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McDaniel is a member of the American Marketing Association. In addition to his academic experience, McDaniel has business experience as the co-owner of a marketing research firm. McDaniel has also served as senior consultant to the International Trade Centre (ITC), Geneva, Switzerland.

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McDaniel's research has appeared in such publications as the Journal of Marketing, Journal of Business Research, Journal of the Academy of Marketing Science, and California Management Review. McDaniel is a member of the American Marketing Association.

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Charles W. Lamb, Jr., served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and is a former president of the Academy of Marketing Science and the Southwestern Marketing ...

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Lamb has authored or co-authored more than a dozen books and anthologies on marketing topics and over 150 articles that have appeared in academic journals and conference proceedings. In 1997, he was awarded the prestigious Chancellor's Award for Distinguished Research and Creative Activity at TCU.

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