



**Duane M. Nagel**

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## **ACADEMIC DEGREES**

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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**

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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**

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



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