

September 2008

**CURRICULUM VITA  
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CURRENT POSITION:

Interim Dean of Agriculture, Purdue University  
James and Lois Ackerman Professor of Agricultural Economics and  
Director, Purdue-Kelley MS-MBA in Food and Agricultural Business; Department of  
Agricultural Economics, Purdue University

EDUCATION:

Ph.D. 1986, PURDUE UNIVERSITY, Department of Agricultural Economics

M.S. 1983, PURDUE UNIVERSITY, Department of Agricultural Economics

B.S. 1982, MURRAY STATE UNIVERSITY, Agriculture and Business Administration  
(double major, summa cum laude)

EMPLOYMENT HISTORY:

- May 2008-present: Interim Dean of Agriculture, Purdue University
- August 2007-April 2008: Interim Vice Provost for Engagement, Purdue University
- September 2004-present: James and Lois Ackerman Professor of Agricultural Economics, Department of Agricultural Economics, Purdue University
- July 1997-August 2004: Professor, Department of Agricultural Economics, Purdue University
- April 1987-June 1997: Assistant to Full Professor, Department of Agricultural Economics, Purdue University
- December 1986-March 1987: Visiting Assistant Professor, Department of Agricultural Economics, Purdue University
- August 1982-December 1986: Research Assistant, Department of Agricultural Economics, Purdue University
- August 1978-May 1982: Student Assistant, Department of Agriculture, Murray State University

ADMINISTRATIVE RESPONSIBILITIES:

- Interim Dean of Agriculture: May 2008-present. The Dean of Agriculture at Purdue University reports to the Provost and is the Chief Executive Officer for the College of Agriculture. The College is organized into four administrative units, each led by an associate dean and director: Academic Programs, Agricultural Research, Cooperative Extension, and International Programs. In addition, the Dean oversees a number of regulatory services including the State Chemist Office and the Animal Disease Diagnostic Laboratory. The College of Agriculture includes 11 academic departments and 2 service departments with 315 faculty, 558 research/professional faculty/staff, 281 clerical and technical staff, and 271 county Extension educators. Total enrollment within the College of Agriculture is 2535 undergraduates and 491 graduate students. The total budget for FY08 for the College was approximately \$156M. The Dean provides leadership for recruiting, retention, and promotion of faculty and staff; budget development and

allocation of resources within the College; fundraising and extramural support; and represents the College to a wide range of stakeholders, inside and outside the university. College of Agriculture web-site:

<http://www.agriculture.purdue.edu/>

- Interim Vice Provost for Engagement, Purdue University. Aug. 2007-Apr. 2008. The Vice Provost for Engagement is responsible for leading university-wide activities in four major areas: economic development, community engagement, P-12 engagement, and life-long learning. Units directly reporting to the Vice Provost for Engagement include the Technical Assistance Program (economic development), Purdue Center for Regional Development (economic development), Science Bound (P-12 engagement), Continuing Education and Conferences (life-long learning), and the Purdue Engagement Offices in Indianapolis and Fort Wayne. Dotted line reports include Purdue Extension (all areas of Engagement), the Center for Instructional Excellence (community engagement/service-learning), and Discovery Park (economic development and P-12 engagement). Engagement governance also includes the Engagement Council, a group of approximately 25 individuals from across campus with Engagement responsibilities and the Engagement Associate Deans Group which includes an Associate Dean with Engagement responsibilities from each of the 10 Colleges/Schools and Discovery Park. The total direct Office of Engagement budget for FY 2008 was approximately \$29M. Accomplishments during the 9 month interim assignment include securing a campus-wide definition for service learning; leading development of a new Office of Engagement web-site and promotional materials; restructuring on-campus support for Science Bound students; and supporting the development of the economic development segment of the Purdue strategic plan. Office of Engagement web-site:  
<http://www.purdue.edu/engagement/>
- Director, Purdue-Kelley MS-MBA in Food and Agribusiness Management (Co-Founder and Director of EMBA Program in Food and Agribusiness Management). 1999-present. Lead innovative distance-delivered graduate degree program aimed at working professionals in the food and agribusiness industries. The program is conducted in partnership with the Kelley School of Business, Indiana University and is self-supporting through tuition income from students. Approximately 85% of the program is delivered on-line over the Internet, with the remaining 15% delivered in 5, 1-week face-to-face sessions. Two of these face-to-face sessions are held at Purdue, two at Indiana University, and one on the campus of an international partner (currently Wageningen University, The Netherlands). The MS-MBA program was developed from the EMBA program in Food and Agricultural business (1999-2003), which was a partnership between the College of Agriculture and the Krannert Graduate School of Management. When the partnership with Krannert was dissolved, a new partnership was successfully negotiated with the Kelley School of Business. Since launch in 1999, 117 managers from across the U.S. and around the world have graduated from the EMBA/MS-MBA program with another 43 currently enrolled. MS-MBA web-site:  
<http://www.agecon.purdue.edu/agribusiness/index.html>
- Director, Center for Food and Agricultural Business, 2000-2007. Led Center (CAB) which provides professional development programming and applied research for the food and agribusiness industries. Talented staff includes 11 administrative professionals/clerical employees (9 CAB, 2 MS-MBA) and a number of faculty affiliates. The CAB program is self-supporting through fee-based activities and grant revenue, and has a total annual budget of approximately \$1.4 million. The Center annually develops and delivers open-enrollment and custom-designed programs for agribusiness managers across the U.S. and around the world. Industry sponsored research addresses current issues faced by food and agribusiness managers. Since its founding in 1986, the Center has developed and delivered more than 1600 days of programming to 16,000 plus food and agribusiness managers, and has generated some \$20M in total receipts. In 2007, 114 days of

programming were developed and delivered by the Center, involving more than 650 managers, which generated some \$1.12 million in total receipts of which \$502,000 was directly in support of the Center budget.

CAB web site: <https://www.agecon.purdue.edu/cab/index.html>

- Associate Director, Center for Food and Agricultural Business, 1986-2000. Worked with director Dr. W. David Downey and an exceptional staff and committed faculty to grow Center from launch to a self-funding unit with an international reputation.

RESEARCH INTERESTS: A general focus on improving decision making in food and agribusiness organizations, with specific interests in measuring the profitability of customer relationships, adoption of site-specific agricultural practices, the buying behavior of commercial agricultural producers, strategic management and marketing, and the effectiveness and efficiency of the distribution channels for agricultural inputs. Also research interests in teaching scholarship, with a specific focus on teaching food and agribusiness management in a variety of contexts.

COURSES TAUGHT: Taught the senior-level capstone course in food and agribusiness management (AGEC 430) 1989-2007 (except 1999). Developed and taught MS course in strategic management for food and agribusiness firms (AGEC 530) 1993-1998, 2006-2007. Also developed and taught the strategic management course (AGEC 686), and developed and currently co-teach the problem solving/decision making course (AGEC 687), and lead the capstone project component (AGEC 688) in the distance-delivered Purdue-Kelley MS-MBA food and agribusiness management program. Other courses taught or co-taught over time include the NAMA marketing plan competition course (AGEC 429), an undergraduate course in customer relationship management (AGEC 496A), a Ph.D. level course in agricultural marketing (AGEC 621), a Ph.D. level seminar on teaching agribusiness management (AGEC 690T), and an M.S. level course in linear programming (AGEC 690E).

ENGAGEMENT/EXTENSION PROGRAM: Focused on improving managerial decision making in the food and agricultural industries, especially in the areas of sales, marketing, and strategic management. Program builds on applied research and reaches food and agribusiness audiences through professional development workshops, industry presentations, the trade press, video presentations, and distance learning technology (webinars). Since 1987, more than 250 programs have been developed or co-developed involving some 6800 managers. In addition, more than 150 presentations to industry audiences have been delivered and some 190 trade press articles published. International programs/presentations for food and agribusiness managers and academics working in the food and agribusiness area have been conducted in 15 countries including Hungary, Lithuania, Poland, Kenya, Cameroon, Argentina, Peru, New Zealand, Australia, India, and China.

