

ARTHUR J. ADAMS

College of Business
University of Louisville
Louisville, KY 40292
(502) 852-4778

2704 New Moody Lane
La Grange KY 40031
Home (502) 222-5486
ajadam01@louisville.edu

EDUCATION

Ph.D., University of Iowa, 1978. Major field: Applied Statistics. Second field: Marketing

MBA, University of Iowa, 1968.

BA, Knox College, 1966. Chemistry major, mathematics minor.

ACADEMIC EMPLOYMENT

University of Louisville:	(1989 --)	Professor of Business Statistics
	(1983 – 1989)	Associate Professor
	(1979 – 1983)	Assistant Professor
University of Iowa	(1978 – 1979)	Visiting Assistant Professor
	(1975 – 1978)	Teaching Assistant
Illinois State University	(1970 – 1975)	Instructor and Administrative Assistant

BUSINESS EXPERIENCE

General Electric, Louisville, KY. Spent a sabbatical leave in Spring 1992 at Appliance Park working on sales forecasting projects.

Dow Chemical Company, Midland, MI. Production Development Engineer for Saran Plastics Division production plants (1968 – 1970). Worked on projects related to safety, yield, new product scale-up, pilot plant experimentation, and introduction of new technology.

3M Company, Aurora, IL. Shift foreman for Dynacolor film processing plant (1966 – 1967). Supervised about 20 workers in a photo-finishing plant.

PERSONAL

Born in May 1944 in Aurora, IL. Graduated from Batavia (IL) High School.

Married to Janice K. Adams; two children. Sara graduated from Union College (KY) in 1999; Aaron attends UofL, having served in the Marine Corps.

JOURNAL ARTICLES PUBLISHED

Adams, A., & Stone, T. (1977). Satisfaction of need for achievement in work and leisure time activities. Journal of Vocational Behavior, 11, 174-181.

Moriarty, M., & Adams, A. (1979). Issues in sales territory modeling and forecasting using Box-Jenkins analysis. Journal of Marketing Research, 16, 221-232.

Adams, A., & Moriarty, M. (1981). The advertising-sales relation: Insights from transfer function modeling. Journal of Advertising Research, 21, 41-46.

Adams, A., Mehrotra, S., & Van Auken, S. (1983). Reliability of forced-exposure television copy testing. Journal of Advertising Research, 23, 29-32.

Adams, A. (1984). A cautionary note on the reliability of advertising test-retest scores. Journal of Advertising, 13, 41-45.

Adams, A., & Lonial, S. (1984). Investigation of giving behavior to United Way using log-linear modeling and discriminant analysis: An empirical study. Journal of the Academy of Marketing Science, 12, 77-88.

Adams, A. (1984). Using the calendar to improve forecasts. Journal of the Academy of Marketing Science, 12, 103-112.

Moriarty M., & Adams, A. (1984). Management judgment forecasts, composite forecasting models, and conditional efficiency. Journal of Marketing Research, 21, 239-250.

Adams, A. (1986). Procedures for revising management judgment forecasts. Journal of the Academy of Marketing Science, 14, 52-57.

Shiffler, R., & Adams, A. (1987). A correction for biasing effects of pilot sample size on sample size determination. Journal of Marketing Research, 24, 319-321.

Adams, A., & Shiffler, R. (1989). Commentary on biasing effects of pilot samples and Gillett's observations on the Stein confidence interval. Journal of Marketing Research, 26, 241-243.

Adams, A., & Shiffler, R. (1989). Behavior of r-square for pooled data sets. Educational and Psychological Measurement, 49, 301-309.

Adams, A., & Van Auken, S. (1995). A new approach to measuring product category membership. Journal of Advertising Research, 35, 73-78.

Adams, A. (1995). Predicting the sales of different refrigerator models. Journal of Business Forecasting, 14, 3-6.

Van Auken, S., & Adams, A. (1998). Attribute upgrading through across-class, within-category comparison advertising: Issues and perspectives. Journal of Advertising Research, 38, 6-16.

Van Auken, S., & Adams, A. (1999). Across- versus within-class comparative advertising: Insights into prestige class anchoring. Psychology & Marketing, 16, 429-450.

