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By:  Leach H.R. No. 773

R E S O L U T I O N

WHEREAS, Dr. Paul Busch is retiring from Texas A&M University on June 1, 2021, drawing to a close a distinguished 35-year tenure with the institution; and

WHEREAS, Dr. Busch first joined the Texas A&M faculty in 1986 as a professor in the Department of Marketing, where he also served as department head for a decade; in 2011 he was named a Texas A&M University System Regents Professor of Marketing, the highest honor bestowed by the A&M System on faculty members, and in 2019 he was recognized as a Texas A&M Presidential Professor for Teaching Excellence; his research and teaching interests include new product development, innovation, and branding, and he has served as a consultant to numerous companies and organizations, including the Sperry Rand Corporation, Coca-Cola, and the Small Business Administration; moreover, he has authored more than 40 publications, and he is the coauthor of the introductory textbook *Marketing: Strategic Foundations*; and

WHEREAS, In addition to his work as a scholar, educator, and consultant, Dr. Busch is active in several professional groups, and he has served the American Marketing Association in a number of leadership positions, including as vice president of education and as faculty adviser of its A&M chapter; he further contributes to his profession as a member of the editorial review boards for numerous scholarly journals, textbook publishers, and research organizations; and

WHEREAS, Prior to joining Texas A&M, Dr. Busch taught at the University of Wisconsin-Madison and the University of Mississippi; he holds a bachelor's degree from the University of Wisconsin-Whitewater and a master's degree from the University of Wisconsin-Madison, and he completed his doctoral studies at Pennsylvania State University; among the many honors he has received are the Outstanding Marketing Teacher Award from the Academy of Marketing Science, the Mays Business School Service Excellence Award, and two Distinguished Achievement Awards from the Texas A&M Association of Former Students; and

WHEREAS, Paul Busch's dedication and expertise have greatly benefited countless students and earned the lasting respect and admiration of his colleagues, and his contributions to Texas A&M and to the study of marketing will continue to resonate in the years to come; now, therefore, be it

RESOLVED, That the House of Representatives of the 87th Texas Legislature hereby congratulate Dr. Paul Busch on his retirement from Texas A&M University and extend to him sincere best wishes for the future; and, be it further

RESOLVED, That an official copy of this resolution be prepared for Dr. Busch as an expression of high regard by the Texas House of Representatives.