#### HONORS AND AWARDS:

##### 1980-1989

- Presidential Scholar, Murray State University (MSU) 1978-82; Outstanding Senior in Agriculture, MSU, 1982.
- FFA American Farmer degree in Agribusiness, 1981.
- Member of Alpha Zeta Honorary Agriculture Fraternity, Gamma Sigma Delta Agricultural Honor Society, and Phi Kappa Phi Honor Society.
- Departmental Nominee (with T. W. Hertel) for AAEE Quality of Research Discovery Award, 1987.

##### 1990-1999

- Outstanding Teacher Department of Agricultural Economics, 1991; 1992; 1995; 1996.

- Co-Advisor (with Steve Erickson) 3<sup>rd</sup> place National Marketing Team, National Agri-Marketing Association (NAMA) Student Marketing Competition, 1991.
- USDA Unit Award for Distinguished Service, "The Lean Team" (with five Purdue Animal Scientists), 1992.
- Honorary Member, Pioneer Institute Class III, 1992.
- AAEA Distinguished Extension Program-Group Award, 1993.
- Departmental Nominee, AAEA Outstanding Teacher Award - Less Than 10 Years Experience, 1994; 1995; 1996; 1997.
- Departmental Outstanding M.S. Thesis - Mark Jekanowski, Advisor, 1994.
- E.B. Knight Journal Award for Outstanding Article in NACTA Journal - Honorable Mention (with B.A. Hathaway and W.D. Downey), 1994.
- William Applebaum Memorial Scholarship Award (outstanding Ph.D. dissertation), Food Distribution Research Society - Ronald Larson, Major Professor, 1994.
- Outstanding Teacher Award, Purdue University School of Agriculture, 1996.
- Charles B. Murphy Award for Outstanding Undergraduate Teaching – Purdue University, 1996.
- William Applebaum Memorial Scholarship Award (outstanding Ph.D. dissertation), Food Distribution Research Society - Bobby Beamer, co-Major Professor with Bill Schiek, 1997.
- Purdue University Teaching Academy Founding Member, 1997.
- Purdue University Cooperative Extension Specialists Association (PUCESA) Team Award, December 1997.
- Departmental Outstanding M.S. Thesis – T. Daniel Lentz, Advisor, 1997.
- Departmental Nominee, AAEA Outstanding Teacher Award – More Than Ten Years Experience, 1998; 1999; 2000, 2001.
- Departmental Outstanding M.S. Thesis – Michael D. Stolp, Advisor, 1998.
- Purdue Second Discipline Program, internal leave to study in Krannert Graduate School of Management, 1998-99.

#### 2000-present

- University Faculty Scholar, 2000.
- R1.edu Award, Outstanding Contribution to Distance Learning, 2000.
- AAEA Distinguished Teaching Award, Undergraduate Teaching, More Than Ten Years Experience, 2001.
- Epsilon Sigma Phi National Honorary Extension Fraternity, 2001.
- Award for Excellence in Distance Learning - Best Credit-Granting Program, Purdue University, 2002.
- Purdue University Book of Great Teachers, 2003.
- USDA Excellence in College and University Teaching in the Food and Agricultural Sciences Award–North Central Region, 2003.
- Who's Who in Agriculture Higher Education, 2003.
- Provost Seeds for Success Award – Team Award, Purdue University Office of the Provost, 2004.
- Outstanding Agriculture Alumnus Award, Murray State University, 2005.
- Co-Advisor (with Christine Wilson) National Champion Team, National Agri-Marketing Association (NAMA) Student Marketing Competition, 2005.
- Purdue University Student Government Excellence in Teaching Award, 2006.
- Teaching for Tomorrow Awards Program – Senior Resource Fellow, 2006-07.
- PUCESA Mid-Career Award, 2006.
- 2006 PUCESA Team Award – New Ventures Team/Agricultural Innovation and Commercialization Center, 2006.
- 2007 Dean's Team Award - New Ventures Team/Agricultural Innovation and Commercialization Center, 2007.
- Iron Key Honorary Advisor, 2007.
- Departmental Outstanding M.S. Thesis – Aaron Reimer, Advisor, 2008.

PROFESSIONAL SERVICE:

## Departmental (selected):

Co-Advisor, Purdue University student chapter of National Agri-Marketing Association (NAMA), 1989-1992; 2<sup>nd</sup> place Outstanding Chapter Award, 1990; 4<sup>th</sup> place Outstanding Chapter Award, 1991; Outstanding Special Event Award, 1992.

IAMA Case Team Sponsor, 2006-2008, 2<sup>nd</sup> Place, 2006.

Outstanding Ph.D. Thesis Committee, 1988, 2006 (Chair); Agribusiness Prelim Committee, Chairman, 1990-93, 1995-96, 2001; Department Head Administrative Review Committee, 1994, 2007; CSRS Agribusiness Committee, 1993 (Chair), 1998; Departmental Retreat Steering Committee, 2004; CSREES Review Undergraduate Teaching Issues Committee, 2005; Seminar Committee, 1995, 2006; Selling and Sales Management Faculty Position Search Committee, Chair, 2006; Awards Committee, 2007.

## College (selected):

Grievance Committee, 1988-92; Curriculum and Student Relations Committee, 1993-95, (Chair 1994-95); Outstanding Counselor and Service to Students Award Committee, 2005; Outstanding Teacher Award Committee, 2005; Assistant Director of Sponsored Programs Development Search Committee, 2006-07.

## University (selected):

Mentor, Teaching Academy Mentor Program; 2000-2006; Mentor, HORIZONS Program, 2004-2006; Faculty Affiliate, Burton D. Morgan Entrepreneurship Center, 2004-2006; Graduate School Area Committee F, 2002-2007, Associate Vice Provost P-12 Engagement Search Committee, Chair 2007-2008; HLC University Accreditation, Criterion 5 Engagement and Service Working Group, Co-Chair, 2007-2008.

## Editing and Reviewing, Including Service on Panels:

Editor/Editorial Board: Associate Editor, *American Journal of Agricultural Economics*, 1997-2000; Editorial Board, *Farm Chemicals* magazine, 1995; Editorial Board, *Agribusiness: An International Journal*, 1995-1998; Editorial Board, *International Food and Agribusiness Management Review*, 1999-2000; Advisory Board, *Seed World*, 2002-present; Editorial Board, *Choices*, 2004-05; Editorial Board, *Review of Agricultural Economics*, 2004-2007.

Reviewer: *Agribusiness: An International Journal*; *American Journal of Agricultural Economics*; *Choices*; *International Food and Agribusiness Management Review*; *Journal of Agribusiness*; *Journal of Agricultural and Applied Economics*; *Journal of Agricultural Cooperation*; *Review of Agricultural Economics*.

External Reviewer: University of Buenos Aires, Faculty of Agronomy, Agribusiness Program. Tennessee State University M.S. in Agribusiness Program, 1997. Cal Poly San Luis Obispo Agribusiness Department, 2006; South Carolina State University MBA in Agribusiness Program, 2006.

## Multi-state Research and Coordinating Committees:

Member, NCR-140, Research on Agricultural Cooperatives, 1988-1990; Member, WCC-72, Agribusiness Research Emphasizing Competitiveness, 1989-2003; Secretary, 1991; Program Committee, 1991; Vice-Chairman, 1992; Future Directions Committee, 1993, Chairman, 1993; Emerging Issues Committee, 1997; Arrangements Chairman 1998-99.

