
Dennis A. Rauch, Ph.D.
Professor

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Wall College of Business Administration
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Academic Background

Degrees

- Ph.D. University of Iowa, Iowa City, Iowa, Marketing, 1984
- M.B.A. Western Illinois University, Macomb, Illinois, 1976
- B.B.A. Western Illinois University, Macomb, Illinois, Marketing, 1975

Professional Interests

Research Interests

Tourism, Business Education

Teaching Interests

Marketing Research, Business Statistics

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

- Mitchell, M., Nale, R., Rauch, D., & Wathen, S. (2011). Are You Walking Your Talk? *Nonprofit World*, 29 (5), 12-14.
- Rauch, D. A., Nale, R. D., Wathen, S. A., & Barr, P. B. (2010). An Application of Importance- Performance Analysis to University Marketing. *The Journal of Electronic Marketing and Retailing*.
- Mitchell, M., Montgomery, R., & Rauch, D. (2009). Toward an Understanding of Thrift Store Donors. *International Journal of Nonprofit and Voluntary Sector Marketing*.
- Nale, R. D., Rauch, D. A., & Barr, P. B. (2008). Do Our Employees Understand Their Employee Manuals? *Palmetto Review*.
- Nale, R. D., Rauch, D. A., & Barr, P. B. (2003). A Note on the Economic Implications of A Focused Tourism Event: Bikers in Myrtle Beach. *Coastal Business Journal*.
- Nale, R. D., Rauch, D. A., Wathen, S. A., & Barr, P. B. (2000). An Exploratory Look at the Use of Importance-Performance Analysis as a Curricular Assessment Tool in a School of Business. *Journal of Workplace Learning*.

Refereed Proceedings

Full Paper

- Rauch, D. A., Wathen, S. A., & Mitchell, M. (2012). A Survey Of Student Textbook Buying Behavior. *Southeast InfORMS Conference*.
- Nale, R. D., Rauch, D. A., Wathen, S. A., & Mitchell, M. A. (2008). Importance- Performance Analysis: Helping Your community Partners Walk Their Talk. *Proceedings of the Southeast INFORMS*.
- Rauch, D. A., Nale, R. D., Collins, M. D., & Barr, P. B. (2007). Measuring Quality in Resort Accommodations. *Proceedings of the Southeast INFORMS*.
- Nale, R. D., Rauch, D. A., & Barr, P. B. (2006). An Exploratory Examination Of The Readability Of Selected

Employee Manuals. 2006 Annual Meeting of Southeast Decision Sciences Institute.

Nale, R. D., Rauch, D. A., & Barr, P. B. (2005). Dealing With Functional Illiteracy In The Workplace: An Exploratory Look At Selected Pasages From Employee Handbooks. South East Decision Science Institute Conference .

Socha, R. R., Rauch, D. A., & Barr, P. B. (2005). The Myth of the Nascar Dad: an Exploratory Study. Proceedings of the Southeast INFORMS.

Dresden, C. E. & Rauch, D. A. (2004). The Marketing Of Souvenirs: The Impact Of Consumer Involvement. Proceedings of the Southeast INFORMS.

Barr, P. B., Nale, R. D., & Rauch, D. A. (2003). Continuing Response to Constituent Perceptions: An Ongoing Exploratory Look at a Charitable Organization. International Business Trends Contemporary Readings - 2003 Edition.

Dresden, C. E. & Rauch, D. A. (2003). The Gender Issue in Souvenir Purchasing. Proceedings of the Southeast INFORMS.

Rauch, D. A. & Nale, R. D. (2002). Tourism Trends on The Grand Strand: a Four Year Study. Proceedings of the Southeast INFORMS.

Dresden, C. E. & Rauch, D. A. (2002). Tourist Purchase Determinants And Preferences. Proceedings of the Southeast INFORMS.

Rauch, D. A. & Nale, R. D. (2001). A Multidimensional Scaling Market Segmentation Study of a Local Live Entertainment Industry. Proceedings of the Southeast INFORMS.

Rauch, D. A., Nale, R. D., & Barr, P. B. (2000). An Exploratory Study of the Viability of Expanding a Convention Center in a Tourist-Based Community. 2000 Association of Marketing Theory and Practice Annual Meeting .

Barr, P. B., Nale, R. D., & Rauch, D. A. (2000). Economic Implications of Focused Events on Overall Tourism: A Look at Biker Events in Myrtle Beach. Proceedings of the Southeast INFORMS.

