

**Date Prepared:** September 7, 2006

## **Holland C. Blades, JR.**

Appointed, August 1987  
Professor, since August 1987  
Tenure, July 1990

### **EDUCATION**

B.A.	Millsaps College	1964	(Economics)
M.B.A.	University of Southern Mississippi	1965	(Finance)
Ph.D.	University of Arkansas	1973	(Marketing)

### **PROFESSIONAL EXPERIENCE**

Missouri Southern State University	Professor & Dept. Hd	2003-present
Missouri Southern State University	Professor	1987-present
Texas Woman's University	Professor	1975-1987
University of North Texas	Visiting Professor	1977 & 1979
University of Southwestern Louisiana	Assistant Professor	1972-1975
University of Arkansas	Teaching Associate	1970-1972
Auburn University	Instructor	1965-1969

### **COURSES TAUGHT**

#### Marketing Area

Principles of Marketing  
Salesmanship  
Consumer Behavior  
Promotional Strategy  
Marketing Management  
Marketing Research  
Merchandise Management  
Physical Distribution Management  
Retailing

#### Other Areas

Financial Management  
Principles of Real Estate  
Credit Management  
Introduction to Business  
Personal Finance  
Money and Banking  
Principles of Economics I & II  
Principles of Management  
Economics of American Industry

#### Graduate Courses

Marketing Management  
Marketing Research  
Financial Management  
Credit Management  
Promotion Strategy

Retail Management  
Consumer Behavior  
Salesmanship Practices  
Retail Merchandising

Served as director and committee member of Graduate Professional Papers, Theses, Dissertations at Texas Woman's University

## **TEACHING LOAD (may be omitted)**

### Spring 2006

MM 401	Promotional Strategy	3
MM 401	Promotional Strategy	3
MM 412	Marketing Mgmt	3
Department Head		3

### Fall 2007

MM 312	Retailing	3
MM 412	Marketing Mgmt	3
MM 412	Marketing Mgmt	3
Department Head		3

## **COLLEGE SERVICE**

### Missouri Southern State University

Library Committee (Chairman)

Accreditation Committee – School of Business (Chairman)

Sabbatical Committee (Chairman)

North Central Accreditation Committee (Steering Committee) 1996-1997

Higher Learning Commission (Steering Committee) 2006-present

### Professional Service

Association of Collegiate Business Schools and Programs

President –Elect Region 5 (mid-west region) 2002-2003

President Region 5 (mid-west region) 2003-2004

Member of Baccalaureate/Graduate Degree Commission 2002-present

## **SCHOLARLY ACTIVITIES -- ARTICLES AND PRESENTATIONS**

“Making Advertising Decisions: An Overview,” Southern Business and Economic Review, Missouri Southern State College, Spring, 2003

"The Eight Steps of Old-fashioned Personal Selling," Southern Business and Economic Review, Missouri Southern State College, Fall, 2001.

"Marketing Strategy Confronts the Regulatory Environment: Freeman Hospital vs. the FTC," Holland C. Blades and Holly L. Blades, Southwestern Marketing Association, Dallas, Texas, March 7, 1998.

“Mergers in the Not-for-Profit Sector: The FTL vs. Freeman Hospital,” Holland C. Blades and Holly L. Blades, American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February 24, 1998.

“The Many Aspects of Distribution Management,” Southern Business and Economic Review, Missouri Southern State College, Spring, 1996.

“Step Carefully When Marketing Abroad,” Southern Business and Economic Review, Missouri Southern State College, Fall, 1992.

“Public Library Marketing: An Example,” Southwest Business Symposium; Edmond, Oklahoma; April 19, 1992.

“The Reality of Interest Rate Ceilings,” Southern Business and Economic Review, Missouri Southern State College, Winter, 1992.

“Wellness: The Marketing of Health Promotion in America’s Heartland Hospitals,” Published in (1) Health Marketing Quarterly, Vol. 7 Nos. ¾, 1990 (2) Marketing for Health and Wellness Programs, the Haworth Press, New York, 1990.

“Wellness: The Marketing of Health Promotion by Hospitals Located in Missouri,” Regional Business Review, Northwest Missouri State University, May, 1990.

“Hospitals Organize to Meeting Institutional Challenge and Change; An Example,” Holland C. Blades and William R. Stevens, The Midwest Business and Health Administration Association, Chicago, Illinois, April 3, 1991.

“A Qualitative Evaluation of Health Promotion and Wellness Programs at Hospitals Located in Five Mid-American State,” The Midwest Business and Health Administration Association, Chicago, Illinois, March 15, 1990.

“The Marketing of Health Promotion Services by Texas Hospitals,” The Southwestern Marketing Association; Dallas, Texas; March 1, 1990.

“The Marketing of Health Promotion Services by Hospitals Located in Oklahoma and Arkansas,” Southwest Business Symposium; Edmond, Oklahoma; April 20, 1989.

“Wellness Programs: Missouri Hospitals Response to Americans Growing Health Consciousness,” The Midwest Business and Health Administration Association; Chicago, Illinois; March 16, 1989.

“The Special Case of Service Marketing (part 2)” Southern Business and Economic Review, Missouri Southern State College, Spring, 1989.

