



Douglas Hoffman

Education

D.B.A. , The University of Kentucky, United States, 1988
M.B.A., The University of Kentucky, United States, 1984
B.S., Ohio State University, United States, Marketing, 1981

Work Experience

- 1997-Current Professor of Marketing at Department of Marketing, College of Business, Colorado State University, United States
- 1989-1997 Lecturer, The University of North Carolina, United States
- 1987-1997 Lecturer, Mississippi State University, United States
Visiting Professor, Helsinki School, Finland and Industrial Policy Studies, Korea South

Publications

Articles

- 2016 D Barnes, JE Collier, V Howe, KD Hoffman (2016). Multiple paths to customer delight: the impact of effort, expertise and tangibles on joy and surprise. *Journal of Services Marketing*, 30(3).
- 2016 KD Hoffman, KD Hoffman, SW Kelley, SW Kelley, HM Rotalsky (2016). Retrospective: tracking service failures and employee recovery efforts. *Journal of Services Marketing*, 30(1), 7-10.
- 2016 SH Lee, KD Hoffman (2016). Wrap-Attack Pack: Product Packaging Exercise. *Marketing Education Review*, 26(1), 14-19.
- 2015 SH Lee, KD Hoffman (2015). Learning the ShamWow: Creating Infomercials to Teach the AIDA Model. *Marketing Education Review*, 25(1), 9-14.
- 2015 J Galbreath, KD Hoffman (2015). An Introduction to E-Services: The ABCs of an E-CRM Ecosystem. *New Meanings for Marketing in a New Millennium*, 242-242.
- 2015 KD Hoffman, SW Kelley, BC Chung (2015). Waiter, There s a Dead Fly in my Soup: Facility-Based Failures and Recovery Strategies. *New Meanings for Marketing in a New Millennium*, 296-296.
- 2014 KD Hoffman, SH Lee (2014). A CIT investigation of disruptive student behaviors: the students perspective. *Marketing Education Review*, 24 (2), 115-126.
- 2014 SH Lee, KD Hoffman (2014). The" Iron Inventor": Using Creative Problem Solving to Spur Student Creativity. *Marketing Education Review*, 24 (1), 69-74.
- 2014 GR Gonzalez, KD Hoffman, TN Ingram (2014). The sales recovery audit: Learning to walk the talk. *Industrial Marketing Management*, 43 (1), 146-154.

Proceedings

- 2015 KD Hoffman, SW Kelley (2015). Guidelines for Developing Retail Recovery Strategies. *Proceedings of the 1996 Academy of Marketing Science (AMS) Annual Conference*.
- 2015 KD Hoffman, SW Kelley, HM Rotalsky (2015). Restaurant Service Failure and Recovery Analysis. *Proceedings of the 1994 Academy of Marketing Science (AMS) Annual Conference*.
- 2015 JB Ford, ED Honeycutt Jr, KD Hoffman (2015). The Need for Positioning in the Health Care Market. *Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference*.
- 2015 LW Turley, KD Hoffman (2015). Atmospheric Research: Where do We Go from Here. *Proceedings of the 2002 Academy of Marketing Science (AMS) Annual Conference*.
- 2015 KD Hoffman, LW Turley (2015). Toward an Understanding of Consumers' Price Sensitivities for Professional Services. *Proceedings of the 1999 Academy of Marketing Science (AMS) Annual Conference*.

Books

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| 2006 | Essentials of Services Marketing |
| 2004 | Marketing Principle & Best Practices |
| 1999 | Managing Services Marketing |

Services to Thammasat Business School

Teaching

Masters:

MIM: MK 631 Service Marketing

Other Services

MIM Curriculum Revision.

MIM Independent Study (6 credits) Advisor (No.361/2558)

MIM Independent Study Examination Committee (No. 433/2557, No. 75/2557)