Rauch, D. A., Nale, R. D., Wathen, S. A., & Barr, P. B. (1999). Measuring the Success of Curricular Adjustments Using Importance-Performance Analysis: An Exploratory Look. 1999 Southeast Decision Sciences Institute Meeting.

Barr, P. B., Nale, R. D., Rauch, D. A., & Dave, D. S. (1999). Managing International Festivals in the United States: An Ongoing Investigation of Can-Am Days. Proceedings of the Southeast INFORMS.

Presentation of Refereed Papers

Regional

Rauch, D. A., Nale, R. D., Collins, M. D., & Barr, P. B. (2007). Measuring Quality In Resort Accommodations. 2007 Southeastern InfORMS Annual Meeting, Myrtle Beach, South Carolina.

Working Papers

Rauch, D. A. (2011). "" 'A Continuation Of The Longitudinal Application of Importance-Performance Analysis to Business Curriculum Outcomes'".

Rauch, D. A. (2011). "" 'An Application Of Propensity Score Analysis On The Impact Of Teaching Style On Student Achievement In Introductory Business Statistics.'".

Rauch, D. A., Nale, R. D. , Collins, M. D. , & Barr, P. B. (2011). "MEASURING SERVICE QUALITY for RESORT ACCOMMODATIONS" targeted for Managing Service Quality.

Professional Associations

Teaching

Courses Taught

Courses from the Teaching Schedule: Business Statistics, Independent Study, Marketing, Marketing Research

Consulting

2007: Wall College of Business Center for Economic and Community Development, Consulting and Statistical

Analysis - Various Projects

2007: Myrtle Beach Golf Holiday, Statistical Analysis

Service:

Service to the University

College Assignments

Chair:

2009-2010 – 2011-2012: College Curriculum Committee: Chair

2008-2009: College Curriculum Committee: Chair

2008-2009 – 2009-2010: College Curriculum Committee: Chair

2007-2008: College Curriculum Committee: Chair

2007-2008 – 2008-2009: College Curriculum Committee: Chair

2006-2007 – 2007-2008: College Curriculum Committee: Chair

2005-2006: College Curriculum Committee: Chair

2005-2006 – 2006-2007: College Curriculum Committee: Chair

Member:

2011-2012: Ad Hoc Committee to Operationalize the Strategic Plan

2005-2006: Retired Executives: Member

2004-2005: Faculty Recruitment Committee, RTM: Member

2004-2005: Faculty Recruitment Committee, Strategy: Member

2004-2005: Faculty Recruitment Committee, Statistics/Management: Member

2004-2005: Faculty Recruitment Committee, Marketing: Member

2004-2005: Retired Executives Liaison: Member

2004-2005 – 2005-2006: Board of Visitors Liaison: Member

2004-2005 – 2005-2006: AACSB Steering Committee: Member

2004-2005 – 2005-2006: MBA Steering Committee: Member

2003-2004 – 2006-2007: Promotion And Tenure Committee

2003-2004 – 2004-2005: College Curriculum Committee: Member

University Assignments

Chair:

2003-2004: University Honorary Degrees Committee: Chair

2003-2004: Strategic Planning Committee: Chair

Member:

2010-2011 – 2011-2012: Graduate Council: Member

2010-2011 – 2011-2012: Interdisciplinary Studies Committee: Member

2009-2010: Graduate Council: Member

2009-2010 – 2010-2011: Interdisciplinary Studies Committee: Member

2009-2010 – 2010-2011: Graduate Council: Member

2008-2009: Graduate Council: Member

2008-2009: Graduate Council: Member

2008-2009 – 2009-2010: Interdisciplinary Studies Committee: Member

2008-2009 – 2009-2010: Graduate Council: Member

2007-2008: Graduate Council: Member

2007-2008: Graduate Council: Member

2007-2008: Promotion And Tenure Committee

2007-2008: University Assessment Committee: Member
2007-2008 – 2008-2009: Graduate Council: Member
2007-2008 – 2008-2009: Interdisciplinary Studies Committee: Member
2006-2007: Graduate Council: Member
2006-2007: Graduate Council: Member
2006-2007 – 2007-2008: Interdisciplinary Studies Committee: Member
2006-2007 – 2007-2008: Graduate Council: Member
2005-2006: University Public Engagement Task Force K-12 Mentoring: Member
2005-2006: University Task Force on Student Retention and Graduation: Member
2005-2006: Graduate Council: Member
2005-2006: Graduate Council: Member
2005-2006 – 2006-2007: Interdisciplinary Studies Committee: Member
2005-2006 – 2006-2007: Graduate Council: Member
2004-2005: Provost's Public Engagement Committee: Member
2004-2005: Outstanding Student Award Committee: Member
2004-2005: University Strategic Planning Committee, Growth Issues Subcommittee: Member
2004-2005: Provost's Mentoring Steering Committee : Member
2004-2005: Graduate Council: Member
2004-2005: Graduate Council: Member
2004-2005 – 2005-2006: University Strategic Planning Committee: Member
2004-2005 – 2005-2006: Interdisciplinary Studies Committee: Member
2004-2005 – 2005-2006: Graduate Council: Member
2003-2004: Provost's Scholarship of Teaching and Learning Discussion Group : Member
2003-2004: University Public Engagement Task Force on the 2nd, 3rd, and 4th Years: member
2003-2004: University Task Force on Student Retention and Graduation: Member
2003-2004: Graduate Council: Member
2003-2004: Graduate Council: Member
2003-2004: Interdisciplinary Studies Committee: Member
2003-2004 – 2006-2007: University Technology Committee: Member
2003-2004 – 2005-2006: Provost's Advisory Committee: Member
2003-2004 – 2004-2005: Interdisciplinary Studies Committee: Member
2003-2004 – 2004-2005: Graduate Council: Member
2002-2003 – 2003-2004: Graduate Council: Member
2001-2002 – 2002-2003: Graduate Council: Member
2000-2001 – 2001-2002: Graduate Council: Member
1999-2000: Graduate Council: Member
1999-2000 – 2000-2001: Graduate Council: Member

Service to the Profession

Reviewer - Article / Manuscript

2000 – 2012: Coastal Business Journal.

2009: The Journal of Electronic Marketing and Retailing..

Service to the Community

Other Community Service Activities

2012: Helping Hand and Habitat For Humanity of Georgetown County,

2003 – 2007: Wall School of Business Center for Economic and Community Development, Consulting and

Statistical Analysis - Various Projects

2003 – 2007: Myrtle Beach Golf Holiday, Statistical Analysis

2006: A study of golf planning behavior for Brandon Advertising, A study of golf planning behavior for Brandon Advertising

2005: Coastal Carolina University, Designed and conducted an economic impact study

2005: Charles B. Jordan, Jr. - Van Osdell, Lester, Howe & Jordan Law Firm, Consulting in preparation for NAACP vs. City Of Myrtle Beach

2005: The National Father & Son Team Classic, Suvey of tournament participants

2003: Coastal Carolina University, Designed and conducted an image study

2003: South Carolina Department of Health and Environmental Control., Designed and conducting a constituent study

2003: The United Way Of Horry County., Statistical analysis of a needs study

2002: South Carolina House Judicial Committee, Developed a strategic evaluation of statutory legislation aimed at cost containment for state government in South Carolina and proposals for change

2002: Strand Marketing Research, Inc, Conducted consumer and tourism related research

2002: Strand Marketing Research, Inc, Executive Director

Faculty Development

Research-Related Conference/Seminar

2012: SEInforms, Myrtle Beach, South Carolina.

2012: 2012 Annual Meeting: Association of Marketing Theory & Practice, Myrtle Beach, South Carolina.

2007: 2007 SE INFORMS, Myrtle Beach, South Carolina.

Other Professional Development

2012: Wall College of Business 2012 College Faculty Retreat, Myrtle Beach, South Carolina.

2012: CCU Active Shooter Training Program, Conway, South Carolina.

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2011: Survey Magazine webinar on Vibetrack "An Innovative Alternative to Traditional Dial Testing"., Unknown, United States of America.

2011: Advising Training, Conway, South Carolina.

2011: Webinar provided by IBM-SPSS, Unknown, United States of America.

2011: Wall Connections: Making Connections in a World of Change, Conway, South Carolina.

2010: CCU Sexual Harassment Training, Conway, South Carolina.

2010: AMA Webinar-Kickstarting Your Innovation Strategy with Ideation, Unknown, United States of America.

Professional Seminars / Workshops

2012: New South Digital Conference, Myrtle Beach, South Carolina.

Technology-Related Training

2011: McGraw-Hill workshop on integrating Blackboard and Connect, Conway, South Carolina.

Qualification: Academic/Professional

Academically Qualified

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