

*Richard A. Heiens, Ph.D.*  
*Professor of Marketing*

University of South Carolina Beaufort  
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**EDUCATION**

**Doctor of Philosophy in Marketing, Ph.D.**

*Florida State University*, Tallahassee, Florida  
College of Business Administration: 1993

**Bachelor of Science in Marketing, B.S.**

*Florida State University*, Tallahassee, Florida  
College of Business Administration: 1988

**TEACHING EXPERIENCE**

**The University of South Carolina Beaufort**; Bluffton, South Carolina  
*Professor of Marketing*  
2018-Present

**The University of South Carolina Aiken**; Aiken, South Carolina  
*Walter F. O'Connell Palmetto Professor of Marketing*  
2008 to 2018

*Walter F. O'Connell Palmetto Associate Professor of Marketing*  
2004 to 2008

*Associate Professor of Marketing*  
2003 to 2004

*Assistant Professor of Marketing*  
Jan. 2000 to 2003

**The University of Texas at Tyler**; Tyler, Texas  
*Assistant Professor of Marketing*  
1994 to Dec. 1999

**Barry University**; Miami, Florida  
International Executive MBA Program; Kingston, Jamaica  
*Adjunct Professor of Business Administration*  
Summer 1994

**Florida International University;** Miami, Florida  
***Visiting Assistant Professor of Marketing***  
1993 to 1994

**Florida State University;** Tallahassee, Florida  
***Instructor of Marketing***  
1990 to 1993

## **HONORS AND AWARDS**

*Awarded Research Initiative for Summer Engagement – Senior Campuses \$6000 Research Grant, University of South Carolina Columbia, 2021*

*Awarded Magellan Program Undergraduate Research Grant – \$2500, University of South Carolina Columbia, 2021*

*Awarded Research Initiative for Summer Engagement – Senior Campuses \$6000 Research Grant, University of South Carolina Columbia, 2017*

*Southern Bank and Trust Faculty Scholarship Excellence Award, University of South Carolina Aiken, School of Business Administration, 2017, 2015, 2012*

*Strategic Partner Award, South Carolina Small Business Administration, 2014*

*Distinguished Research Paper Award, Allied Academies of Business, 2010, 2003, 2001*

*Awarded Research Sabbatical, University of South Carolina Aiken, 2009*

*Awarded Endowed Chair in Business, the Walter F. O’Connell Palmetto Professorship for Excellence in Technology, University of South Carolina Aiken, 2004*

*Outstanding University Scholarly Activity Award, University of South Carolina Aiken, 2003*

*Awarded “College Teaching Fellowship” competitive stipend (one recipient per doctoral cohort), Florida State University, 1988*

## PEER-REVIEWED PUBLICATIONS

### **Journal Articles:**

50. Heiens, Richard A. and Robert T. Leach (2022), "The Impact of Health Care Legislation on the Relationship between Intangible Investments and Investor Returns in the U.S. Pharmaceutical Industry," ***International Journal of Healthcare Technology and Management***, 19, 2, 167-184.
49. Pleshko, Larry P. and Richard A. Heiens (2022), "The Explanatory Mechanisms Underlying the Double Jeopardy Phenomenon in Fast-Food Retailing," ***Journal of Empirical Generalizations in Marketing Science***, 22, 1, 1-17.
48. Narayanaswamy, Ravi and Richard A. Heiens (2022), "Finding the Optimal Social Media Marketing Mix to Drive Customer Attraction and Sales Performance: An Exploratory Study," ***International Journal of Electronic Marketing and Retailing***, 13, 1, 65-82.
47. Narayanaswamy, Ravi and Richard A. Heiens (2021), "The Impact of Digital Sales Channels on Web Sales: Evidence from the USA's Largest Online Retailers," ***International Journal of Electronic Marketing and Retailing***, 12, 3, 306-322.
46. Heiens, Richard A. and Ravi Narayanaswamy (2021), "The Impact of Digital Social Legitimization on Website Visits and Web Sales," ***International Journal of Electronic Commerce Studies***, 12, 1, 29-42.
45. Heiens, Richard A. and Larry P. Pleshko (2020), "The Impact of Brand Origin on Relationship Marketing Outcomes in a Market with a Large Migrant Population," ***International Journal of Services, Economics and Management***, 11, 3, 221-233.
44. Heiens, Richard A., Larry P. Pleshko and Ahmed A. Ahmed (2019), "A Comparison of the Relationship Marketing Outcomes of SMEs vs Large Enterprises in the Kuwait Fast Food Industry," ***British Food Journal***, 121, 10, 2442-2453.
43. Pleshko, Larry P. and Richard A. Heiens (2019), "An Exploratory Examination of the Relationship between Time-In-Market and Market Share for Foreign Firms in a Consumer Ethnocentric Emerging Market," ***International Journal of Business and Emerging Markets***, 11, 2, 109-121.
42. Pleshko, Larry P., Richard A. Heiens and Adel Al-Wugayan (2018), "Chronological Age versus Cognitive Age: An Examination of Lifecycle and Gender Differences," ***Middle East Journal of Management***, 5, 3, 161-174.