“The Special Case of Service Marketing (part 1)” Southern Business and Economic Review, Missouri Southern State College, Winter, 1989.

“Meeting the Off-Price Threat: Strategies Employed by Selected Department Stores in the North Dallas and Denton, Texas Areas,” Peggy S. Lowery and Holland C. Blades, Jr.; The Southwest Marketing Association; San Antonio, Texas; March 4, 1988.

“Wellness: Hospitals Involvement With the Marketing of Health Promotion,” Southwest Business Symposium; Edmond, Oklahoma; April 22, 1988.

“Marketing: What is it,” Southern Business and Economics Review, Missouri Southern State College; Fall, 1987.

“The Prospective Professor: Expert or Generalist,” The Texas Business Educator; Spring, 1981.

“The Impact on Marketing of Men’s Changing Family Roles,” Woman’s Day Symposium; Texas Women’s University, March 25, 1981.

“George’s College Avenue Pharmacy,” Case problem published in Introduction to Business, 3<sup>rd</sup> ed., by Walter Perlick and Raymond Lesikar; 1979.

“Usury Laws and Consumer Credit: Recent Empirical Evidence; A Comment,” Midsouth Academy of Economists; Jackson, Mississippi; February 10, 1978. (Paper published in Missouth Journal of Economics, Volume 2/Number 2/1978).

“Crawfish Test Market Study: Houston, Texas,” James C. Carroll, Robert S. Franz, Holland C. Blades, Jr., Thomas F. Griffin; Faculty Research Series No. 42; University of Southwestern Louisiana; December 1976.

“A Report on Research Relating to the Equal Credit Opportunity Act and Regulation B,” 43<sup>rd</sup> Annual Credit Management Conference of the National Retail Merchants Association; Miami, Florida, September 13, 1976.

“Credit Policies and Store Locations in Arkansas’ Border Cities: Merchants Reaction to a Ten Per Cent Finance Charge Ceiling,” Monograph Series on Consumer Credit; the Credit Research Center, Purdue University; Spring, 1976.

“A Survey of Dental Credit in Three Southern States,” Journal of Consumer Credit management; Summer, 1975.

“Today’s Dental Credit Plans: Highly Developed and Complex Credit Forms,” Texas Dental Journal; The Texas Dental Association; May, 1975.

“Texarkana Finance Rates: The Retailers’ Dilemma,” Gene C. Lynch and Holland C. Blades, Jr.; Texas Business Review; The University of Texas, December, 1974.

“The Amounts of Louisiana Crawfish Products Moving Through Various Marketing Channels,” Annual Meeting—Louisiana Crawfish Farmers Association; Lafayette, Louisiana; October 4, 1974.

“Retail Survival in Arkansas Border Cities,” The Financial Management Association; San Diego, California; October 26, 1974.

“A Quantitative Analysis of Marketing Channels for Louisiana Crawfish,” James C. Carroll and Holland C. Blades, Jr.; Faculty Research Series No. 35; University of Southwestern Louisiana; October, 1974.

“Finance Charge Ceilings: What Research in Arkansas Has Shown,” The Louisiana Banker; Louisiana Bankers Association; August, 1974.

“The Distribution of South Louisiana Crawfish,” Faculty Research Series No. 32; University of Southwestern Louisiana; July, 1974.

“The Marketing of Louisiana Crawfish,” Second International Crawfish Symposium; Louisiana State University; April 20, 1974.

“The Impact of the Arkansas Usury Ceiling Upon Texarkana,” Journal of Consumer Credit Management; Fall, 1973.

PUBLICATIONS AND PRESENTATIONS <sup>(2)</sup>

“The Philological Treatment of Stellar Astronomy,” Joplin Journal of Applied Mediation, 12 (1995), 13-22. (regional)

The Molecular Structure of Class D Hypo-aquawaters. *European Journal of Physics*, 2004. (international)

*Stills and Distilling: A Study into New Energy*. New York: Harper and Row, 1998. (national)

“The Economics of Test-tube Production of Froglets.” *Missouri Journal of Physics*, 12 (1981), forthcoming. (national)

RESEARCH (on-going)

With Rufus Bellows. “A study of computer-use by undergraduates in the physics classroom.” Submitted to *Physics Today*.

“The Courtly Ideal as Motivator in Economic Evaluation of Dispeptic Behavior.” In progress.

PROFESSIONAL MEMBERSHIPS (current) <sup>(3)</sup>

American Physics Society  
Black Hole Research Association  
Midwest Science Teaching Association  
American Association of University Professors  
International Astronomy Society

HONORS AND AWARDS

President, Black Hole Research Association 1999.  
National Science Foundation Research Grant 2000.  
Listed in *Directory of American Scholars*.

PUBLIC AND PROFESSIONAL SERVICE

North Central On-Site Visiting Team, Oronogo, MO, 1997.  
Consultant to Joplin Health Department, 1998-99.  
Greater Ozarks Soccer Association Referees Association, 1998—. .  
Reviewer for *Physics Today*, 2002—. .

(1) Cumulative. Note whether each journal is regional, national, or international.

(2) If you hold office, please name it.