

Intellectual Contributions

The University of Vermont

Tomas, Amy

Refereed Journal Articles

Journal Article, Academic Journal (Published)

Bonifield, C., Tomas, A. (2009). Intellectual Property Issues for Marketers in the Virtual World. *Journal of Brand Management, Palgrave Macmillan*, 16(8), 571-581.
<http://www.palgrave-journals.com/bm/journal/v16/n8/pdf/bm200841a.pdf>

Journal Article, Academic Journal (Published)

Bonifield, C., Bailey, A. A., Tomas, A. (2008). Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds. *Innovative Marketing*, 4(4), 6-13.
http://www.businessperspectives.org/journals_free/im/im_en_2008_4_Bailey.pdf

Journal Article, Academic Journal (Published)

Babin, L., Shaffer, T., Tomas, A. (2002). Teaching Portfolios: Development and Application. *Journal of Marketing Education*, 24(1), 35-42.
<http://jmd.sagepub.com/cgi/content/abstract/24/1/35>

Journal Article, Academic Journal (Published)

Fink, R., Gillette, J., Tomas, A., Hill, D. (2001). Attracting, Enhancing and Retaining Client Relationships Using the Web. *National Public Accountant*, 46(4), 14-17.

Journal Article, Academic Journal (Published)

Tomas, A., Inks, S. (2001). Technology and the Sales Force: Increasing Acceptance of Sales Force Automation. *Industrial Marketing Management*, 30(5), 466-472.
http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6V69-438BSYH-6&_user=1563816&_rdoc=1&_fmt=&_orig=search&_sort=d&view=c&_acct=C000053744&_version=1&_urlVersion=0&_userid=1563816&md5=a1d5bc213a48c253e88c2e1d2aea72d6

Journal Article, Academic Journal (Published)

Hill, D., Fink, R., Tomas, A. (1998). Plant Tours as a Customer Contact Tool: An Integrated Marketing Communications Framework. *Journal of Marketing Management*, 8(2), 41-48.

Journal Article, Academic Journal (Published)

Tomas, A., Lucas Jr., G. H. (1997). Retail Cycle Time: A Customer Transaction Perspective. *Cycle Time Research*, 3(1), 79-89. <https://umdrive.memphis.edu/g-cscm/www/ctr3/retailct.pdf>

Journal Article, Academic Journal (Published)

Tomas, A., Attaway, J. (1996). Examining the Impact of Gambling on Local Retail Expenditures. *Journal of Shopping Center Research*, 4(2), 7-25.

Conference Proceedings

Conference Proceeding (Published)

Tomas, A., Bonifield, C. (2008). *A Different Reality: Considering Possible Selves in the Virtual World*. Philadelphia, Pennsylvania: Advertising and Consumer Psychology Conference/Society for Consumer Psychology.

Conference Proceeding (Published)

Baer, R., Tomas, A., Hill, D. J. (2000). In Stephen J. Hoch and Robert J. Meyer (Ed.), *Excuses: Use'm If You Got'em* (vol. 27, pp. 87-91). Advances in Consumer Research. <http://www.acrwebsite.org/volumes/display.asp?id=8364>

Conference Proceeding (Published)

Phillips, M. R., Horton, V., Tomas, A. (1999). In Joyce A. Young, Robert D. Green, and Faye W. Gilbert (Ed.), *Has the Marketing Value of the Internet Commercialized Cyber-Cheating? Research, Term Papers and References Reinvented* (pp. 135-136). Terre Haute, Indiana: Advances in Marketing: Theory, Practice, and Education/Society for Marketing Advances.

Conference Proceeding (Published)

Fink, R. L., Tomas, A., Hill, D. J. (1998). *Interactive Plant Tour: Bring the Factory to Your Classroom*. Proceedings of the Southwest Decision Sciences Institute.

Conference Proceeding (Published)

Inks, S. A., Tomas, A. (1998). In Michael A. Humphreys (Ed.), *Perceptions of Equity in the Acceptance of Sales Force Automation* (pp. 12-14). Illinois: National Conference in Sales and Sales Management/Illinois State University Department of Marketing.

Conference Proceeding (Published)

Tomas, A., Attaway, J. S. (1997). In Elizabeth J. Wilson and Joseph F. Hair, Jr. (Ed.), *Expanding the Retail Marketplace: Toward an Understanding of the Internet Shopper* (vol. 20, pp. 290-294). Coral Gables, Florida: Developments in Marketing Science/Academy of Marketing Science.

Conference Proceeding (Published)

Inks, S. A., Tomas, A. (1996). In David Strutton, Lou E. Pelton and Shannon Shipp (Ed.), *The Proper Domain of Marketing: Teaching What We Practice* (pp. 196-205). Texas: Advances in Marketing/Southwestern Marketing Association, University of North Texas.

