

**William Wesley Hill II, Ph.D.**  
Division Head, Business  
Associate Professor of Marketing  
Mississippi State University Meridian  
Division of Business  
2212 Fifth Street  
Meridian, MS 39301  
Phone: 601-484-0163 (office)  
Email: whill@meridian.msstate.edu (office)

## EDUCATION

---

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

## ACCOMPLISHMENTS

---

- ◆ Promoted to Division Head of Business (2013)
- ◆ Promoted to Associate Professor (2012)
- ◆ Notable Scholar Award Winner for Excellence in Research, Teaching, and Service (2012)
- ◆ StatePride Faculty Award Winner for Excellence in Research, Teaching, and Service (2010)
- ◆ Business Faculty Outstanding Service Award (2010)
- ◆ Awarded Honorable Mention Paper to Academy of Marketing Studies Journal (2009)
- ◆ Business Faculty Outstanding Teacher Award (2008)
- ◆ Watson-Little Memorial Award, University of Alabama, Culverhouse College of Commerce and Business Administration (2007)
- ◆ Beta Gamma Sigma, National Honor Society for Schools of Business (2004-2012)
- ◆ Minnie & Sam Pizitz Endowed Fellowship (2003)
- ◆ J. L. Bedsole Memorial Endowed Fellowship (2001-2004)
- ◆ Awarded “Bully” Honor for Employee with “Best Attitude at the Meridian Campus” (2009)

## RESEARCH – PUBLISHED AND ACCEPTED PAPERS

---

- ◆ William Hill, Sharon Beatty, and Gian Walsh. “A segmentation of adolescent online users and shoppers”, *Journal of Service Marketing*, 2013, Vol. 27, Issue 5.
- ◆ 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. “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.
- ◆ 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/Aug2006, Vol. 5, Iss. 4, p.304-316.

## RESEARCH – WORKING PAPERS

---

- ◆ Seungjae Shin, Won-jun Lee, and William W. Hill. “Technology Readiness and Technology Acceptance for NFC Mobile Payment Services in Korea.” (Target: *Journal of Applied Business Research*)
- ◆ William Hill. “The Motives and Constraints for Vacation Style Selection” (Target: *Journal of Vacation Marketing*)

## RESEARCH - CONFERENCE PAPERS AND ATTENDANCE

---

- ◆ William Hill. American Marketing Association Conference, August, 2013.
- ◆ William Hill. Society of Marketing Advances Conference, October, 2012.
- ◆ William Hill. “Understanding the typical vacation, destination choice, and its influences”, Allied Academies Conference, Academy of Marketing Studies, April, 2012.
- ◆ William Hill. “A segmentation of beach rental-by-owner online inquiring customers”, Allied Academies Conference, 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”, Allied Academies Conference, 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”, Allied Academies Conference, 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 - ACADEMIC REVIEW

---

- ◆ Journal Article Review for Journal of Interactive Marketing (2012)
- ◆ Conference Article Review for Society of Marketing Advances (2012)
- ◆ Journal Article Review for Journal of Interactive Marketing (2009)
- ◆ Journal Article Review for Academy of Marketing Studies (2009)
- ◆ Textbook Review for McGraw-Hill (2009)

## TEACHING EXPERIENCE

---

◆ Mississippi State University, Meridian Campus (9 years): Associate Professor of Marketing

Undergraduate Courses:

- Marketing Research
- Internet Marketing
- Marketing Management
- Personal Selling
- Retailing
- Advertising
- International Marketing
- Business Policy (Management)
- Introduction to MIS

Graduate Courses:

- Quantitative Analysis and Business Research (Classroom and Distance Learning)
- Strategic Marketing Management (Classroom and Distance Learning)
- Sales Management (Classroom and Distance Learning)
- Internet Marketing (Graduate and Undergraduate)
- Statistics for Business
- Marketing Management

Graduate Project Advising:

