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**Refereed Journal Articles**

*Journal Article, Academic Journal (Published)*

Baer, R., Tomas, A., Hill, D. J. (2000). In Stephen J. Hoch and Robert J. Meyer (Ed.),  
*Excuses: Use'm If You Got'em* (vol. 27, pp. 87-91). Advances in Consumer Research.  
<http://www.acrwebsite.org/volumes/display.asp?id=8364>

*Conference Proceeding (Published)*

Tomas, A., Hult, G. Tomas M., Bashaw, R. E., Keillor, B. D. (1993). In Tom K. Massey (Ed.), *Facilitating Met Expectations: Distinguishing Characteristics of Future Sales Personnel* (pp. 356-359). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.

*Conference Proceeding (Published)*

Bush, R. P., Tomas, A., Lucas Jr., G. H. (1993). *Image Formation and Patronage in Television Home Shopping: The \$5 Billion Question* (pp. 261-271). Baton Rouge, Louisiana: Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge III/Louisiana State University.

*Conference Proceeding (Published)*

Tomas, A., Keillor, B. D. (1993). In Tom K. Massey, Jr. (Ed.), *Toward Theory Development in Marketing Strategy: Current Status and Future Direction* (pp. 307-308). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.

*Conference Proceeding (Published)*

Tomas, A. (1992). In Robert L. King (Ed.), *Exploring Customer Satisfaction with Television Home Shopping: An Importance-Performance Analysis* (pp. 220-223). Marketing: Perspectives for the 1990's/Proceedings of the Southern Marketing Association.

*Conference Proceeding (Published)*

Tomas, A. (1992). In Michael L. Rothschild (Ed.), *The Evolving Self in Consumer Behavior: Exploring Possible Selves* (vol. 20, pp. 634-637). Provo, Utah: Advances in Consumer Research/Association for Consumer Research.

**Other Intellectual Contributions**

*Instructor's Manual (Published)*

Tomas, A. (2009). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 7t/d by Michael Levy and Barton Weitz.

*Instructor's Manual (Published)*

Tomas, A. (2007). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 6t/d by Michael Levy and Barton Weitz.

*Study Guide (Published)*

Tomas, A. (1996). *Self-Study Guide*. to accompany Business: A Changing World, 2d/d by O.C. Ferrell and Geoffrey Hirt.

*Test Bank (Published)*

Tomas, A. (1996). *Test Bank*. to accompany Business: A Changing World, 2d/d, by O.C. Ferrell and Geoffrey Hirt.

*Written Case with Instructional Material (Published)*

Tomas, A. (1994). *Comprehensive cases* (pp. 283-290, 297-300, 221-229, 356-360, 3

*Instructor's Manual (Published)*

Tomas, A. (1994). *Instructor's Manual*. to accompany Retailing, 11<sup>th</sup> ed by George H. Lucas, Jr., Robert P. Bush, and Larry G. Gresham.

*Instructor's Manual (Published)*

Tomas, A. (1991). *Instructor's Manual*. to accompany Retailing, 4<sup>th</sup> ed by Dale M. Lewison, 1991, (co-authored with Dale Lewison and Michael Tomas)..