

PEPPERDINE UNIVERSITY
Graziadio School of Business and Management

RECENT PUBLICATIONS

"Customer Loyalty Program Management: What Matters to the Customer,"
Cornell Hospitality Quarterly 2015 (forthcoming) McCall and McMahon

"The Adoption of Websites by Nonprofits and the Impact on Society."
Technology in Society 2015 (available in online edition, publication is forthcoming)
McMahon, Seaman, Lemley

"Consumer reactions to the merger: Understanding the role of pre-merger brands."
Journal of Brand Management 21: 7-8, 615-634, 2014. McLelland, Goldsmith and McMahon

"The Changing Role of Inventory Specialists in Logistics." *Journal of Supply Chain Management Systems*, July 2013.
McMahon, LeMay, Periatt, and Opengart

"Moral Foundation Theory and Marketing,"
Journal of Applied Marketing Theory. Issue 4, 2012. LeMay, Coleman, McMahon, and Wood

"Nonprofit websites: Adoption and type in census district 8." *The Journal of Technology Research*. Volume 3, 2012.
McMahon, D., Seaman, S., and Buckingham, J.

"Nonprofit adoption of websites and website types." *The Journal of Marketing Development and Competitiveness*. Fall 2011. McMahon, D., Seaman, S., and Buckingham, J.

"Developing an Effective and Affordable Search Engine Methodology for Nonprofits." *The International Journal of Internet Marketing and Advertising*, January 2009.
McMahon, D. and Griffy-Brown, C.

GRANTS

CLM (CSCMP): The Growth and Development of Logistics Personnel

Julian Virtue Professorship

FFE: Determining the Optimal Marketing Resource Deployment Strategy for a Church

FFE: Website Adoption by Nonprofits in the Religiously Affiliated Segment

PROFESSIONAL EXPERIENCE

Pepperdine University. August 1999-present. Assistant/Associate Professor of Marketing.

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Mississippi State University. August 1995-August 1999. Assistant to the Director of Professional Golf Management. Rewrote and supervised the implementation of the new standard operating procedures for the Professional Golf Management Program. Conducted interviews for prospects and performed other developmental activities as needed. Offered position of director in 1998.

Las Vegas Discount Golf and Tennis. September 1991- July 1995. Opened and managed stores in Thousand Oaks, CA. and Encino, CA. Responsibilities included purchasing, controlling inventory, merchandising, training employees, being lead salesperson, and assisting with advertising. Consistently, both stores were ranked in the top ten in volume and average sale.

Hofert Trading Company. Partner. 1988.

Pepperdine University. Campus Minister. Fall 1985 - Summer 1987. Managed a volunteer organization with 200 active members. Initiated and developed an intern program as well as two training programs. Coordinated special events, retreats, and projects. Successfully maintained and managed budget for Campus Ministry.

PROFESSIONAL MARKETING RELATED ORGANIZATIONS

American Marketing Association

Association of Marketing Theory and Practice

Beta Gamma Sigma

MEDIA EXPOSURE

CNBC

L.A. Times

Local television stations

KFWB

Business Week

HONORS AND AWARDS

Rothschild Award 2013 (Top researcher award)

Best Paper Award in The 2011 Proceedings of The Association of Marketing Theory and Practice. **Best Paper In Track: Marketing Research/Demographics/Consumer Behavior**

PEPPERDINE UNIVERSITY
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Julian Virtue Professorship 2010/11-2011/12

Recipient of the Howard A. White award 2008 (Top teaching award)

Finalist for the Howard A. White award 2007

Finalist for the Howard A. White award 2006

Finalist in the Innovation Challenge 2006

Special recognition and reward for best teacher in discipline 2005

Best Paper Award, The 2003 Conference of International Business and Economics Research.

Best Paper In Session

Best Paper Award, The 2002 Conference of the Association of Marketing Theory and Practice.

Best Paper in Track: Logistics and Supply Chain Management

Induction into Beta Gamma Sigma 1999

Delegate to the Doctoral Consortium of the Society for Marketing Advances 1998

PUBLICATIONS

Services

"Customer Loyalty Program Management: What Matters to the Customer,"
Cornell Hospitality Quarterly (forthcoming)
McCall and McMahan

"Consumer reactions to the merger: Understanding the role of pre-merger brands." *Journal of Brand Management* 21: 7-8, 615-634, 2014.
McLelland, Goldsmith and McMahan

"Customer Loyalty Programs: It is easy to give, not so easy to take away." The 2012 Annual Proceedings of the Association of Marketing Theory and Practice.
McCall and McMahan

"Understanding the Interaction of Pre-Process and In-Process Delays in a Multi-delay Service Encounter," The 2004 Annual Proceedings of the Association of Marketing Theory and Practice.
McMahan

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“AVOIDING THE AIRLINE DEBACLE: WHAT TO DO AND SAY WHEN YOU KNOW THERE IS A DELAY.” The 2003 Annual Proceedings of the Association of Marketing Theory and Practice.

McMahon and Capella

“Waiting Games People Play.” Graziadio Business Report. Summer 2001 edition.