- 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 and Training

- o AACSB Applied Assessment Seminar (2012)
- o AACSB Maintenance of Accreditation Seminar (2012)
- o Member of Society of Marketing Advances (2012)
- o Member of American Marketing Association (2003-2006; 2011-2013)
  - Conducted Research for American Marketing Association (2004)
- o Member of the Academy of Marketing Studies (2009-2013)
- o Member of the Beta Gamma Sigma Business Honorary Association (2004-2013)
- o Attended MSU Business Leadership Summit (2009)
- o 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)

### ◆ Department and Institutional

- o Directing the accounting search committee (2012-2014)
- o Directing the marketing search committee (2013-2014)
- o Serving on the College of Business Communications Advisory Board (2013-2014)
- o Serving duties of Associate Dean on Business (2012-2013, 2009-2010)
- o Serving as Chair of Promotion and Tenure Committee for Dr. Carlton Young (2012-2013)
- o Serving 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 (2008-2014)
- o Nominated as Meridian Division of Business representative for Graduate School Dean Search Committee (2012)
- o Serving as Meridian Business Faculty representative for College of Business Strategic Planning Committee (2012-2013)
- o Serving as member of College of Business curriculum committee (2008-2013)
- o Serving as SACS (accreditation) faculty coordinator (2010-2014)
- o Serving as ACCSB (accreditation) faculty coordinator (2008-2014)
- o Serving on committee to improve the campus website (2012-2014)
- 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 in Starkville (2011).
- o Served on committee to hire the Associate Dean of Business of Meridian campus (2011)
- o Served as researcher for Interim Dean to develop survey to improve enrollment (2011)
- o Promoted assisted in the GMAT Workshop at the Meridian campus (2011-2014)
- o Served on 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 committee to hire technology management professor (2008)

- o Served on committee to hire finance professor (2008)
- o Served on 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 Riley Center Committee member for the marketing of the Riley Center Book (2006)
- o Served as participate in student government fundraiser (2008)
- o MSU-Meridian recruitment at Meridian Community College (2005)

◆ Civic and Personal

o Media

- Appeared on “Live at 5” on WTOK (ABC) Television promoting the MSU-Meridian MBA program and GMAT workshop (January 2014).
- Appeared on WTOK (ABC) Television news at downtown campus promoting the MSU-Meridian MBA program and GMAT workshop (January 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 (January 2013).
- Spoke on Video Interview describing the new Downtown Business Campus for the Mississippi State Alumni Association (February, 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

- Spoke at Butler Mayor’s Breakfast about the opportunities for students in the MSU-Meridian Division of Business (November 2013).
- Spoke at the Demopolis Chamber of Commerce Breakfast about the opportunities for students in the MSU-Meridian Division of Business (September 2013).
- Spoke to Reception at Coleman Arts Building in York, Alabama about educational opportunities for students in the MSU-Meridian Division of Business (December 2013).

o Presentations

- Developed and Presented Excel Training EMCED Workshop for local K-12 administrators (2010)
- Speaker to MCC relative to 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
  - Performed Economic Impact Analysis (pro bono) for The Jimmie Rodgers Foundation, Festival of Events, and Museum (2012)
  - Performed Economic Impact Analysis (pro bono) for The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
  - Communications Coordinator of Kiwanis Club (2010-2011)
  - President of Kiwanis Club of Demopolis (2009-2010)
  - Member of Public Relations Association of Mississippi in Meridian (2009-2010)
  - Board Member of the Meridian Symphony Orchestra (2009-2010)
  - Member of Kiwanis Club of Demopolis (1995-1996; 2007-2012)
  - 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)
  - Sunday School Teacher at United Methodist Church of Demopolis (2001-2013)
  - U. S. Senate Intern in Washington, DC (Summer 1986)

## INDUSTRY EXPERIENCE

---

- ◆ Paper Manufacturing, Process Engineering and Product Development (8 years)
- ◆ Minerals Industry, Sales & Marketing, Regional Sales Manager (6 years)
- ◆ Merchandise Market – Family Business (15 years)
  - o Gift Show Promotion
  - o Traveled in US and Far East
  - o Markets – New York, Atlanta, Chicago, Los Angeles, Dallas
  - o Imported Markets – China, Indonesia
- ◆ Consulting – Marketing, Statistical Analysis, Economic Impact Analyses (6 years)