Adams, A. & Hancock, T. (2000). Work experience as a predictor of MBA performance. College Student Journal, 34, 211-216.

Kuzmits, F., Raho, L., Adams, A., & Sussman, L. (2002). E-Politics: Using information and communication technology for political gain. The Information Management Journal, 36, 5, 76-80.

Sussman, L., Adams, A., Kuzmits, F., & Raho, L. (2002). Organizational politics: Tactics, channels, and hierarchical roles. Journal of Business Ethics, 40, 4, 313-329.

Gupta, M., Adams, A., & Raho, L. (2003). Traditional management, quality management and constraints management: Perceptions of ASQ members. Quality Management Journal, 10, 2, 25-36.

Kuzmits, F., Adams, A., Sussman, L., & Raho, L. (2004). 360-Feedback in healthcare management: A field study. Health Care Manager, 23, 4, 321-328.

Van Auken, S. & Adams, A. (2005). Validating across-class brand anchoring theory: Issues and implications. Journal of Brand Management, 13, 3, 165-176.

Van Auken, S., & Adams, A. (2006). Developing perspectives into across-class associational advertising. Journal of Promotion Management, 12, 2, 93-117.

Adams, A., Gupta, M., & Raho, L. (2007). Perceptions of management philosophies. Journal for Quality and Participation, 30, 2, 34-40.

Adams, A., & Kuzmits, F. (2008). Testing the relationship between a cognitive ability test and player success: The National Football League case. Athletic Insight, 10, 1, 1-12.

Kuzmits, F., & Adams, A. (2008). The NFL combine: does it predict performance in the National Football League? Journal of Strength and Conditioning Research, 22, 6, 1721-1727.

CONFERENCE PRESENTATIONS

Adams, A. (1979). Identifying one underlying univariate model form across multiple time series. Proceedings of National AIDS, 10, New Orleans.

Adams, A. (1980). Improving forecast accuracy by use of a combined econometric-time series model. Proceedings of Southeast AIDS, 9, Orlando.

Adams, A. (1980). Alternate methods of bivariate time series analysis of product sales. Proceedings of Midwest AIDS, 9, Dayton.

Adams, A. (1981). Modeling and forecasting sales after a major market change. Proceedings of Academy of Marketing Science Conference, 7, Miami.

Adams, A., & Umashankar, S. (1981). Intervention analysis: Its usefulness in modeling the effects of exogenous shocks on univariate time series data. Proceedings of Midwest AIDS, 11, Detroit.

Adams, A. (1982). Correlated error structures: A time series alternative to econometric corrections. Proceedings of Southwest AIDS, 12, Dallas.

Adams, A., & Lonial, S. (1982). Sex differences in attitude toward United Way. Proceedings of Academy of Marketing Science Conference, 8, Las Vegas.

Adams, A. (1982). Subjective versus time series forecasts and their combination. Proceedings of Academy of Marketing Science Conference, 8, Las Vegas.

Adams, A. (1982). Increasing United Way contributions by means of a preference survey. Proceedings of National AIDS, 13, San Francisco.

Adams, A., & Shiffler, R. (1983). A two-sample test for equal coefficients of variation. Proceedings of National AIDS, 14, San Antonio.

Adams, A. (1984). Transfer function analysis with trading day adjustments. Proceedings of National AIDS, 15, Toronto.

Adams, A. (1985). Effects of pooling on r-square. Proceedings of Academy of Marketing Science, 11, Miami.

Adams, A. (1985). Analysis and adjustment of judgmental forecasts. Proceedings of National DSI, 16, Las Vegas.

Adams, A., & Shiffler, R. (1986). Are 'probability theory' and 'business statistics' independent events? Proceedings of National DSI, 17, Honolulu.

Shiffler, R., & Adams, A. (1986). Sums of squares and iso-r-square lines for pooled data sets. Proceedings of National DSI, 17, Honolulu.

Shiffler, R., & Adams, A. (1987). On estimating sigma. Proceedings of National DSI, 18, Boston.

Adams, A., & Shiffler, R. (1988). Potential variation in the sample size requirements: Results from computer simulations. Proceedings of National DSI, 19, Las Vegas.

Adams, A., & Shiffler, R. (1990). Against all odds: student and teacher opinion. Proceedings of National DSI, 21, San Diego.