McMahon

“Waiting Games People Play.” Bettermanagement.com library. Reprint by permission.

McMahon

“A Discrete Time Hazard Model of Golf Course Choice Behavior.” Journal of Marketing Theory and Practice. Winter 1998. Volume 6. Issue 1. 73-87.

Richard, Mitra, and McMahon.

“Effects of Service Delays on Consumer Satisfaction/Dissatisfaction: An Overview.” The 1997 Proceedings of the Atlantic Marketing Association.

Mitra, McMahon, and Capella.

Nonprofits and Technology

“The Adoption of Websites by Nonprofits and the Impact on Society.”
Technology in Society (forthcoming)

McMahon, Seaman, Lemley

“Nonprofit websites: adoption and type in Division 5 of the census.”

The 2014 Proceedings of the AABRI.

McMahon, Seaman

“Nonprofit websites: Adoption and type in census division 1.”

The Journal of Business and Economics, Issue 4, 2012.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit Websites: Adoption and Type in District 3 of the Census.”

The 2012 Proceedings of the Hawaii International Conference on Business.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit Websites: Adoption and Type in District 1 of the Census.” The 2012 Proceedings of the winter meeting of the International Academy of Business and Economics.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit websites: Adoption and type in census district 8.”

The Journal of Technology Research. Volume 3, 2012.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit adoption of websites and website types.”

The Journal of Marketing Development and Competitiveness. Fall 2011.

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Graziadio School of Business and Management

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit Websites: Adoption and Type in District 8 of the Census.”
The 2011 Proceedings of the Hawaii International Conference on Business.
McMahon, D., Seaman, S., and Buckingham, J.

“Choosing the right website type for a nonprofit.”
The 2010 Proceedings of The Association of Marketing Theory and Practice.
McMahon, D., and Seaman, S.

“Nonprofits’ Choices of Websites.”
The 2010 Proceedings of the Hawaii International Business Conference.
McMahon, D., Seaman, S., and Buckingham, J.

“Developing an Effective and Affordable Search Engine Methodology for Nonprofits.”
The International Journal of Internet Marketing and Advertising, January 2009.
McMahon, D. and Griffy-Brown, C.

Logistics

TRUCK DRIVER SATISFACTION AND TURNOVER
The 2015 Annual Meeting of the Association of Marketing Theory and Practice
LeMay, McMahon, Periatt, Opengart

“The transformation of the supply chain manager.”
The 2014 Proceedings of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt

“The Changing Role of Inventory Specialists in Logistics.”
Journal of Supply Chain Management Systems, July 2013.
McMahon, LeMay, Periatt, and Opengart

“Customer Service Employees in Logistics.”
The 2013 Proceedings of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, Opengart

“Top Managers in Logistics: A Phenomenological Look at their Roles and Responsibilities.”
The 2012 Proceedings of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

“The Evolving Role and Responsibilities of IS Managers in Logistics.”
The 2010 Proceedings of The Association of Marketing Theory and Practice.
LeMay, McMahon, Periatt, and Carr

“Understanding the Role of Warehouse Managers.”
The 2009 Proceedings of the Association of Marketing Theory and Practice.

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LeMay, McMahon, Periatt, and Carr

“The Evolving Needs of Inventory Supervisors.”
The 2008 Proceedings of the Association of Marketing Theory and Practice.
LeMay, McMahon, Periatt, and Carr

“Keys to Developing Competent Production Managers in Logistics.”
The Journal of Global Business Issues. Fall 2007.
McMahon, Periatt, LeMay, and Carr

“The Increasingly Critical Role of Warehouse Supervisors.”
The Graziadio Business Report. Fall 2007.
LeMay, McMahon, Periatt, and Carr

“The Changing Role of Purchasing Managers in Logistics,”
The 2007 Proceedings of the Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

“The Changing Role of Inventory Specialists In Logistics,”
The 2006 Proceedings of the Association of Marketing Theory and Practice.
LeMay McMahon, Periatt, and Carr

“Developing Competent Production Managers in Logistics,”
The 2005 Proceedings of the Association of Marketing Theory and Practice.
Periatt, McMahon, LeMay, and Carr

“Traffic Managers: A Key to Successful HR Management in Logistics.”
The 2004 Annual Proceedings of the International Business and Economics Research
Conference.
Carr, McMahon, LeMay, and Periatt

“The Growing Importance of Operating Employees and Keys to Developing Effective Training
Options.”
The Journal of Business and Economics Research. Fall 2004.
McMahon, Carr, LeMay, and Periatt

“Understanding the Critical Role of the Warehouse Supervisor,”
The 2004 Annual Proceedings of the Association of Marketing Theory and Practice.
McMahon, Periatt, LeMay, and Carr

“Purchasing and Transformational Technology: The Effects of ECR on the Tasks of the
Purchasing Professional”.
The 2002 Annual Proceedings of the Association of Marketing Theory and Practice.
LeMay, McMahon, Turner

PEPPERDINE UNIVERSITY
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“The Death of the Sales Force.”
Graziadio Business Report. Spring 2000 edition.
McMahon

“The Growth and Development of Logistics Personnel: the Retail Warehouse.”
National Proceedings of the Council of Logistics Management. January 2000.
McMahon and LeMay

The Growth and Development of Logistics Personnel.
Council of Logistics Management. Oakbrook, Illinois. Fall 1999.
LeMay, Carr, Perriat, McMahon

“Toward an Understanding of Transformational Technologies and Their Application to the Supply Chain Relationship: ECR and the Sales Force.”
The 1998 Proceedings of the Society for Marketing Advances.
McMahon, LeMay, and Engelland.