COSBAE/USDA 1862-1890 Collaboration Workshop, 2005.

## Professional Associations:

American Agricultural Economics Association (AAEA); Agribusiness and Small Business Committee, 1990; Marketing, Price Analysis, and Market Structure Area Topic Leader Selected Paper Review Process, 1994; Industry Committee, 1995-2000 (Chairman, 1997-98); Awards Committee 1997; Research Poster Competition Judge, 1997; Sections Committee, 2000; AAEA Agribusiness Economics and Management (AEM) Section, 2004-present; AEM Member at Large-Teaching, 2002-2004; AEM Distance Education Task Force (Chairman), 2005; Teaching, Learning, Communications (TLC) Section, 2004-present.

International Food and Agribusiness Management Association (IAMA), Research Committee, 1992; Program Planning Committee, 2006; Education and Knowledge Transfer Task Force, 2006-present.

Academy of Management; Food Distribution Research Society.

## Industry Service:

Appointed member of National Pork Producers Council Uniform Lean Information Committee, 1991-1993. Appointed to Board of Directors, Indiana Farm Bureau Environmental Services, Inc., 1999-2003.

PUBLICATIONS:

## Books:

Akridge, J. T., T. Funk, L. D. Whipker, W. D. Downey, M. Boehlje, and S. L. Wall. *Commercial Producers: Making Choices, Driving Change*. Center for Agricultural Business, Purdue University, West Lafayette, IN. 2000.

Erickson, S. P., J. T. Akridge, F. L. Barnard, and W. D. Downey. *Agribusiness Management*, 3rd edition. Boston, MA: McGraw-Hill, 2002.

## Chapters in Books:

Akridge, J.T., W.D. Downey, M. Boehlje, K. Harling, F. Barnard, and T.G. Baker. "Agricultural Inputs." Chapter 15 in *FoodSystem 21: Gearing Up for the New Millennium*, Department of Agricultural Economics, Purdue University, November 1997, pp. 391-428.

Pena, I., J. T. Akridge and M. Boehlje. "Relationships: Collaborative Agreements in the Ag-Biotechnology Industry: The Importance of Transaction Costs and Investment Strategy", Chapter 28, *Transitions in Agbiotech: Economics of Strategy and Policy*. W.H. Lesser, ed. University of Massachusetts, NE-165. Publications, Amherst, MA, 2000.

Akridge, J.T., L. DeMay, L. Braunlich, M. Collura and M. Sheahan. "Retaining Adult Learners in a High-Stress Distance Learning Environment: The Purdue University Executive MBA in Agribusiness." *Motivating and Retaining Adult Learners Online*. Get Educated.com, LLC: Essex Junction, VT. eds: V. Phillips, B. Elwert, L. Hitch. 2002. pp. 62-71.

Ehmke, C., J. Fulton, J.T. Akridge, K. Erickson, S. Linton. "Chapter 8 - Industry Analysis: The Five Forces." in *Business Environment Analysis: An Introduction*, S. Muralidaran, ed. Icfai Books, The Icfai University Press, Hyderabad, India, 2007.

## Journal Articles:

Akridge, J.T. and T.W. Hertel. "Multiproduct Cost Relationships for Retail Fertilizer Plants." *American Journal of Agricultural Economics*, Vol. 68, No. 4, November 1986, pp. 928-938.

Akridge, J.T. "Measuring Productive Efficiency in Multiple Product Agribusiness Firms: A Dual Approach," *American Journal of Agricultural Economics*, Vol. 71, No. 1, February 1989, pp. 116-125.

Akridge, J.T., L.D. Whipker, and S.P. Erickson. "Managerial Compensation in Midwestern Grain and Farm Firms." *Agribusiness: An International Journal*, Vol. 5, No. 4, July 1989, pp. 403-418.

Dobson, W.D. and J.T. Akridge. "Establishing Research Priorities and Coordinating Agribusiness Research." *Agribusiness: An International Journal*, Vol. 5, No. 4, July 1989, pp. 315-333.

Yu, Z., J.T. Akridge, M.N. Dana, and J. Lowenberg-DeBoer. "An Economic Evaluation of Horticultural Alfalfa as a Substitute for Sphagnum Peat Moss." *Agribusiness: An International Journal*, Vol. 6, No. 5, September 1990, pp. 443-462.

O'Neil, J. C., J.T. Akridge, and W.D. Dobson. "An Evaluation of Alternative Hedging Strategies for Federal Farm Credit Bonds." *Agribusiness: An International Journal*, Vol. 7, No. 6, pp. 563-576, May 1991.

Akridge, J.T., L.D. Whipker, B.W. Brorsen, J.C. Forrest, M. Orcutt, and A.P. Schinckel. "Economic Evaluation of Alternative Techniques to Determine Pork Carcass Value." *Journal of Animal Science*, Vol. 70, 1992, pp. 18-28.

Akridge, J.T. and T.W. Hertel. "Cooperative and Investor-Oriented Firm Efficiency: A Multiproduct Analysis." *Journal of Agricultural Cooperation*, Vol. 7, 1992, pp. 1-14.

Akridge, J.T. "Agribusiness and Extension: Characteristics of Successful Programs to Serve a Rapidly Changing Clientele." *Southern Journal of Agricultural Economics*, July 1992, pp. 37-43.

Hathaway, B.A., J.T. Akridge, and W.D. Downey. "The Effectiveness of Video-Based Instruction in Undergraduate Agricultural Business Courses," *NACTA Journal*, Vol. 37, No. 4, December 1993, pp 33-37.

Akridge, J.T., W.D. Dobson, and M. Holschuh. "Positioning Agricultural Economics Departments to Serve Agribusiness Graduate and Professional Education Markets." *American Journal of Agricultural Economics*, Vol. 76, December 1994, pp 1193-1198.

Boland, M.A., E.P. Berg, J.T. Akridge, and J.C. Forrest. "The Impact of Operator Error Using Optical Probes to Estimate Pork Carcass Value." *Review of Agricultural Economics*, Vol. 17, No. 2, May 1995, pp 193-204.

Boland, M.A., K.A. Foster, and J.T. Akridge. "Packer Sorting Strategies for Fresh Pork." *Agribusiness: An International Journal*, Vol. 11, No. 5, 1995, pp 423-430.

Boehlje, M., J.T. Akridge, and W.D. Downey. "Restructuring Agribusiness for the Next Century." *Agribusiness: An International Journal*, Vol. 11, No. 6, 1995, pp 493-500.

Jekanowski, M.D., J.T. Akridge, B.W. Brorsen, S. Mauney, and A.P. Schnickel. "Measuring the Effects of PST on Swine Carcass Value," *Review of Agricultural Economics*, Vol. 18, No. 1, January 1996, pp. 21-30.

Rogers, D.S. and J.T. Akridge. "The Economic Impact of Storage and Handling Regulations on Retail Fertilizer and Pesticide Plants." *Agribusiness: An International Journal*, Vol. 12, No. 4, 1996, pp 327-337.

Akridge, J.T., S.P. Erickson, M. Boehlje, and A. Kazragyte. "Teaching Agribusiness Management in Lithuania: Developing an International Perspective for Undergraduate Teachers." *NACTA Journal*, Vol. 40, No. 2, June 1996, pp 15-19.

Gloy, B.A., J.T. Akridge, and P.V. Preckel. "Customer Lifetime Value in the Rural Petroleum Market." *Agribusiness: An International Journal*, Vol. 13, No. 3, 1997, pp. 335-347.

Preckel, P.V., J.T. Akridge, and M.A. Boland. "Efficiency Measures for Retail Fertilizer Dealers." *Agribusiness: An International Journal*, Vol. 13, No. 5, 1997, pp. 497-509.

