
Charles L. Martin, Ph.D.

Professor of Marketing
W. Frank Barton School of Business
Wichita State University
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April 12, 2019

Academic Background (degrees earned)

- Ph.D. Texas A&M University, College Station, Texas, Marketing, 1986
- M.B.A. West Texas State University, Canyon, Texas, Business, 1982
- B.B.A. West Texas State University, Canyon, Texas, Marketing, 1981
- A.S. Vincennes University, Vincennes, Indiana, Bowling Management, 1978

ACADEMIC WORK EXPERIENCE

- Professor of Marketing, Wichita State University (Present), Wichita, Kansas.
- Visiting Professor, Griffith University (June 2011), Gold Coast, Australia.
- Visiting Professor, Sogang University (Summer 2010), Seoul, Korea.
- Visiting Editor, Queensland University of Technology (March 2010), Brisbane, Australia.
- Visiting Professor, University of Westminster (July 2006-2012), London, United Kingdom.
- Visiting Professor of Marketing, Bond University (May 1996-1996), Gold Coast, Australia.
- Visiting Associate Professor, Comenius University (May 1992), Bratislava, Slovakia
- Associate Professor of Marketing, Wichita State University (1998), -Wichita, Kansas.
- Assistant Professor of Marketing, Wichita State University (1995), -Wichita, Kansas.

Instructor, Texas A&M (1984-1985), College Station, Texas.

Graduate Assistant, Texas A&M (1982-1983), College Station, Texas.

Student Special Services, West Texas State University (1981 -1982), Canyon, Texas. Tutor for a range of business courses.

Teaching/Graduate Assistant, West Texas State University (1981 -1982), Canyon, Texas.

Courses taught: Personal Selling, Sales Management, Directed Studies, Marketing Management (traditional, hybrid and online formats), Marketing Programs, Marketing for Service and Nonprofit Organizations, Marketing Research, Relationship Marketing, Marketing Ethics, Strategic and Tactical Planning for Marketers

INTELLECTUAL CONTRIBUTIONS: _____

Martin, C. L. (1998). Using Gap Analysis to Improve Customer Service. *Journal of Theory, Research & Practice*.

Martin, C. L. & Kraft, F. B. (1997). Customer Comment Cards in the Service Sector: An Empirical Investigation of Scope and Form. *Journal of Satisfaction, Dissatisfaction & Complaining Behavior*.

Martin, C. L. (1997).

- Martin, C. L. & Pranter, C. (1991). Compatibility Management: Roles in Service Performances. *Journal of Services Marketing*.
- Martin, C. L. & Goodell, P. (1991). Historical, Descriptive, and Strategic Perspectives on the Construct of Product Commitment. *European Journal of Marketing*.
- Martin, C. L. & Goodell, P. (1991). It's Not Over 'Til It's Over: Tips for Surviving A Lingering Recession. *Business and Economic Report*.
- Martin, C. L. (1990). Enhancing the Effectiveness of Student Oral Presentations. *Marketing Education Review*.
- Martin, C. L. & Ranson, D. (1990). Spelling Skills of Business Students: An Empirical Investigation. *Journal of Business Communication*.
- Martin, C. L. (1990). The Employee/Customer Interface: An Empirical Investigation of Employee Behaviors and Customer Perceptions. *Journal of Sports Management*.
- Martin, C. L., Bowers, M., & Luker, A. (1990). Trading Places: Employees as Customers, Customers as Employees. *Journal of Services Marketing*.
- Martin, C. L. & Pranter, C. A. (1989). Compatibility Management: Customer-Customer Relationships in Service Environments. *Journal of Services Marketing*.
- Martin, C. L. & Smart, D. T. (1989). Consumer Correspondence: An Exploratory Investigation of Consistency Between Business Policy and Practice. *Journal of Consumer Affairs*.
- Martin, C. L. (1988). Enhancing Children's Satisfaction and Participation Using a Predictive Regression Model of Bowling Performance Norms. *The Physical Educator*.
- Martin, C. L. & Smart, D. T. (1988). Relationship Correspondence: Similarities and Differences in Business Response to Complimentary versus Complaining Consumers. *Journal of Business Research*.
- Martin, C. L. (1985). Delineating the Boundaries of Marketing. *European Journal of Marketing*.

Citation counts

According to Google Scholar, my refereed journal articles have been cited more than 3,500 times. I have not calculated the number of times my books, book chapters and other publications have been cited.

Books (including edited conference proceedings, as noted)

Martin, C. L. (forthcoming) *Marketing For All the Marbles Every day: People and events shaping the continuing evolution of marketing practice (Marketing FAME) – 2019 Perennia Edition* -- CIBER Publications.

Note that about 94 percent of the content for the 2019 edition of *Marketing FAME* differs from that of the 2017 and 2018 editions.

Martin, C. L. (October 19, 2017). *Marketing For All the Marbles Every day: People and events shaping the continuing evolution of marketing practice (Marketing FAME) – 2018 Edition*- CIBER Publications, 432 pages. Note: Sample excerpts and the book's detailed index (11,000+ entries) may be found on the book series' resource support website, www.MarketingMarbles.com

Note that the 2018 edition of *Marketing FAME* won the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association.

Also note that 98 percent of the content for the 2018 edition of *Marketing FAME* differs from that of the 2017 edition.

Martin, C. L. (January 1, 2017). *Marketing For All the Marbles Every day: People and events shaping the continuing evolution of marketing practice (Marketing FAME) – 2017 Edition*- CIBER Publications, 416 pages. