

Dean E. Headley, Ph.D.
Associate Professor
Marketing
W. Frank Barton School of Business
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Professional Interests

Research Interests

Measurement of quality and its implications for consumers and providers of services.

Teaching Interests

Marketing Research; Services Marketing

Academic Background

Ph.D. Oklahoma State University, Stillwater, Oklahoma, Marketing, 1989

M.B.A. Wichita State University, Wichita, Kansas, Business, 1982

M.P.H. University of Oklahoma, Norman, Oklahoma, Health Administration, 1974

B.S. Emporia State University, Emporia, Kansas, Business, 1970

Work Experience

Academic Experience

Emeritus Associate Professor, Department of Marketing, Wichita State University, W.
Barton School of Business (

Non-Refereed Proceedings

- Headley, D. E. & Bowen, B. D. (1998). Air Transport in the New Millennium: Opportunities in a Competitive Market. *Air Transportation Research Group Symposium*.
- Headley, D. E. & Bowen, B. D. (1995). Evaluating Service Quality in the U.S. Airline Industry. *Southwest Business Symposium*.
- Headley, D. E. & Bowen, B. D. (1994). The Weighted Average as a Measure of Service Performance. *National Research Council / Transportation Research Board Workshop*.
- Headley, D. E. & Bowen, B. D. (1994). Desired Operational Performance Measures. *National Academy of Science*.
- Headley, D. E. & Bowen, B. D. (1993). Using a Weighted Average to Measure Service Quality. *Southwest Marketing Association*.
- Headley, D. E. & Bowen, B. D. (1993). Modeling a Quality Improvement System for the U.S. Major Airline Industry. *Nebraska Academy of Science*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1992). Proceedings of the International Forum on Airline Quality. *National Institute for Aviation*.
- Headley, D. E. & Bowen, B. D. (1992). Research Dividends: A Case for Media Exposure. *Midwest Marketing Association*.
- Headley, D. E. (1992). Physician Leadership and Patient Satisfaction. *Business and Health Administration Association Proceedings*.
- Headley, D. E., Bowen, B. D., & Luedtke, J. R. (1991). Quality Issues Affecting an Airlines Position in the Airline Quality Rating. *National Conference on Aircraft Interiors*.
- Headley, D. E. & Bowen, B. D. (1991). The AQR: An Example of Issue Based Research at the National Institute for Aviation Research. *American Institute of Aeronautics and Astronautics*.
- Headley, D. E. (1991). Heuristics and Service Quality in Health Care. *Business and Health Administration Association Proceedings*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1990). A Survey of Current Case Activity in Business Schools. *Midwest Society for Case Research*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1989). Cases as a Learning Tool: The Student's Perspective. *Midwest Society for Case Research*.
- Headley, D. E., Ross, R. H., & Headley, E. L. (1988). The Educational Impact of Classroom Cases as an Experiential Learning Technique. *Midwest Society for Case Research*.
- Headley, D. E. (1988). Some Thoughts on Knowing as it Relates to a Philosophy of Science and Research. *Southern Marketing Association Educators Conference*.

Cases

- Headley, D. E. (2013). FlyAway Airways, *Business Research Methods*.
- Headley, D. E. (2010). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (2007). FlyAway Airways, *Exploring Marketing Research*.
- Headley, D. E. (2007). FlyAway Airways, *Essentials of Marketing Research*.

- 2008: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2007: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2006: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2005: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2004: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2003: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2002: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2001: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 2000: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1999: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1998: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1997: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1996: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1995: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1994: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to W. Frank Barton School of Business.
- 1993: Bowen, B. D., & Headley, D.E., Airline Quality Rating, submitted to NIAR.
- 1992: Headley, D. E., & Bowen, B.D., Consumer Interest in the Air Safety Data of the Airline Quality Rating., submitted to NIAR.
- 1992: Headley, D. E., & Bowen, B.D., International Forum on Airline Quality Teaching Guide., submitted to NIAR .
- 1992: Headley, D. E., & Bowen, B.D., Airline Quality Rating., submitted to NIAR .
- 1991: Headley, D. E., Bowen, B.D., & Luedtke, J.R., Airline Quality Rating., submitted to NIAR .

Contribution to Practice

- 2001: Other Publications. Numerous live and taped programs (TV & radio) due to terrorist attacks and related issues as an aviation expert.
- 2000: Other Publications. KFDI Radio. Comments regarding the hiring of new basketball coach at WSU.
- 2000: Other Publications. Tape segment ran as part of ABC 20/20 story on airline delays; cited as an airline expert.

Citations of Scholarship/Work

Service:

Service to the University

2007-Present: Advisory Board Member: Dean's Advisory Council, College of Health Professions, WSU

2012-2013: School of Oral Health, Strategic Planning Committee

2009-2016: Sunflower Publications Board

Service to the Community

2008 - 2012: Senior Service, Inc. Board of Directors

2009 & 2011: Senior Service of Wichita, Inc., Chair, Board of Directors

Honors/Awards

2019: WSU Academy for Effective Teaching.

2016: Laura Cross Distinguished Service Award WSU Alumni Association.

2010: WSU Community Research Award Wichita State University.

2008: University Recognition Award WSU Alumni Association.

2007: Commencement speaker at WSU College of Health Professions spring 2007 commencement ceremonies. WSU College of Health Professions.

2007: Designated as a Senior Leadership Fellow in the Leadership Academy of the College of Health Professions. WSU College of Health Professions.

2000: Designated as Barton Fellow, two year term W. Frank Barton School of Business.

2000: Instructor of the Year Award W. Frank Barton School of Business.

1993: Educator Appreciation Award, Mortar Board Wichita State University.

1992: Special Recognition Award for Scholarly Activity that Increased the External Visibility of the W. Frank Barton School of Business W. Frank Barton School of Business.

1992: Excellence in Marketing Merit Award for Airline Quality Rating Objectives and Execution American Marketing Association.

1990: Distinguished Paper Award for "Perceived Service Quality of Medical Care Services: A Review of the Literature from a Marketing Perspective Business and Health Administration Association.

1994: Researcher/Writer of the Year, Honorable Mention W. Frank Barton School of Business.

1994: Designated as Barton Fellow, two year term W. Frank Barton School of Business.

1993: TTRA International Travel Research Award Competition, Honorable Mention (2nd place) Travel and Tourism Research Association.

1990: National Business Administration Scholastic Honors Society Beta Gamma Sigma.