Conference Proceeding (Published)

Hult, G. T., Tomas, A. (1996). In Elizabeth J. Wilson and Joseph F. Hair, Jr. (Ed.), *Total Learning in Marketing Education* (vol. 19, pp. 138-143). Coral Gables, Florida: Developments in Marketing Science/ Academy of Marketing Science.

Conference Proceeding (Published)

Inks, S. A., Tomas, A. (1995). In Brian T. Engelland and Denise T. Smart (Ed.), *Implications of TQM for the Industrial Salesforce: Using Control Charts for Continuous Process Improvement* (pp. 141-145). Evansville, Illinois: Marketing: Foundations for a Changing World/Southern Marketing Association. <http://sbaer.uca.edu/research/sma/1995/pdf/29.pdf>

Conference Proceeding (Published)

Tomas, A., Lucas Jr, G. H., Hult, G. Tomas M. (1994). In Brian T. Engelland and Alan J. Bush (Ed.), *Salesperson Customer Service Orientation: An Organizational Socialization and Commitment Perspective* (pp. 427-430). Evansville, Illinois: Marketing: Advances in Theory and Thought/Southern Marketing Association.

Conference Proceeding (Published)

Tomas, A. (1994). In Daniel L. Sherrell, Daryl O. McKee, and Robert P. Bush (Ed.), *Toward Theory Development in Retailing: A Comment on Theories of Institutional Evolution* (pp. 148-153). Advances in Marketing/Proceedings of the Southwestern Marketing Association.

Conference Proceeding (Published)

Tomas, A., Hult, G. Tomas M., Bashaw, R. E., Keillor, B. D. (1993). In Tom K. Massey (Ed.), *Facilitating Met Expectations: Distinguishing Characteristics of Future Sales Personnel* (pp. 356-359). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.

Conference Proceeding (Published)

Bush, R. P., Tomas, A., Lucas Jr., G. H. (1993). *Image Formation and Patronage in Television Home Shopping: The \$5 Billion Question* (pp. 261-271). Baton Rouge, Louisiana: Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge III/Louisiana State University.

Conference Proceeding (Published)

Tomas, A., Keillor, B. D. (1993). In Tom K. Massey, Jr. (Ed.), *Toward Theory Development in Marketing Strategy: Current Status and Future Direction* (pp. 307-308). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.

Conference Proceeding (Published)

Tomas, A. (1992). In Robert L. King (Ed.), *Exploring Customer Satisfaction with Television Home Shopping: An Importance-Performance Analysis* (pp. 220-223). Marketing: Perspectives for the 1990's/Proceedings of the Southern Marketing Association.

Conference Proceeding (Published)

Tomas, A. (1992). In Michael L. Rothschild (Ed.), *The Evolving Self in Consumer Behavior: Exploring Possible Selves* (vol. 20, pp. 634-637). Provo, Utah: Advances in Consumer Research/Association for Consumer Research.

Other Intellectual Contributions

Instructor's Manual (Published)

Tomas, A. (2009). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 7t/d by Michael Levy and Barton Weitz.

Instructor's Manual (Published)

Tomas, A. (2007). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 6t/d by Michael Levy and Barton Weitz.

Study Guide (Published)

Tomas, A. (1996). *Self-Study Guide*. to accompany Business: A Changing World, 2d/d by O.C. Ferrell and Geoffrey Hirt.

Test Bank (Published)

Tomas, A. (1996). *Test Bank*. to accompany Business: A Changing World, 2d/d, by O.C. Ferrell and Geoffrey Hirt.

Written Case with Instructional Material (Published)

Tomas, A. (1994). *Comprehensive cases* (pp. 283-290, 297-300, 221-229, 356-360, 325-329, 381-384, 330-332, 348-350). Cincinnati, Ohio: appearing in Ferrell, O.C., George H. Lucas, Jr. and David Luck, Strategic Marketing Management: Text and Cases, Southwestern Publishing Company.

Written Case with Instructional Material (Published)

Tomas, A. (1994). *Comprehensive cases* (pp. 416-419, 594-597). Boston, Massachusetts: appearing in Lucas, George H., Jr., Robert P. Bush, Sr. and Larry G. Gresham Retailing, 1t/d, Houghton Mifflin Company.

Instructor's Manual (Published)

Tomas, A. (1994). *Instructor's Manual*. to accompany Retailing, 1t/d by George H. Lucas, Jr., Robert P. Bush, and Larry G. Gresham.

Instructor's Manual (Published)

Tomas, A. (1991). *Instructor's Manual*. to accompany Retailing, 4t/d by Dale M. Lewison, 1991, (co-authored with Dale Lewison and Michael Tomas)..