41. Heiens, Richard A., Majdi A. Quttainah and Larry P. Pleshko (2018), "The Miles & Snow Typology Groups: A Comparison of Services and Manufacturing Samples," ***Arab Journal of Administrative Sciences***, 25, 1, 121-138.
40. Narayanaswamy, Ravi and Richard A. Heiens (2018), "Online Sales Promotion in Hedonic versus Utilitarian Product Categories," ***International Journal of Electronic Marketing and Retailing***, 9, 1, 77-88.
39. Heiens, Richard A., Robert T. Leach, Paul Newsom, and Leanne C. McGrath (2017), "The Impact of Advertising, Goodwill and Other Intangibles in the Retail Foodservice Industry: Do Intangible Investments Bite into Investor Returns?" ***Journal of Foodservice Business Research***, 20, 2, 177-191
38. Heiens, Richard A. and Larry P. Pleshko (2017), "An Empirical Validation of the Methodology for Measuring Self-Perceived Age in the Middle Eastern Market", ***People: International Journal of Social Sciences***, 3, 2, 495-511.
37. Heiens, Richard A. and Ravi Narayanaswamy (2016), "An Examination of the E-mail and Electronic Relationship Marketing Practices of the USA's Top 500 Online Retailers," ***International Journal of Electronic Customer Relationship Management***, 10, 2, 125-137.
36. Heiens, Richard A., Larry P. Pleshko and Abdullah Aldousari (2016), "Using Direct Observation to Examine the Relationship Between Religiosity, Demographics, and Consumption in a Middle Eastern Retail Services Setting," ***Journal of International Consumer Marketing***, 28, 4, 274-282.
35. Heiens, Richard A., Robert T. Leach and Paul Newsom (2016), "Overcoming the Trend Toward Healthier Foods: The Impact of Advertising and Intangibles on Investor Returns in the Packaged Food Industry," ***Journal of Food Products Marketing***, 22, 7, 851-861.
34. Heiens, Richard A. and Frank T. Xie (2016), "Reviving an American County via Technology & IMC: Aiken County, South Carolina and the Center for Hydrogen Research," ***Southeast Case Research Journal***, 13, 1, 11-30.
33. Pleshko, Larry P. and Richard A. Heiens (2015), "Customer Satisfaction and Loyalty in the Kuwaiti Retail Services Market: Why are Satisfied Buyers Not Always Loyal Buyers?" ***The International Review of Retail, Distribution and Consumer Research***, 25, 1, 55-71.
32. Heiens, Richard A., Larry P. Pleshko and Awad Al-Zufairi (2015), "Making Up Lost Ground: The Relative Advantage of Achieving Relationship Marketing Outcomes versus Time-In-Market Effects," ***Journal of International Consumer Marketing***, 27, 1, 84-96.