Lentz, T.D. and J.T. Akridge. "Economic Evaluation of Alternative Supply Chains for Soybean Peroxidase." *Journal of Food Distribution Research*, October 1997, pp. 28-41.

Hicks, C., A.P. Schinckel, J.C. Forrest, J.T. Akridge, and W. Chen. "Biases Associated with Genotype and Sex in Prediction of Fat Free Mass and Carcass Value in Hogs." *Journal of Animal Science*. 76: 2221-2234, 1998.

Harling, K. and J.T. Akridge. "Using the Case Study Method of Teaching." *Agribusiness: An International Journal*. Vol. 14, No. 1, January/February 1998, pp. 1-14.

Brorsen, B.W., J.T. Akridge, M.A. Boland, S. Mauney and J.C. Forrest. "Performance of Alternative Component Pricing Systems for Pork." *Journal of Agricultural and Applied Economics*, Vol. 30, No. 2, December 1998, pp. 313 – 324.

Boland, M.A. and J.T. Akridge. "Comparing Benchmarking Measures: An Application to Retail Fertilizer Firms." *Agricultural Finance Review*, Vol. 59 (1999): 65-76.

Gloy, B.A., and J.T. Akridge. "Segmenting the Commercial Producer Market for Agricultural Inputs." *International Food and Agribusiness Management Review*. Vol. 2, No. 2, 1999, pp. 145-163.

Gloy, B. A., J. T. Akridge and L. D. Whipker. "Sources of Information for Commercial Farms: Usefulness of Media and Personal Sources." *International Food and Agribusiness Management Review*. Vol. 3, No. 2, 2000, pp. 245-260.

Gloy, B. A. and J. T. Akridge. "Computer and Internet Adoption on Large U.S. Farms." *International Food and Agribusiness Management Review*. Vol. 3, No. 3, 2000, pp. 323-338.

Henderson, J. R., F. Dooley, J. T. Akridge, and M. Boehlje. "Distribution Channel Strategies and E-Business in the Agribusiness Industries." *Quarterly Journal of Electronic Commerce*. Vol. 2, No. 1, 2001, pp. 47-66.

Boehlje, M.D., J.T. Akridge and N.G. Kalaitzandonakes. "Preparing for Success in the Agribusiness Market Place". *Journal of Agribusiness*. Spring 2002. 20:31-39.

Akridge, J.T., "e-business in the Agricultural Inputs Industries". *Review of Agricultural Economics*. Vol. 25, No.1, 2003, pp 3-13.

Henderson, J., F. Dooley, and J.T. Akridge. "Internet and e-commerce Adoption by Agricultural Input Firms" *Review of Agricultural Economics*. Vol. 26, No. 4, 2004, pp. 505-520.

Boland, M.A. and J.T. Akridge. "Undergraduate Agribusiness Programs: Focus or Falter?" *Review of Agricultural Economics*. Vol. 26, No. 4, 2004, pp. 564-578.

Henderson, J.R., J.T. Akridge, and F.J. Dooley. "Internet and e-commerce Use by Agribusiness Firms: 2004" *Journal of Agribusiness*. Vol. 24, No. 1, Spring 2006, pp 17-39.

Lynch, K., J.T. Akridge, S.P. Schaffer, and A.W. Gray. "A Framework for Evaluating Return on Investment in Management Development Programs." *International Food and Agribusiness Management Review*, Vol. 9, No. 2, 2006, pp. 33-53.

Torres, Jr. A., J.T. Akridge, A.W. Gray, M. Boehlje, and R. Widdows. "An Evaluation of Customer Relationship Management (CRM) Practices Among Agribusiness Firms." *International Food and Agribusiness Management Review*, Vol. 10, No. 1, 2007, pp. 36-60.

Harbor, A.L., M.A. Martin, and J.T. Akridge. "Assessing Input Brand Loyalty Among U.S. Agricultural Producers". *International Food and Agribusiness Management Review*. Vol. 11, Issue 1, 2008, pp. 17-34.

#### Published Case Studies:

Akridge, J.T., S.P. Erickson, L.D. Whipker. "Crider Crop Services" in *Cases in Agribusiness Management*, Seperich, G.J., M.S. Woolverton, J.G. Beierlein, and D.E. Hahn, eds. Gorsuch Scarisbrick: Scottsdale, AZ, 1996, pp 82-106.

Akridge, J.T., S.P. Erickson, and L.D. Whipker. "The Booneville Farm Supply" in *Cases in Agribusiness Management*, Seperich, G.J., M.S. Woolverton, J.G. Beierlein, and D.E. Hahn, eds. Gorsuch Scarisbrick: Scottsdale, AZ, 1996, pp. 112-120.

Foltz, J.C. and J.T. Akridge. "Sabina Farmers Exchange" in *Cases in Agribusiness Management*, Seperich, G.J., M.S. Woolverton, J.G. Beierlein, and D.E. Hahn, eds. Gorsuch Scarisbrick: Scottsdale, AZ, 1996, pp 2-13.

Whipker, L.D., J.T. Akridge, and W.D. Downey. "Dorset Crop Service" in *Cases in Agribusiness Management*, Seperich, G.J., M.S. Woolverton, J.G. Beierlein, and D.E. Hahn, eds. Gorsuch Scarisbrick: Scottsdale, AZ, 1996, pp 20-33.

Dooley, F. and J.T. Akridge. "Supply Chain Management: A Case Study of Issues for BioAg." *International Food and Agribusiness Management Review*, 1998. Vol. 1, No. 3: pp 435-441.

Darroch, M.A., J.T. Akridge, and M.D. Boehlje. "Capturing Value in the Supply Chain: The Case of High Oleic Acid Soybeans". *International Food and Agribusiness Management Review*. 2002. Vol. 5, No. 1, pp. 87-103.

Martens, B.J. and J.T. Akridge. "Customer Relationship Management at Farm Credit Services of America: Working Toward a SingleView." *International Food and Agribusiness Management Review*. Vol. 9, Issue 3, 2006, pp 23-37.

#### Bulletins and Reports:

(Authored or co-authored 68 bulletins and/or reports 1983-2007 not included in the list below.)

Boland, M.A., K.A. Foster, J.T. Akridge, and J.C. Forrest. Simulation Results for a Pork Packing Plant Model. Dept. of Agricultural Economics, Agricultural Experiment Station, Purdue University, Station Bulletin 677, February 1994.

Akridge, J.T., N. Offutt, and W.D. Downey. Field Marketing in U.S. Agribusiness Firms: An Exploratory Study. Office of Agricultural Research Programs, Purdue University, Bulletin No. 708, June 1995.

Akridge, J.T. and B.A. Gloy. The 1994 FRED (Fertilizer Retail Efficiency Data) Summary of Midwestern Retail Fertilizer Plants. Office of Agricultural Research Programs, Purdue University, Bulletin No. 733, July 1996.

Abstracts:

Akridge, J.T. and T.W. Hertel. "The Output Cost Relationship for Retail Fertilizer Plants: An Empirical Application of Multiproduct Firm Theory." *American Journal of Agricultural Economics*, Vol. 67, No. 5, December 1985, p. 1272.

Akridge, J.T. and T.W. Hertel. "Productive Efficiency in Multiproduct Firms: The Case of Retail Fertilizer Plants." *American Journal of Agricultural Economics*, Vol. 69, No. 5, December 1987, p. 1272.

Akridge J.T. and W.D. Dobson. "The Role of the Agricultural Economist in Improving the Competitiveness of the Agricultural Sector." *American Journal of Agricultural Economics*, Vol.71, No. 5, December 1989, pp. 1334.

