013)
- o Presentations
- Digital Marketing Workshop Presentation Speaker, EMBDC (2018)
 - Speaker to Civitan Club of Meridian, Mississippi on "MSU Division of Business" (2016)
 - Developed and presented excel training EMCED workshop for local K-12 administrators (2010)
 - Speaker to MCC on the "Career opportunities in marketing" (2009)
 - Speaker for Public Relations Association of Meridian (PRAM) on "Teens in the online world." (2009)
 - University experts" Speaker (2007-2011)
 - Speaker to Kiwanis Club of Demopolis, Alabama on "Distance learning" (2008)
 - Speaker to Rotary Club of Demopolis, Alabama on "State of e-commerce" (2007)
- o Memberships and Activities
- Selected as Board Member for Industrial Development Board (IDB) of Demopolis, AL (2017-2018); Elected Secretary of IDB (2018)
 - Selected Board Member Gifted Program for Demopolis City Schools (2016-2018)
 - Mathematics youth competition coach for Perennial Math (2016-2018)
 - Committee member for economic impact assessing Meridian city/Lauderdale county local government consolidation (2016)
 - Committee member on Montgomery Institute healthcare taskforce (2015-2016)
 - Consultant to Lauderdale County Tourism Bureau (2015-2016)
 - Consultant to east Mississippi medical community (2008-2018)
 - Performed economic impact analysis and ongoing assessment for The Jimmie Rodgers Foundation, festival of events, and museum (2012-2016)
 - Performed economic impact analysis for The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
 - Communications coordinator of Kiwanis Club (2010-2012)
 - President of Kiwanis Club of Demopolis (2009-2010)
 - Member of Kiwanis Club of Demopolis (1995-1996; 2007-2012)
 - Board Member of the Meridian Symphony Orchestra (2009-2010)
 - Member of "Friends and Family" for public library of Demopolis (2001-2012)
 - Member of Historical Foundation of Demopolis (2003-2012)
 - Tennis coach for local schools of Demopolis (2001-2009)

- USTA junior tennis event coordinator of Demopolis (2005-2009)
- Youth basketball coach (2001-2009, 2015-2016)
- Youth softball coach (2012-2018)
- Theater participate: "To Kill a Mockingbird", Canebrake Players (2019)
- Sunday school teacher – 1st Methodist Church of Demopolis (2001-2018)
- Sunday school superintendent – 1st Methodist Church of Demopolis (2014-2016)
- Historian & Archives – 1st Methodist Church of Demopolis (2016-2018)
- District Statistician – United Methodist Church (2017-2018)
- U. S. Senate intern in Washington, DC (1986)