

UMUC Faculty Profile

Dr. Donald W. Hendon, Professor

Business & Executive Programs

Position(s) Held

Full professor since middle 1970s at several universities in USA, Canada, Malaysia, Oman, United Arab Emirates. Endowed chairs held at universities in New Orleans and Chattanooga.

Education/Degrees Held

PhD (lead field Marketing, second field Management): University of Texas at Austin, 1971.

MBA (Marketing), University of California at Berkeley, 1964.

BBA (Management), University of Texas at Austin, 1962.

Courses Instructed

222 sections taught over the years in face-to-face universities: 177 Marketing courses (79.7%), 45 non-Marketing courses (20.3%). Levels: PhD, MBA, BBA. Supervised 67 independent studies.

Brief Statement About Instructor

Dr. Hendon has over 30 years full-time teaching, various universities in USA (13 states and Puerto Rico) and abroad (Australia, Canada, Mexico, Malaysia, Oman, United Arab Emirates). 13 states: Texas, Arkansas, Louisiana, Alabama, Georgia, Tennessee, Florida, Nebraska, South Dakota, Wyoming, Utah, Nevada, Hawaii. Ph.D. (Marketing, 1971) and B.B.A. (Management, 1962) degrees from the University of Texas at Austin. MBA (Marketing, 1964) from the University of California at Berkeley. Major fields of expertise: marketing, management, negotiating, international business. Has consulted and given more than 700 seminars in 35 nations on 6 continents. Has consulted for 76 companies in 26 nations on 6 continents. Has written 5 books (published in 13 nations), 396 other publications. Books: *Battling for Profits*, *How to Negotiate Worldwide*, *Cross-Cultural Business Negotiations*, *Classic Failures in Product Marketing*, etc. Several DVDs, video tapes, audio cassette tapes. Member of 23 professional associations. Many honors and awards. Kinds of consulting jobs: top-level advice, feasibility studies and reports, survey research, arbitration, negotiation, expert witness, mathematical models, training, etc. Clients have included manufacturers, retailers, wholesalers, market research firms, ad agencies, ad media, trade associations and lobbyists, educational institutions, hospitals, chambers of commerce, government officials and agencies, professional associations and service clubs, airlines, hotels and resorts, holiday destinations, land developers, insurance firms, banks and other financial institutions.

Publications

5 books: Battling for Profits, How to Negotiate Worldwide, Cross-Cultural Business Negotiations, Classic Failures in Product Marketing, American Advertising. . Books have been published in at least 14 nations: USA, UK, Mexico, Italy, Japan, Singapore, Thailand, Indonesia, Norway, Sweden, Taiwan, Australia, Canada, Malaysia. Pirated versions in Vietnam and probably other nations. 396 other publications, including monographs, instructors' manual, original articles and case studies written for books, refereed academic journals, refereed proceedings, trade journals, book reviews, ICCH cases, etc.

Honors/Awards

- Best paper in track award, Allied Academies Conference, Las Vegas, Nevada, October 2003
- Fulbright Scholarship
- Award for outstanding research by faculty, Columbus College
- Over 70 Who's Who-type listings
- Several fellowships
- Several honorary societies
- One paper picked from conference for special issue of Journal of Business Research (See Academic Refereed Journals number 5)
- Details upon request