Akridge, J.T., M. Vandevier, B.W. Brorsen, J. Forrest, M. Orcutt, and A.P. Schinckel. "Economic Evaluation of Alternative Technologies to Determine Pork Carcass Value." *American Journal of Agricultural Economics*, Vol. 71, No. 5, December 1989, pp. 1359-1360.

O'Neil, J.C., J.T. Akridge, and W.D. Dobson. "An Evaluation of Alternative Hedging Strategies for Federal Farm Credit Bonds." *American Journal of Agricultural Economics*, Vol. 72, No. 5, December 1990, pp 1346.

Akridge, J.T. and T.W. Hertel. "The Cost Structure of Cooperative and Investor Oriented Grain and Farm Supply Firms: A Multiproduct Analysis." *American Journal of Agricultural Economics*, Vol. 73, No. 5, December 1991, pp. 1550.

Mauney, S., B.W. Brorsen, and J.T. Akridge. "A Component Pricing System for Pork." *American Journal of Agricultural Economics*, Vol. 73, No. 5, December 1991, pp. 1548.

Preckel, P.V. and J.T. Akridge. "Measuring the Efficiency of Retail Fertilizer Dealers: A Nonparametric Approach." *American Journal of Agricultural Economics*, Vol. 74, No. 5, December 1992, pp. 1282-1283.

Stegelin, F., L. Williamson, J.T. Akridge, and J. Bierlein. D. "Off-Farm Agribusiness Extension Support: Teaching or Consulting?" *American Journal of Agricultural Economics*, Vol. 74, No. 5, December 1992, pp. 1267.

Sloan, K.R. and J.T. Akridge. "Managerial Compensation in Retail Grain and Farm Supply Firms." *American Journal of Agricultural Economics*, Vol. 74, No. 5, December 1992, pp. 1291.

Boland, M.A., E.P. Berg, K.A. Foster, J.C. Forrest, and J.T. Akridge, "Technology Transfer and Value Based Marketing of Pork: Packer Sorting Strategies Using Electromagnetic Screening." *Journal of Animal Science*, Vol. 71, Supplement 1, 1993, p. 244.

- Hathaway, B.A., J.T. Akridge, and W.D. Downey. "The Comparative Effectiveness of Video-Based Instruction in Undergraduate Agricultural Economics Courses." *American Journal of Agricultural Economics*, Vol. 75, No. 5, December 1993, pp 1296.
- Jekanowski, M.D., J.T. Akridge, S. Mauney. "Effect of PST, Genotype, and Slaughter Weight on Carcass Value in Swine." *American Journal of Agricultural Economics*, Vol. 75, No. 5, December 1993, pp 1312-1313.
- Berg, E.P., M.A. Boland, J.C. Forrest, and J.T. Akridge. "Economic Evaluation of Operator Error with Optical Fat/Lean Probes," *Journal of Animal Science*, Vol. 72, Supplement 1, December 1994, p. 54.
- Boland, M.A., K.A. Foster, J.T. Akridge, and J.T. Forrest. "Adding Value to a Commodity Product: Packer Sorting and Differentiation Strategies for Fresh Pork." *Proceedings of Symposium III: Managing in a Global Economy*. International Agribusiness Management Association, February 1995, pp 170.
- Lentz, T.D. and J.T. Akridge. "Economic Evaluation of Alternative Supply Chains for Soybean Peroxidase." *American Journal of Agricultural Economics*, Vol. 79, No. 5, December 1997.
- Akridge, J.T., and L. Martin. "Managing Change in the Ontario Pork Industry," *American Journal of Agricultural Economics*, Vol. 79, No.5, December 1997, pp 1688.
- Akridge, J.T., F. Dooley and J.D. Coffey, "Supply Chain Management: A Case Study of Issues for Bio Ag." *American Journal of Agricultural Economics*, Vol. 80, No. 5, December 1998, pp. 1158-1159.
- Gloy, B.A. and J.T. Akridge. "Segmenting the Commercial Producer Market for Agricultural Inputs." *American Journal of Agricultural Economics*. Vol. 81, No. 5, December 1999, pp. 1322.
- Johnson, A. J., J. R. Fulton, J. T. Akridge, and M. Latour, "Evaluating Potential Value-Added Sorghums for the Poultry Industry." *Poultry Science*, Vol. 79, Supplement 1, Abstract #836, pp. 201-202.
- Proceedings Papers, Conference Papers, and Poster Sessions:  
(Authored and/or co-authored 18 proceedings papers, conference papers, and/or poster sessions 1986-2007 not included in the list below.)
- Akridge, J.T. and D. S. Shaw. "Internationalizing the Agricultural Business Curriculum: The Purdue Approach." *Proceedings: International Agribusiness Management Association Inaugural Symposium*, International Agribusiness Management Association, New Mexico State University Printing Center, March 1991, pp. 10-14.
- Akridge, J.T. and B.A. Gloy. "Customer Lifetime Value: An Application in the Agricultural Input Industry." Selected Poster, World Congress VI, International Food and Agribusiness Management Association. Cancun, Mexico, May 27, 1996.
- Akridge, J. T., M. Boehlje, H. Brower, A. Gray, and R. Guzman. "Distance Delivered EMBA Program: Lessons Learned from the Purdue University EMBA in Food and Agribusiness." Web-Proceedings, 2000 World Food and Agribusiness Forum, International Food and Agribusiness Management Association, Chicago, IL, June 25, 2000.

Rogatina, A., N. Kalaitzandonakes, and J. T. Akridge. "Innovation and Structural Change in the U.S. Agricultural Input Distribution Industry." Web-Proceedings, 2000 World Food and Agribusiness Forum, International Food and Agribusiness Management Association, Chicago, IL, June 25, 2000.

Gloy, B.A., J. T. Akridge, and L. D. Whipker, "The Usefulness and Influence of Information Sources on Commercial Farms." Selected Paper, 2000 AAEA Annual Meetings, Tampa, FL. July 2000.

Henderson, J., F. Dooley, and J.T. Akridge. "Internet and e-commerce Adoption by Agricultural Input Firms." 2003 Rural Sociology Society Annual Meetings, Montreal, Quebec, Canada, July 2003.

Lynch, K., J.T. Akridge, S. Schaffer, A.W. Gray. "A Framework for Evaluating Return on Investment in Management Development Programs." Web-Proceedings, 2005 World Food and Agribusiness Symposium, International Food and Agribusiness Management Association, Chicago, IL, June 2005.

Akridge, J.T., A. Reimer, M. Boehlje, and A. Gray, "Market Segmentation Practices of Retail Agribusiness Firms". Proceedings, 2007 Symposium of the International Food and Agribusiness Management Association, Parma, Italy, June 23-26, 2007.

Gray, A, M. Roucan-Kane, and J.T. Akridge. "The Role of Price in Producers' Input Purchase Decisions". Proceedings, 2008 Symposium of the International Food and Agribusiness Management Association, Monterrey, California, June 14-17, 2008.

#### Proceedings Posters:

Ubilava, D. and J.T. Akridge. "Management of Agribusiness Services: Precision Service Offerings and Profitability of Retail Crop Input Dealers." Proceedings (Selected Poster), 2008 Symposium of the International Food and Agribusiness Management Association, Monterrey, California, June 14-17, 2008.

Shadbolt, N., G. Baker, and J.T. Akridge. "Internationalisation and the Challenges it Creates for Agribusiness Executive Education." Proceedings (Selected Poster), 2008 Symposium of the International Food and Agribusiness Management Association, Monterrey, California, June 14-17, 2008.

#### Staff and Working Papers:

(Authored and/or co-authored 5 staff or working papers 1986-2007 not included in the list below.)