31. Pleshko, Larry P. and Richard A. Heiens (2015), "An Investigation of Chronological versus Cognitive Age Impact in the Kuwait Coffee Shop Market," ***Organizations and Markets in Emerging Economies***, 6, 11, 78-92.
30. Pleshko, Larry P., Richard A. Heiens, and Charles A. Rarick (2015), "An Investigation into the Profit and Market Share Performance of Porter's Generic Strategic Groups: Interactions with Alternative Strategic Groups," ***Academy of Business Research Journal***, 3, 8-25.
29. Pleshko, Larry P., Richard A. Heiens, and Plamen P. Peev (2014), "The Impact of Strategic Consistency on Market Share and ROA," ***International Journal of Bank Marketing***, 32, 3, 176-193.
28. Heiens, Richard A. and Larry P. Pleshko (2014), "Double Jeopardy Patterns in a Mideast Retail Services Setting," ***Asian Journal of Business Research***, 4, 1, 16-29.
27. Pleshko, Larry P., Plamen P. Peev, and Richard A. Heiens (2013), "The Relationship between Market Follower Status and the Overall Passivity of a Firm's Strategic Profile: Does Fit Relate to Profitability?" ***Journal of Services Research***, 13, 2, 145-165
26. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2012), "Assessing the Importance of Brand Equity in the Health Services Market Through the Impact of Acquired Goodwill on Stockholder Returns," ***Journal of Economics and Behavioral Studies***, 4, 6, 364-370.
25. Newsom, Paul D., Robert T. Leach, and Richard A. Heiens (2012), "An Exploratory Examination of the Relationship between Investment Levels in Intangible Market-Based Assets and Liquidation for Financially Distressed Firms," ***International Journal of Innovation and Business Strategy***, 1, 49-69.
24. Pleshko, Larry P. and Richard A. Heiens (2012), "The Market Share Impact of the Fit between Market Leadership Efforts and Overall Strategic Aggressiveness," ***Business and Economics Research Journal***, 3, 3, 1-15.
23. Heiens, Richard A. and Larry P. Pleshko (2011), "A Contingency Theory Approach to Market Orientation and Related Marketing Strategy Concepts: Does Fit Relate to Profit Performance?" ***Management & Marketing: Challenges for the Knowledge Society***, 6, 1, 19-34.
22. Pleshko, Larry P. and Richard A. Heiens (2011), "Market Orientation and Related Marketing Strategy Concepts: Does Fit Relate to Market Share Performance?" ***Academy of Banking Studies Journal***, 10, 1, 119-133.

21. Heiens, Richard A. and Larry P. Pleshko (2010), "The Relationship between Strategic Orientation, Growth Strategies, and Market Share Performance," ***Regional Business Review***, 29, 16-30.
20. McGrath, Leanne C., Richard A. Heiens and Robert T. Leach (2009), "The Impact of Research Intensity on Holding Period Returns for Pharmaceutical Investments: An Analysis by Primary Line of Trade," ***Journal of Business and Economic Perspectives***, 35, 2, 64-72.
19. Heiens, Richard A., Leanne C. McGrath and Robert T. Leach (2008), "The Impact of Intangible Assets and Expenditures on Holding Period Returns in the Pharmaceutical Industry," ***Journal of Medical Marketing***, 8, 2, 151-158.
18. Pleshko, Larry P. and Richard A. Heiens (2008), "The Contemporary Product-Market Strategy Grid and the Link to Market Orientation and Profitability," ***Journal of Targeting, Measurement, and Analysis for Marketing***, 16, 2, 108-114.
17. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2007), "The Contribution of Intangible Assets and Expenditures to Shareholder Value," ***Journal of Strategic Marketing***, 15, 2, 149-159.
16. Heiens, Richard A., Larry P. Pleshko and Leanne C. McGrath (2006), "An Exploratory Investigation of Brand Insistence in Retailing," ***Review of Business Research***, 6, 5, 60-69.
15. Heiens, Richard A., Larry P. Pleshko and Robert T. Leach (2004), "Examining the Effects of Strategic Marketing Initiative and First-Mover Efforts on Market Share Performance," ***Marketing Management Journal***, 14, 1, 63-70.
14. Pleshko, Larry P. and Richard A. Heiens (2004), "Strategic Considerations in the Financial Services Industry: Does Strategic Consistency Influence Performance?" ***Academy of Strategic Management Journal***, 3, 65-75.
13. McGrath, Leanne C. and Richard A. Heiens (2003), "Beware the Internet Panacea: How Tried and True Strategy Got Sidelined," ***Journal of Business Strategy***, 24, 6, 24-28.
12. Pleshko, Larry P., Richard A. Heiens and Leanne C. McGrath (2002), "A Methodology Towards Measuring the Strategic Profile of First-Mover Firms in Industrial Markets," ***Academy of Marketing Studies Journal***, 6, 1, 1-8.
11. Heiens, Richard A., Mark Kroll and Peter Wright (2001), "Macro-Economic Risk Factors in Industrial Markets: Are Elite Firms Less Susceptible?" ***Journal of Business & Industrial Marketing***, 16, 4, 246-255.

