

**David J. Hagenbuch**

**Presentations and Publications • August 2009**

Associate Professor of Marketing  
Ranked Faculty Chair  
Messiah College  
One College Avenue • P.O. Box 3042  
Grantham, PA 17027

Phone: 717-766-2511 (ext. 7256)  
Fax: 717-691-6057

Email: dhagenbu@messiah.edu  
Home: 717-790-0716

***Papers Presented:***

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|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| October 2004  | "Service learning outcomes in a personal selling course," presented at the Christian Business Faculty Association national conference, San Antonio, TX.                                                                       |
| April 2005    | "Marketing as a Christian vocation: Called to reconciliation," presented as part of Messiah College's Presidential Scholars Lecture Series, Grantham, PA.                                                                     |
| February 2006 | "Marketing as a Christian vocation: Called to reconciliation," presented at the Faith, Hope, and Work conference, San Diego, CA.                                                                                              |
| April 2007    | "Service learning in a personal selling class: Systems are the secret," presented at the Marketing Educators Association national conference, San Antonio, TX.                                                                |
| October 2007  | "Employee participation in corporate social performance: A new research agenda," presented at the Christian Business Faculty Association national conference, Seattle, WA. Co-presenters: Steven W. Little and Doyle J. Lucas |
| November 2008 | "Validating Measures of Philanthropic Corporate Social Performance," presented at the Christian Business Faculty Association national conference, Indianapolis, IN. Co-presenters: Steven W. Little and Doyle J. Lucas        |
| November 2008 | "Understanding Students' Attitudes toward Majoring in Human Development & Family Science," presented at the National Council on Family Relations conference, held in Little Rock, AK. Co-presenter: Raeann R. Hamon           |

***Publications:***

- April 2006 "Service learning inputs and outcomes in a personal selling course," *Journal of Marketing Education*, 28, 26-34.
- July 2008 "Understanding satisfied and affectively committed clients' lack of referral intent," *Services Marketing Quarterly*, 29, 24-74. Co-authors: Michael D. Wiese, Jennifer J. Dose, and Michael L. Bruce
- September 2008 "Marketing as Christian vocation: Called to reconciliation" *Christian Scholars Review*, 48, 83-96.