

# **Rockney G. Walters**

**Professor of Marketing at Indiana University, Kelley School of Business**

Bloomington, IN, US

Professor Walters researches pricing and promotion in B2B firms.

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## **Industry Expertise**

Education/Learning, Research

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## **Areas of Expertise**

Marketing, Promotion, Pricing , B2B

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## **Event Appearances**

**The Proof of the Pudding is in the Eating: Measuring the Effects of Category Management**

Recent Advances in Retailer and Services Science

**An Empirical Investigation into the Impact of Sales Promotion on Manufacturer Profit**

Educators' Conference Proceedings

**Logit and Probit Transformations: Techniques for Market Segmentation**

Cultural and Subcultural Developments in Marketing

**Cross Cultural Comparison of Price Deal Effects: An Empirical Analysis**

Second Symposium on Cross Cultural Consumer and Business Studies

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## **Education**

**Purdue University**

Ph.D. Marketing & Econometrics

**University of Kansas**

MBA Business Administration

**University of Florida**

B.A.Sc. Undergraduate Studies

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## **Accomplishments**

**MBA Distinguished Teaching Award**  
2015

**SKKU Teaching Excellence Award**  
2015

**MBA Professor of the Year Award**  
2015

**MBA Distinguished Teaching Award**  
2014

**Indiana University Trustee Teaching Award**  
2014

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