“The Impact of ECR on the Sales Force: A Preliminary Look.”
The 1997 Proceedings of the Atlantic Marketing Association.
McMahon and LeMay

Ethics

“An Examination of Ethical Research Conducted by Experienced and Novice Accounting Academics.”
Issues in Accounting Education. November 2004 edition.
Meyer and McMahon

“An Examination of Research Conduct by Experienced and Novice Accounting Academics.”
The 2003 Western Regional Proceedings of the American Accounting Association
Meyer and McMahon

Other

LinkedIn Usage by the Sales Force
The 2015 meeting of The Association of Marketing Theory and Practice (forthcoming)
Spencer, Weitzig, McMahon

“Moral Foundation Theory and Marketing,”
Journal of Applied Marketing Theory. Issue 4, 2012.
LeMay, Coleman, McMahon, and Wood

“Moral Foundation Theory and Sustainable Marketing: An Approach to Research,”
The 2011 Proceedings of The Association of Marketing Theory and Practice,
LeMay, Coleman, McMahon, and Wood
Best Paper Award

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Graziadio School of Business and Management

“A Review of Hispanic Marketing: strategic approach to assessing and planning your initiative.” The Graziadio Business Report, Issue 4, 2008.

McMahon

“A Review of Know Can Do: Put Your Know-How into Action.”

The Graziadio Business Report. Issue 1, 2008.

McMahon.

“The Contributions of Chester Barnard to Strategic Management Theory.”

Journal of Management History.

1999, volume 5, number 5. 228-240.

McMahon and Carr

Trade Journals

“Should I Advertise to Get More Business?”

OC Vision, May 2008

Griffin and McMahon

“Managing Your B2B Relationships.”

OC Vision, March 2008

Griffin and McMahon

“What kind of marketing approach are you really using?”

OC Vision, February 2008

Griffin and McMahon

“Do You Know Your Core Competencies?”

OC Vision, January 2008

Griffin and McMahon

“The 20/80 Rule.”

OC Vision., December 2007

Griffin and McMahon

ACADEMIC PRESENTATIONS

“Nonprofit websites: adoption and type in Division 5 of the census.”

The 2015 Fall meeting of the Association of Academic Research Business Institute

McMahon and Seaman

“Customer Service Employess in Logistics.”

The 2013 Annual Meeting of The Association of Marketing Theory and Practice.

McMahon, LeMay, Periatt, and Opengart

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“Top Managers in Logistics: A Phenomenological Look at their Roles and Responsibilities.”
The 2012 Meeting of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

“Customer Loyalty Programs: It is easy to give, not so easy to take away.”
The 2012 Annual Meeting of the Association of Marketing Theory and Practice.
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“Moral Foundation Theory and Sustainable Marketing: An Approach to Research,”
The 2011 meeting of The Association of Marketing Theory and Practice,

“Are Nonprofits Choosing the Right Website.” The 2010 meeting of The Association of
Marketing Theory and Practice.
McMahon, D., and Seaman, S.

“Nonprofits’ Choices of Websites.”
The 2010 meeting of the Hawaii International Business Conference.
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“The Evolving Role and Responsibilities of IS Managers in Logistics.”
The 2010 meeting of The Association of Marketing Theory and Practice.
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“Understanding the Role of Warehouse Managers.”
The 2009 meeting of the Association of Marketing Theory and Practice. 2009.
LeMay, McMahon, Periatt, and Carr

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The 2008 meeting of the Association of Marketing Theory and Practice.
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The 2007 meeting of the Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

“The Changing Role of Inventory Specialists In Logistics,”
The 2006 meeting of the Association of Marketing Theory and Practice.
LeMay McMahon, Periatt, and Carr

“Developing Competent Production Managers in Logistics,”
The 2005 meeting of the Association of Marketing Theory and Practice.
Periatt, McMahon, LeMay, and Carr

“Traffic Managers: A Key to Successful HR Management in Logistics.”
The 2004 meeting of the International Business and Economics Research Conference.
Carr, McMahon, LeMay, and Periatt

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“Understanding the Interaction of Pre-Process and In-Process Delays in a Multi-delay Service Encounter,”

The 2004 Annual meeting of the Association of Marketing Theory and Practice.
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“Purchasing and Transformational Technology: The Effects of ECR on the Tasks of the Purchasing Professional”.

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LeMay, McMahon, Turner

“The Growth and Development of Logistics Personnel: the Retail Warehouse.”

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“Toward an Understanding of Transformational Technologies and Their Application to the Supply Chain Relationship: ECR and the Sales Force.”

The 1998 meeting of the Society for Marketing Advances.
McMahon, LeMay, and Engelland.