



Duane M. Nagel

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ACADEMIC DEGREES

Florida State University
Doctor of Philosophy in Business Administration, August 2016
Major Field: Marketing
Dissertation Chair: Dr. J. Joseph Cronin Jr.

Colorado State University
Masters of Business Administration, May 2012

The University of Texas at San Antonio
Bachelor of Business Administration, May 1996
Major Filed: Marketing

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing 2016 Present
Wichita State University
W. Frank Barton School of Business

Research Fellow 2017 Present
Center for Real Estate
Wichita State University

Instructor 2012-2016
Florida State University
College of Business

RESEARCH INTERESTS

Buyer Seller interactions focused on resource integration
Customer success management
Service strategies concerning service quality, value, retention and loyalty

2. Business at Florida State University, College of Business, 2015
3. Association, 2013

TEACHING EXPERIENCE

Wichita State University

Introduction to Marketing

Digital Marketing Undergraduate

Digital Marketing M.B.A., online