## POSITIONS HELD

---

- ◆ **Business Division Head** (July, 2013 forward)
  - o Primary advocate and spokesperson for Business Division (2013-2014)
  - o Administration responsibility for Business Division (2013-2014).
  - o Coordination of curriculum and program development (2013-2014)
  - o Budgetary responsibility for Business Division (2013-2014).
  - o Recruiting assistance responsibility for Business Division (2012-2014).
  - o Accreditation (AACSB, SACS) coordinator for Division (2012-2014).
- ◆ **Assistant/Associate Professor of Marketing:** Mississippi State University (2005-2014)
  - o Promotion and Tenure from Assistant to Associate Professor (2012)
  - o MBA Teaching (3 courses per year), On-campus and Distance Learning (2006-2013)
  - o Saturday MBA Teacher (2005-2006)
  - o Core Marketing Teaching: Marketing Research, Marketing Management (2005-2013)

- o Research and Technology Teaching: MBA Quantitative Analysis and Business Research (2006-2012), Internet Marketing (2005-2012)
  - o AACSB Coordinator for Division (2008-2013)
  - o SACS Coordinator for Division (2010-2013)
  - o COB Curriculum committee member (2008-2013)
- ◆ **Conducted Duties of the Associate Business Dean:** (2009-2010; 2012-2013)
- o Business Leadership Team meetings in Starkville every 2-3 weeks; includes writing report for Campus Director and Dean in Meridian and communicating findings to Meridian business faculty; also includes preparation for the BLT relative to proposals to overall faculty (i.e., curriculum, campus policy)
  - o Involvement with future projects such as a web-based for faculty evaluations and AACSB reporting.
  - o Preparation of Reports for Campus Director and Dean (i.e., enrollment trends, metrics recommendations for cross-campus performance comparisons).
  - o Class scheduling and teaching assignments for semesters and summers.
  - o Coordination of day-to-day questions from Division of Business faculty and staff.
- ◆ **Consultant:** Marketing, Statistical Analysis, Economic Impact Analysis (2007-2013)
- o The Jimmie Rodgers Foundation, Festival of Events, and Museum (2012)
  - o The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
  - o Jeff Anderson Regional Hospital (2009)
  - o Colonial Funeral Homes (2008-2009)
  - o Demopolis School Foundation (2007)
  - o Interquest Canines (2007)
- ◆ **Doctoral Student :** Research and Teaching Assistant, University of Alabama (2001-2005)
- o Teaching: Taught semesters and summers
  - o Research: Co-authored two papers later published; research assistant for faculty; qualitative and quantitative dissertation; dissertation completed in 2006.
- ◆ **Regional Sales Manager:** JM Huber Corporation, Macon, GA (1996-2001)
- o Southeastern U.S. Regional Sales of Minerals to the Paint and Paper Industries
  - o \$20M Sales Responsibility
  - o Increased sales from \$10M to \$20M in Territory in last 3 Years
- ◆ **Senior Process Engineer:** James River Corporation, Pennington, AL (1992-1996)
- o Lead Engineer for Product Development of Food and High Gloss Packaging End-Uses
  - o Project Engineer for Statistical Process Control and SOP Development for Operations
  - o Achieved Chemical Cost Reductions of over \$1.5M during Tenure
  - o Created Grade Profitability Program for Evaluation and Use by Manufacturing



- ◆ **Process Engineer:** Gulf States Paper Corporation, Demopolis, AL (1987-1992)
  - Customer Service Engineer to Paperboard Printing Operations
  - Project Engineer for Development of Paper Coating Recipes
  - Project Leader for Distributive Process Control Performance in Manufacturing
  
- ◆ **Wholesale and Trade Show Promotion (Family Business):** HH Creations, AL (1983-1998)
  - Project Manager for H.H. Creations (Annual Revenues = \$850K)
  - Wholesale of Holiday Gifts and Apparel to Merchant and Catalog Retailers
  - Bought and Sold at Gift Shows throughout United States
  - Traveled and Imported from Far East