Akridge, J.T. and L. D. Whipker. "Precision Agricultural Services and Enhanced Seed Dealership Survey Results." Department of Agricultural Economics, Purdue University, Staff Paper No. 00-04, June 2000

Invanic, R., J. T. Akridge, F. Dooley, C. Ehmke, and S. Wall. "e-commerce Strategies Among Agribusiness Input Firms." Department of Agricultural Economics, Purdue University, Staff Paper No. 01-09, July 2001.

Whipker, L. D. and J. T. Akridge. "Retail Agronomy Dealership Information Technology and E-Business Survey Results." Department of Agricultural Economics, Purdue University, Staff Paper No. 01-14, December 2001.

Akridge, J.T., C. Alexander, M. Boehlje, D. Downey, A. Falwell, D. Foley, A. Gray, L. Whipker, and C. Wilson. "Serving Commercial Producers: Meeting Needs, Adding

Value." Department of Agricultural Economics, Purdue University, Staff Paper No. 4-4. March 2004.

Whipker, L.D. and J.T. Akridge. "Precision Agricultural Services Dealership Survey Results." Department of Agricultural Economics, Purdue University, Staff Paper No. 4-7, June 2004.

Gray, A., M. Boehlje, and J.T. Akridge. "Strategic Positioning in Agribusiness: Analysis and Options." Department of Agricultural Economics, Purdue University, Staff Paper No. 4-13, September 2004.

Whipker, L.D. and J.T. Akridge. "2005 Precision Agricultural Services Dealership Survey Results." Department of Agricultural Economics, Purdue University, Staff Paper, No. 5-11, September 2005.

Whipker, L.D. and J.T. Akridge. "2007 Precision Agricultural Services Dealership Survey Results." Department of Agricultural Economics, Purdue University, Working Paper No. 07-13, September 2007. 67 pp

Other Research Publications:

Akridge, J.T. and M. Gunderson. "Agribusiness Scholarship". *AEM Update*, Vol. 3, Issue 1, Spring/Summer 2006. p. 5.

Unpublished Case Studies:

(Authored or co-authored 40 other unpublished case studies 1988-2007 not included below.)

Lucy, S., J.T. Akridge, B.S. Ottinger. "Launching New Products: Harris Moran's New Romaine Lettuce." Center for Food and Agricultural Business Case Study. February 2002, 12 pages.

Wall, S.L. and J.T. Akridge. "IMPACT Cooperative: CRM Strategy and Implementation". Center for Food and Agricultural Business Case Study. CS 02.4. April 2002. 5 pages.

Akridge, J.T. "West Africa Seed Company". Center for Food and Agricultural Business Case Study. June 2002. 3 pages.

Jones, B., M. Roucan, and J.T. Akridge. "West Coast Seeds: A Vegetable Seed Retailer." Center for Food and Agricultural Business Case Study. March 2007, 7 pages.

Other Teaching Publications and Reports:

Akridge, J.T. and M.A. Welch. "Strategic Marketing for Agribusiness." *Economic Issues for Food, Agriculture, and Natural Resources*, Purdue University School of Agriculture, Winter 1993, No. 7, 23 pages.

Akridge, J.T. and J. Penna. "Review and Ideas: Agribusiness Management Program." Project Report for Faculty of Agronomy, University of Buenos Aires, Center for Agricultural Business, Purdue University, November 1996, 38 pages.

Akridge, J.T., P. Ellinger and J. Scott. "Program Review: Master of Science Degree in Agribusiness Concentration - Tennessee State University." January 1998, 18 pages.

Akridge, J.T. "National Commission on Food and Agribusiness Management Education Report." *The Chain Letter*, May 2004, Vol. 3, Issue 2, pp. 3-4.

Boland, M.A. and J.T. Akridge (eds). "Food and Agribusiness Management Education: Future Directions." Final Report of the National Food and Agribusiness Management Education Commission, November 2006, 76 pages.

Other Extension Articles:

(Authored or co-authored 3 *Purdue Agricultural Economics Report* articles and 6 *Emerging Issues in the Agricultural Marketplace* articles 1986-1999 not included in the list below.)

Ehmke, C., J.T. Akridge, C. Lusk, and J. Lusk. "Selecting and Managing Consultants." *Agricultural Innovation and Commercialization*, EC-719, June 2004, pp. 4.

Ehmke, C., J. Fulton, J.T. Akridge, K. Erickson, and S. Linton. "Industry Analysis: The Five Forces." *Agricultural Innovation and Commercialization Center*, EC-722, June 2004, pp. 12.

Ehmke, C. and J.T. Akridge. "The Elements of a Business Plan: First Steps for New Entrepreneurs." *Agricultural Innovation and Commercialization Center*, EC-735, September 2005, pp. 12.

Computer Simulations and Support Materials:

(Developed 3 other Computer Simulations and/or Support Materials 1988-2000 not included in list below.)

Akridge, J.T., S.P. Erickson, and E.M. Babb. *The Purdue Farm Supply Management Game*. Version 2.0, January 1993.

Marshall, M.I., C. Ehmke, J. Fulton, A. Gray, M. Boehlje, and J.T. Akridge. *INVenture*. A business planning web-tool available at: <http://agecon.purdue.edu/planner>. *Agricultural Innovation and Commercialization Center (AICC)*, Department of Agricultural Economics, Purdue University, 2005. (3730 registered users, July 2008)

Trade Press Articles:

(Authored or co-authored 172 trade press articles 1984-2008 not included in the list below.)

Gray, A., J.T. Akridge, and K. Erickson. "Changing Crop Producers' Changing Attitudes." *Feed & Grain*. October/November 2003, pp 40-41.

Akridge, J.T. and A. Gray. "Producer Survey Explores Implications for Suppliers." *Feedstuffs*. February 9, 2004. Vol. 76, No. 6, pp. 5, 20.

Lusk, J.L. and J.T. Akridge. "Consumers, Biotech Foods and Strategy: Targeting Open-Minded Consumers is Most Effective for Biotech Education." *Seed World*. February 2004. pp. 10-11.

Foltz, J. and J.T. Akridge. "Invest in Your Company's Human Capital." *Feed & Grain*. February/March 2004. pp. 37-43.

Gray, A. and J.T. Akridge. "Producers Seek Variety of Strategies for Growth Potential, Risk Management." *Feedstuffs*. March 8, 2004. Vol. 76, No. 10, pp. 5,20.

Gray, A. and J.T. Akridge. "Successful Relationships Require Knowledge of Decision Making." *Feedstuffs*. May 10, 2004. Vol. 76, No. 19, pp. 5,14.

Akridge, J.T. and A. Gray. "Bundle or Menu: What Type of Pricing Strategy Works Best?" *Feedstuffs*. August 9, 2004. Vol. 76, No. 32, pp. 9,23.

Wall, S.L., J.T. Akridge, and P. Wang. "CRM: Enabling Your Efforts for Success." *Seed World*. September/October 2004.

Akridge, J.T. and J. Foltz. "Taking Customer Service to Another Level (or Not?)" *Feed & Grain*. October/November 2004. pp. 24-28.

Akridge, J.T. "Graduate Management Degrees and Agrimarketing: Deepening Perspective, Enhancing the Tool-Kit." *AgriMarketing*. March 2005. pp. 78-79.

Foltz, J. and J.T. Akridge. "Warning: Employee Evaluations Approaching." *Feed & Grain*. April/May 2006, pp. 35-39.

Akridge, J.T., J. Foltz, and J. Dillard. "Finding Great Employees: Winning the Battle for Talent." *Feed and Grain*, October/November 2006, pp. 21-27.

Foltz, J. and J.T. Akridge. "Innovation, Creativity, and Brainstorming - The Art of Coming up with Useful Ideas" *Feed & Grain*. April/May 2007, pp. 14-19.

