

R E S O L U T I O N

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

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

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

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

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

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

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

Leach

H.R. No. 773

Speaker of the House

I certify that H.R. No. 773 was adopted by the House on April 30, 2021, by a non-record vote.

Chief Clerk of the House