10. McGrath, Leanne C. and Richard A. Heiens (2001), "The Integration of Computer Technology in Small Businesses," *Journal of Small Business Strategy*, 12, 1, 62-69.
9. Heiens, Richard A. (2000), "Market Orientation: Toward an Integrated Framework," *Academy of Marketing Science Review*, 4, 1, 1-5.
8. Pleshko, Larry P. and Richard A. Heiens (2000), "Customer-Focus or Competitor-Focus? A Financial Services Example," *Services Marketing Quarterly*, 20, 2, 19-32.
7. Heiens, Richard A. and Ron Lennon (2000), "Profiling Customer Loyalty: A Comparison of U.S. and Caribbean Consumers," *Journal of the Association of Marketing Educators*, 3, 2, 68-78.
6. Kroll, Mark, Peter Wright, and Richard A. Heiens (1999), "The Contribution of Product Quality to Competitive Advantage: Impacts on Systematic Variance and Unexplained Variance in Returns," *Strategic Management Journal*, 20, 4 (April), 375-384.
5. Heiens, Richard A. (1999), "The Influence of Product Publicity on Product Sales in a Noncompetitive Environment," *Academy of Marketing Studies Journal*, 3, 1, 1-10.
4. Heiens, Richard A. and Larry P. Pleshko (1997), "A Preliminary Examination of Patient Loyalty," *Journal of Hospital Marketing*, 11, 2, 105-114.
3. Heiens, Richard A. and Deborah B. Hulse (1996), "Two-Way Interactive Television: An Emerging Technology for University-Level Business School Instruction," *Journal of Education for Business*, 72, 2, (November/December), 74-77.
2. Heiens, Richard A. and Larry P. Pleshko (1996), "Categories of Customer Loyalty: An Application of the Customer Loyalty Classification Framework in the Fast-Food Market," *Journal of Food Products Marketing*, 3, 1, 1-12.
1. Goldsmith, Ronald E. and Richard A. Heiens (1992), "Subjective Age: A Test of Five Hypotheses," *The Gerontologist*, 32, 3 (June), 312-317.

### **Conference Proceedings:**

33. Heiens, Richard A. and Ravi Narayanaswamy (2022), "An Exploratory Investigation of the Effectiveness of Digital Marketing Channels for Utilitarian Versus Hedonic Products", in Proceedings of the 52<sup>nd</sup> Annual Meeting of the Southeast Decision Sciences Institute, Jacksonville, FL: ***Southeast Decision Sciences Institute***, 406-418.
32. Heiens, Richard A., Ravi Narayanaswamy and Emily Siegfried (2021), "An Exploratory Examination of the Impact of Customer Service Features on Conversion Rates for Online Retailers" in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Virtual Conference: ***Association of Marketing Theory and Practice***, 10-20.
31. Narayanaswamy, Ravi and Richard A. Heiens (2021), "An Exploratory Examination of the Relationship between Digital Traffic Channels and Web Sales for Hedonic Products in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Virtual Conference: ***Association of Marketing Theory and Practice***, 26-32.
30. Heiens, Richard A. and Ravi Narayanaswamy (2020), "Using Social Legitimacy Theory to Understand the Likely Impact of Digital Direct Marketing on Web Sales," in Proceedings of the 50<sup>th</sup> Annual Meeting of the Southeast Decision Sciences Institute, Charleston, SC: ***Southeast Decision Sciences Institute***, 773-782.
29. Pleshko, Larry P. and Richard A. Heiens (2019), "Analyzing True Loyalty in the Middle Eastern Market: Brand Preference and Brand Insistence," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Charleston, SC: ***Association of Marketing Theory and Practice***, 13-23.
28. Heiens, Richard A., Ravi Narayanaswamy, and John Engel (2016), "A Preliminary Examination of Online Sales Promotion in Hedonic versus Utilitarian Product Categories" in Proceedings of the Atlantic Marketing Association Annual Meeting, Charleston, SC: ***Atlantic Marketing Association***, 1-12.
27. Heiens, Richard A., Robert T. Leach, Leanne C. McGrath and Paul D. Newsom (2016), "A Preliminary Examination of the Impact of Advertising on Investor Returns in the Packaged Food and Beverage Industry" in Proceedings of the Marketing Management Association Spring Conference, Chicago, IL: ***Marketing Management Association***, 20-24.



26. Heiens, Richard A., Robert T. Leach, Paul D. Newsom, and Leanne C. McGrath (2015), "An Investigation into the Impact of Advertising, Intangible Assets, and Goodwill on Investor Holding Period Returns in the Retailing Industry," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Savannah, GA: **Association of Marketing Theory and Practice**, 1-13.
25. Pleshko, Larry P. and Richard A. Heiens (2015), "Applying a Method for Measuring Cognitive Age to the Kuwait Market," in Proceedings of the Academy of Marketing Studies, Vol. 20, No. 2, Las Vegas, NV: **Allied Academies International Conference**, 81.
24. Heiens, Richard A., Robert T. Leach, and Paul D. Newsom (2013), "The Relationship between Investment Levels in Intangible Resources and Liquidation for Financially Distressed Firms," in Proceedings of the Association of Marketing Theory and Practice Annual Meeting, Charleston, SC: **Association of Marketing Theory and Practice**, 1-16.
23. Matson, James and Richard A. Heiens (2012), "Food Hubs: Issues, Opportunities, and Propositions for Practitioners," in Global Competitiveness in a Time of Economic Uncertainty and Social Change: Current Issues and Future Expectations, Vol. 23, Helsinki Finland, **International Management Development Association**, 86-93.
22. Heiens, Richard A. Robert T. Leach, Leanne C. McGrath and Frank Tian Xie (2011), "The Impact of Purchased Goodwill on Stockholder Returns in the Health Services Industry," in Proceedings of the Atlantic Marketing Association Annual Meeting, Charleston, SC: **Atlantic Marketing Association**, 71-77.
21. Heiens, Richard A. and Frank Tian Xie (2011), "Aiken County, South Carolina and the Center for Hydrogen Research: A Vehicle for Economic Development," in Proceedings of the Case Research Association Nineteenth Annual Meeting, Myrtle Beach, SC: **Southeast Case Research Association**, 15.
20. Foote, Stephanie M., David S. Harrison, Richard A. Heiens, and Kathleen Wates (2010), "An Exploratory Investigation of Business Education Critical Inquiry Programs and the Creation of a Related Faculty Development Agenda," Proceedings of the 10<sup>th</sup> Global Conference on Business and Economics, Rome, Italy: **Association for Business and Economic Research**, 1-16.
19. Pleshko, Larry P. and Richard A. Heiens (2010), "A Contingent Approach to Market Orientation and Product-Market Growth Strategy: Does Fit Relate to Share?" in Proceedings of the Academy of Banking Studies, Vol. 10, No. 2, Las Vegas, NV: **Allied Academies International Conference**, 1-6.