Whipker, L.D. and J.T. Akridge. "A Midwestern Precision Update." *CropLife*, June 2007, pp. 10-14.

Whipker, L.D. and J.T. Akridge. "Biofuels: Future Challenges and Opportunities." *CropLife*, June 2007, pp. 16-18.

Akridge, J.T., J. Foltz, and A. Reimer. "Market Segmentation: Making it Work in Your World." *Feed and Grain*, October/November 2007, pp. 40-48.

Akridge, J.T. and M. Marshall. "Hanging On to Talent." *CropLife*, March 2008, pp. 22-23.

Whipker, L.D. and J.T. Akridge. "Responding to a Changing Market." *CropLife*, June 2008, pp. 12-17.

#### GRADUATE THESES SUPERVISED:

O'Neil, J.C. "An Evaluation of Present and Alternative Strategies to Hedge Federal Farm Credit Bonds," M.S. Thesis, Purdue University, August 1989.

Mauney, Sean. "Economic Evaluation of Alternative Technologies to Determine Pork Carcass Value," M.S. Thesis, Purdue University, August 1991.

Mwangi, Elizabeth N. "Segmentation of the Retail Fertilizer and Agricultural Pesticide Market," M.S. Thesis, Purdue University, December 1991.

Sloan, Kelly .R. "Managerial Compensation in Retail Grain and Farm Supply Firms." M.S. Thesis, Purdue University, May 1992.

Rogers, Duane S. "The Economic Impact of Environmental Regulations on Retail Fertilizer and Pesticide Firms." M.S. Thesis, Purdue University, May 1992.

Hathaway, Brent A. "The Effectiveness of Video-Based Institution in Undergraduate Agricultural Sales Courses." M.S. Thesis, Purdue University, May 1993.

Schulze, Teresa L. "The Role and Management of Agronomic Services in Retail Fertilizer and Agricultural Chemical Firms." M.S. Thesis, Purdue University, May 1993.

Jekanowski, Mark D. Value-Based Marketing of Pork - An Evaluation of Current and Potential Systems." M.S. Thesis, Purdue University, August 1993.

Larson, Ron B. "Food Consumption Regionality, Seasonality, and Sales Promotion Evaluation," Ph.D. Thesis, Purdue University, December 1993.

Hooper, Mark A. "Segmentation of the Market for Agricultural Inputs: A Nested Approach," M.S. Thesis, Purdue University, August 1994.

Holmes, Jennifer M. "Financial Benchmarking: An Application in the Retail Fertilizer and Agricultural Chemical Industry." M.S. Thesis, Purdue University, December 1994.

Gloy, Brent A. "Customer Lifetime Value: An Application in the Agricultural Input Industry". M.S. Thesis, Purdue University, May 1996.

Wiatt, Jennifer L. "Transformational Leadership in Agricultural Sales Management." M.S. Thesis, Purdue University, August 1996.

Beamer, Bobby G. "Dairy Product Inventories and Price Movement Relationships in the Absence of Effective Price Supports." Ph.D. Thesis, Purdue University, December 1996 (co-chair with W.A. Schiek).

Shaw, David S. "Export Strategies and Firm Export Performance in the U.S. Wine Industry: A Longitudinal Study." Ph.D. Thesis, Purdue University, December 1996.

Lentz, T. Daniel "Economic Evaluation of Alternative Supply Chains For Soybean Peroxidase." M.S. Thesis, Purdue University, May 1997.

Stolp, Michael D. "Market Planning in Small Agricultural Businesses." M.S. Thesis, Purdue University, May 1998.

Lehembre, Sandrine. "A Management Simulation for the Agrochemical and Seed Industry: The Life Sciences Game." M.S. Thesis, Purdue University, August 2000.

Whipker, Linda D. "Determinants of Precision Technology Adoption by Farm Input Suppliers." Ph.D. Thesis, Purdue University, May 2001.

Johnson, Aaron James, "Evaluating Potential Specialty Sorghums: An Application to the Broiler Industry." Ph.D. Thesis, Purdue University, August 2001. (co-chair with Joan Fulton)

Lynch, Kara. "Framework for Evaluating Return on Investment in Management Development Programs." M.S. Thesis, Purdue University, May 2004.

Joshua, James. "An Assessment of Opportunities, Challenges, and the Future Role of the U.S. Crop Input Dealer." M.S. Thesis, Purdue University, August 2004.

Torres Jr., Antonio. "Factors Influencing Customer Relationship Management (CRM) Performance in Agribusiness Firms." Ph.D. Thesis, Purdue University, December 2004.

Reimer, Aaron. "Market Segmentation Practices of Crop Input Retailers," M.S. Thesis, Purdue University, August 2007.

Xu, Pei. "The Effectiveness of Business-to-Business Word-of-Mouth Marketing Strategies," Ph.D. Thesis, August 2007. (Co-chair with Joan Fulton).

## Other Graduate Program Involvement:

Served as Major Professor, M.S. Non-Thesis, 16; Served on Non-Thesis M.S. Advisory Committee, 16; Served on M.S. Thesis Advisory Committee, 38; Served on Ph.D. Advisory Committee, 20.

GRANTS AND CONTRACTS:

Agricultural Cooperative Service, with L.F. Schrader, \$55,200. "Cost Allocation in Grain and Farm Supply Cooperatives, 1986-88.

Tennessee Valley Authority, \$10,000. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1987-88.

State Feed and Grain Associations, with S.P. Erickson, \$5,300. "Agribusiness Compensation Study," 1988.

National Pork Producers Council, with B.W. Brorsen, \$14,600. "Economic Evaluation of Alternative Technology to Determine Pork Carcass Value," 1988-89.

Tennessee Valley Authority, \$12,950. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1988-89.

Purdue University School of Agriculture, with S.P. Erickson, \$6,025. "Teaching Funds Grant to Purchase Apple Computer for Classroom Use", 1989.

National Pork Producers Council, with B.W. Brorsen, \$12,900. "Economic Evaluation of Alternative Technology to Determine Pork Carcass Value," 1989-90.

United States Department of Agriculture, with B.W. Brorsen, \$144,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1989-94.

Tennessee Valley Authority, \$15,000. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1989-90.

State Feed and Grain Associations, with S.P. Erickson, \$4,800. "Agribusiness Compensation Study," 1990.

Purdue Agricultural Experiment Station, \$17,000. "Development of Electronic Technology for Rapid and Accurate On-Line Sorting of Pork Primal Cuts," 1990-91.

United States Department of Agriculture, with L.F. Schrader, \$96,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1990-95.

Tennessee Valley Authority, \$14,000. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1990-91.

Tennessee Valley Authority, with L.F. Schrader, \$10,000. "Impact of Environmental Regulation on the Fertilizer and Pesticide Distribution System," 1990-91.

Purdue University School of Agriculture, with S.P. Erickson, \$3,000. "Teaching Funds Grant to Purchase Laptop Computer and Proxima Display for Classroom Use", 1991.

Tennessee Valley Authority, \$14,000. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1991-92.

Tennessee Valley Authority, with L.F. Schrader, \$10,000. "Impact of Environmental Regulation on the Fertilizer and Pesticide Distribution System," 1991-92.

National Pork Producers Council, \$9,313. "A Survey of Carcass Merit Buying Programs," 1991-92.

Indiana Center for Value-Added Research, with J.C. Forrest, \$25,168. "Development of Electronic Technology for Rapid and Accurate On-Line Sorting of Pork Primal Cuts," 1991-92.

Tennessee Valley Authority, \$14,000. "Analysis of Retail Fertilizer Plant Performance Fertilizer Retail Efficiency Data (FRED) Summary," 1992-93.

United States Department of Agriculture, with W.A. Schiek, \$162,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1992-97.