Shiffler, R., & Adams, A. (1990). Bounds for the maximum z-score of a grouped frequency distribution. Proceedings of National DSI, 21, San Diego.

Adams, A., & Shiffler, R. (1994). Content and pedagogy of business statistics textbooks: The past and the future. Proceedings of National DSI, 25, Honolulu.

Adams, A. (1994). Forecasting product mix to improve inventory management. Proceedings of National DSI, 25, Honolulu.

Van Auken, S., & Adams, A. (1997). An assessment of the validity of shopper intentions in retail store selection. Proceedings of National DSI, 28, San Diego.

Van Auken, S., & Adams, A. (1998). Across-category retail positionings: The application of categorization theory. Proceedings of National DSI, 29, Las Vegas.

Adams, A., & Hancock, T. (1999). The GMAT, experience, and other gender-related correlates of success in the MBA program. Proceedings of National DSI, 30, New Orleans.

Adams, A., & Van Auken, S. (2000). Measuring automobile perceptions in across-class comparative advertising: An experimental study. Proceedings of National DSI, 31, Orlando.

Adams, A., & Van Auken, S. (2001). Quality and value perception in across-class comparative advertising. Proceedings of National DSI, 32, San Francisco.

Sussman, L., Adams, A., Kuzmits, F., & Raho, L. (2001). Political messages in organizations: Channels and directions. Proceedings of National DSI, 32, San Francisco.

Gupta, M., Adams, A., & Raho, L. (2002). ASQ members' perceptions of management philosophies. Proceedings of National DSI, 33, San Diego.

Van Auken, S., & Adams, A. (2003). Assessing the nomological validity of across-class associational advertising: An experimental test. Proceedings of 2003 AMA Winter Educators' Conference, Orlando.

Adams, A. (2005). The self-weighted mean and mean waiting times. Proceedings of 2005 Academic Business World International Conference, Nashville.

Kuzmits, F., & Adams, A. (2006). Does smarter mean better? The relationship between the Wonderlic Personnel Test and NFL performance. Proceedings of National DSI, 37, San Antonio.

Adams, A., & Kuzmits, F. (2008). Wondering about the Wonderlic. Proceedings of Southern IR/HR Conference, Louisville.

TEXTBOOK PUBLICATIONS

Shiffler, R., & Adams, A. (1990). Introductory business statistics with microcomputer applications. Belmont, CA: Wadsworth.

Shiffler, R., & Adams, A. (1995). Introductory business statistics with computer applications. Belmont, CA: Wadsworth.

Shiffler, R., & Adams, A. (1996). Just the basics, please: A quick review of math for introductory statistics. Belmont, CA: Wadsworth.

Shiffler, R., & Adams, A. (1998). Basic business statistics. Belmont, CA: Wadsworth/ITP.

Shiffler, R., & Adams, A. (2002). Basic business statistics, 2nd edition, Wadsworth/ITP.

Shiffler, R., & Adams, A. (1999). Succeeding in Statistics: A review of math, spreadsheet, and graphing calculator skills for elementary statistics. Belmont, CA: Wadsworth/ITP.

Adams, A., & Shiffler, R. (2006). Basic business statistics, 3rd edition, Wadsworth/ITP.

SOFTWARE PUBLICATION

Hedges, J., Shiffler, R., & Adams, A. (1990, 1996). Microcomputer applications for Introductory Business Statistics. Belmont, CA: Wadsworth/ITP.

PROFESSIONAL AFFILIATIONS

American Statistical Association
Decision Sciences Institute
Academy of Marketing Science
American Marketing Association

HONORS

Fellow to AMA doctoral consortium, 1978, Chicago.
Corporate Faculty Award, 1989, 1990.
CBPA undergraduate teaching award, 1996 and 2004.
CBPA overall excellence award, 1996.

RESEARCH INTERESTS

Statistical applications in business; advertising copy experimentation; forecasting

OVERSEAS TEACHING

University of Louisville MBA program, Athens, Greece, in 1998.

GRANTS AWARDED

Undergraduate Research Grant
Intramural Research Initiation Grant
(both awarded July 2000 from UofL for work on the grant proposal "Perceptions of management philosophies as a function of professional status," co-authors M. Gupta and L. Raho)