18. Heiens, Richard A. and Larry P. Pleshko (2009), "An Examination of Strategic Orientation and Growth Strategies among Credit Unions," in Proceedings of the Southeast Decision Sciences Annual Conference, Charleston, SC: **Southeast Decision Sciences Institute**, 632-646.
17. Pleshko, Larry P., Nizar Souiden, Richard A. Heiens, and Michael J. Fekula (2006), "The Operation of Double Jeopardy in the Fast-Food Services Market," in Proceedings of the Thirteenth Annual Meeting, Las Vegas, NV: **American Society of Business and Behavioral Sciences**, 1626-1637.
16. Heiens, Richard A. and Larry P. Pleshko (2005), "The Impact of First-Mover Efforts on Market Share Performance in the Financial Services Industry," in Expanding Marketing Horizons, Into the 21<sup>st</sup> Century, Jekyll Island, GA: **Association of Marketing Theory and Practice**, 320-325.
15. Heiens, Richard A., Robert T. Leach, and Leanne C. McGrath (2005), "Examining the Contribution of Intangible Assets, Resources, and Expenditures on Shareholder Wealth," in Proceeding of the Society for Advancement of Management, Las Vegas, NV: **Society for Advancement of Management**, 609-615.
14. Pleshko, Larry P. and Richard A. Heiens (2003), "Pure Forms of Strategic Marketing: An Investigation of Leadership and Performance," in Proceedings of the Academy of Marketing Studies, Las Vegas, NV: **Allied Academies International Conference**, 61-68.
13. Pleshko, Larry P., Richard A. Heiens and Leanne C. McGrath (2001), "The Development and Validation of the Strategic Marketing Initiative Scale as a Comprehensive Measurement Instrument for First-Mover Efforts," in Proceedings of the Academy of Marketing Studies, Las Vegas, NV: **Allied Academies International Conference**, 1-5.
12. Pleshko, Larry P. and Richard A. Heiens (1999), "Customer-Focus or Competitor-Focus? A Sample of Product Firms", in Enhancing Knowledge Development in Marketing, San Francisco, CA: **American Marketing Association Summer Educators' Conference**, 198-203.
11. Lennon, Ron and Richard A. Heiens (1999), "Profiling Jamaican Customer Loyalty within the FCB Grid," in Marketing for the Millennium, Annapolis, MD: **Atlantic Marketing Association**, 324-330.
10. Heiens, Richard A. (1998), "Profiling Customer Loyalty within the FCB Grid," in The Changing World of Corporate and Marketing Communications: Towards the Next Millennia, Glasgow, Scotland: **Global Institute for Corporate and Marketing Communications**, 205-212.

9. Heiens, Richard A. and Larry P. Pleshko (1996), "Customer Loyalty in the Service Sector," in Proceedings of the Third Annual Meeting, Las Vegas, NV: **American Society of Business and Behavioral Sciences**, 39-43.
8. Pleshko, Larry P., Peter A. Stanwick and Richard A. Heiens (1995), "Market Leadership Profiles of the Miles and Snow Typology Groups," in Advances in Marketing, Houston, TX: **Southwestern Marketing Association**, 232-236.
7. Heiens, Richard A. and Larry P. Pleshko (1995), "An Empirical Examination of Customer Loyalty in a Convenience-Driven Market," in Transforming Marketing: On-Line and Integrating, New Orleans, LA: **Atlantic Marketing Association**, 232-236.
6. Pleshko, Larry P. and Richard A. Heiens (1994), "An Investigation into the Relationship between Consumer Satisfaction, Market Performance, and Firm Performance in a Services Environment," in Enhancing Knowledge Development in Marketing, Chicago, IL: **American Marketing Association Summer Educators' Conference**, 410.
5. Goldsmith, Ronald E., Steven J. Newell and Richard A. Heiens (1993), "A Reexamination of Some Black/White Consumption Differences," in Developments in Marketing Science, Miami Beach, FL: **Academy of Marketing Science**, 20-23.
4. Taylor, Steven A., Randall Hansen and Richard A. Heiens (1992), "Service Quality: An Examination Using Multi-Dimensional Scaling," in Marketing: Perspectives for the 1990s, New Orleans, LA: **Southern Marketing Association (Society for Marketing Advances)**, 401-405.
3. Heiens, Richard A. (1992), "Management-By-Objectives: An Actionable Framework for the Efficient Management of Nonprofit Organizations," in Contemporary Business Issues, Las Vegas, NV: **Academy of Business Administration**, 644-649.
2. Heiens, Richard A. and Richard W. Mizerski (1991), "Modifying the Behavioral Intentions Paradigm for the Prediction of Gift-Giving Behavior," in Retailing: Reflections, Insights, and Forecasts, Richmond, VA: **Academy of Marketing Science**, 55-59.
1. Heiens, Richard A. (1991), "A Methodology towards Measuring the Cognitive Age Construct," in Proceedings of the Twenty-Second Annual Meeting, Indianapolis, IN: **Midwest Decision Sciences Institute**, 357-360.