Foundation for Agronomic Research, \$7,500. "Arkansas, Louisiana, Mississippi Retail Cost of Doing Business Study," 1993-94.

American Seed Trade Association, \$18,000. "American Seed Trade Association Seed Industry Performance Analysis Project," 1994-95.

United States Department of Agriculture, with W.A. Schiek, \$162,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1994-99.

American Seed Trade Association, \$18,000. "American Seed Trade Association Seed Industry Performance Analysis Project," 1995-96.

Indiana Soybean Development Council, \$28,202. "Market Potential of the Enzyme Peroxidase and Implications for Soybean Producers," 1996-97.

United States Department of Agriculture, with W.A. Schiek, \$96,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1996-01.

Purdue University Reinvestment Grant, with M.D. Boehlje, M. Rapisarda, D. Schoorman, and W. Tyner, \$351,000. "Start-up Costs for an Executive MBA in Food and Agriculture." 1997-00.

United States Department of Agriculture Fund for Rural America Grant with M.D. Boehlje, \$400,000. "Distance Delivered Master of Business Administration Degree in Food/Agriculture." 1998-00.

United States Department of Agriculture, with J.R. Fulton, \$108,000. "Food and Agricultural Sciences National Needs Graduate Fellowship Program," 1998-02.

United States Department of Agriculture, \$112,849 with M. Boland, Kansas State University. "National Food and Agribusiness Management Education Commission," 2002-06.

United States Department of Agriculture, with M.I. Marshall, J.L. Lusk, B.T. Richert, J.R. Fulton, K.D. Hayes, B.Y. Tao, E.A. Pajor, K.A. Foster, M.D. Boehlje, A.W. Gray and C.L. Dobbins, \$1,000,000. "Agricultural Innovation and Commercialization Center," 2003-05.

BeckAg, Inc., with J. Fulton, \$20,000, "Evaluation of B2B Word of Mouth Marketing Initiatives", 2006-07.

United States Department of Agriculture, with L. House, University of Florida, and F.L. Barnard, \$138,848, "Developing a Web-Based Agribusiness Simulator for Introductory Level Agricultural Students," 2006-09.

Summary of Programming Activity and Funding for Center for Food and Agricultural Business

Year*	Programming Days	No. of Participants	Total Revenue	CAB Transfer**
2000	80	974	\$1,438,653	\$554,529
2001	74	588	\$923,286	\$229,415
2002	127	972	\$1,570,589	\$571,580
2003	100	626	\$1,332,001	\$475,482
2004	92	1131	\$1,382,694	\$620,766
2005	89	840	\$1,135,766	\$642,916
2006	152	1108	\$1,804,596	\$739,778
2007	114	667	\$1,120,585	\$502,655

\* Fiscal year July 1-June 30.

\*\* Transfer to Center after all direct cost of programming paid.

INVITED ADDRESSES/PRESENTATIONS

(Gave 152 other invited addresses/presentations 1982-2007 not included in list below.)

1990-1999

Akridge, J.T. and J.W. Green. "Management Development for the 90's: An Industry/University Joint Venture." 46th National Conference, American Society for Training and Development, Orlando, FL, May 8, 1990.

Akridge, J.T. "Financial Management of the Dealer Business." Training Workshop on Developing the Fertilizer Dealer: Emphasizing the Small Farmer. International Fertilizer Development Center, Kingston, Jamaica, January 24, 1991.

Akridge, J.T. "The Center for Agricultural Business: A Model for University Outreach." Dean's Council of the College of Agriculture Meeting, Louisiana State University, Baton Rouge, LA, March 15, 1991.

Akridge, J.T. "Agribusiness and Extension: Characteristics of Successful Programs to Serve a Rapidly Changing Clientele." Invited Paper, Southern Agricultural Economics Association Annual Meetings, Lexington, KY, February 3, 1992.

Akridge, J.T. "The Center for Agricultural Business: Purdue's Experience in Agribusiness Training." Michigan State University Agribusiness/Food Industry Seminar Series, East Lansing, MI, February 10, 1992.

Akridge, J.T. "The Economic Impact of Storage and Handling Regulations on Retail Fertilizer and Pesticide Firms." National Agricultural/Environmental Conference: Environmental Realities in the 90's. St. Louis, MO, August 28, 1992.

Akridge, J.T. "Positioning Agricultural Economics Departments to Serve Agribusiness Graduate and Professional Markets." Principal Paper Presentation, 1994 Annual Meetings, American Agricultural Economics Association, San Diego, CA., August 8, 1994.

Akridge, J.T. "Changing Structure of U.S. Agricultural Input Markets." IAMA Meeting, Buenos Aires, Argentina, November 13, 1996.

Akridge, J.T. "Field Marketing in the Agricultural Inputs Industry." Agribusiness Seminar, Kansas State University, Manhattan, KS, April 9, 1997.

Akridge, J.T. "Field Marketing in the Agribusiness Input Industry." Agribusiness Conference XI, Institute of Agribusiness, Santa Clara University, Santa Clara, CA, May 5, 1997.

Akridge, J.T. "Agribusiness: Competing in the New Millennium." First SOBER/IAAE Joint Symposium, Foz de Iguazu, Brazil, August 1, 1999.

2000-present

Akridge, J. T. "Technology and Tailoring: Key Developments in Agribusiness Marketing." 23rd Brazilian Maize and Sorghum Congress, Uberlandia, Brazil, May 23, 2000

Akridge, J. T. "Agribusiness in the 21st Century." Tennessee State University Marketing Seminar, Nashville, TN, November 13, 2000.

Akridge, J. T. "e-business and the Seed Business." 2001 IPSA Annual Convention, St. Louis, MO, January 19, 2001

Akridge, J.T. and M. Boehlje. "Competitive in 2010: Strategies for Agribusiness." Michigan Agribusiness Association Winter Conference 2003, East Lansing, MI, January 13, 2003.

Akridge, J.T. "Strategic Thinking: Turning Your Vision into Reality." Indiana Wine Grape Symposium, Indianapolis, IN, January 27, 2003.

Akridge, J.T. "Remaining Competitive in 2010: Strategies for Agribusiness." Indiana Agricultural Leadership Institute Class 10, Bryant, IN, April 4, 2003.

Akridge, J.T. "Key Success Factors for e-Learning Initiatives." 26<sup>th</sup> Annual Conference on Management and Executive Development Program, Amelia Island, FL, November 23, 2003.

Akridge, J.T. "Channel Challenges, What is on the Minds of Dealers?" Mid-America NAMA Webinar. December 8, 2004.

Akridge, J.T. "A Look at a Changing Agriculture." Indiana FFA State Nominating Committee. West Lafayette, IN, June 16, 2006.

Boland, M. and J.T. Akridge. "National Food and Agribusiness Management Education Commission." USDA-CSREES. Washington, DC, October 24, 2006.

Akridge, J.T. "Rethinking your Customer Segmentation." 2006 Agricultural Retailers Association Conference and Expo. St. Petersburg, FL, December 6, 2006.

Fulton, J. and J.T. Akridge. "Marketing WITH Your Customers." 2007 NAMA Agri-Marketing Conference. Dallas, TX, April 12, 2007.

Akridge, J.T. "Agribusiness Research and Education: Emerging Priorities." International Conference on Agribusiness and Food Industry in Developing Countries: Opportunities and Challenges, Lucknow, India, August 10, 2007.

Akridge, J.T. "Distribution of Crop Inputs: Pressures, Status, and a Research Agenda." VII International PENSA Conference, Ribeirao Preto, Brazil, October 25, 2007.

Akridge, J.T. "Engagement and Continuing Education: Current Practice, Future Directions at Purdue." Indiana Council for Continuing Education Professional Development Conference, Indianapolis, IN, March 7, 2008.