



Dr. Derrick S. Boone Sr (Derrick)

Associate Professor of Marketing

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Dr. Boone is a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and the National Black MBA Association. Prior to his academic career, Dr. Boone worked in sales and marketing for Merck Pharmaceutical Company, and served in the United States Navy where he holds the rank of Captain (Ret.).

Education

- Ph D, Duke University (Marketing) - 1997
- MBA, Fairleigh Dickinson University (Management) - 1989
- BA, UNC-Chapel Hill (Chemistry) - 1981

Expertise

Dr. Boone's expertise includes multivariate statistical analysis, analytical modeling, consumer behavior, and behavioral decision theory.

Research Interests

- Multivariate Statistical Analysis
- Analytical Modeling
- Consumer Behavior
- Behavioral Decision Theory

Teaching Interests

- Marketing Research
- Quantitative Analysis
- Marketing Management
- New Product Development

Awards and Honors

- 2008 - *Educator of the Year, Charlotte Evening MBA Program (2008)*, Babcock Graduate School of Management
- 1995 - *Duke University Fellowship*, Duke University
- 1995 - *General Electric Faculty for the Future Minority Doctoral Student Fellowship*, General Electric
- 1995 - *Member, Alpha Mu Alpha*
- 1993 - *H. Naylor Fitzhugh Fellowship*, National Black MBA Association, Inc.
- 1991 - *American Assembly of Collegiate Schools of Business Scholarship*, American Assembly of Collegiate Schools of Business
- 1989 - *Member, Delta Mu Delta*

Publications

- Roehm, M. L., & Roehm Jr., H. A., & Boone, D. S. (2004). Plugs vs. Placements: A Comparison of Alternatives for Within-Program Brand Exposure. *Psychology & Marketing*, 21 (1), 17-28.
- Boone, D. S., & Roehm, M. L. (2002). Retail Segmentation Using Artificial Neural Networks. *International Journal of Research in Marketing*, 19 (3), 287-301.
- Boone, D. S., & Roehm, M. L. (2002). Evaluating the Appropriateness of Market Segmentation Solutions Using Artificial Neural Networks and the Membership Clustering Criterion. *Marketing Letters*, 13 (4), 317-333.

- Boone, D. S., & Lemon, L., & Richard, S. (2001). The Impact of Firm Introductory Strategies on Consumers' Perceptions of Future Product Introductions and Purchase Decisions. *Journal of Product Innovation Management / Wiley*, 18 (2), 96-109.
- Roehm, M. L., & Boone, D. S., & Roehm Jr., H. A. (1999). Analogical Reasoning about New Product Introductions by Experts and Novices. *European Advances in Consumer Research*, 4, 161-165.

Media Contributions

- July 10, 2003 - Business-minded, *Chronicle*
- August 25, 2000 - Marketing idea spreads the ad word like a virus, *Business Journal*
- October 22, 1998 - NMBBAA Piedmont Triad chapters host national student case competition, *Chronicle*
- May 1, 1998 - Up front - profile, *Black Pages*