

By: Leach

H.R. No. 773

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.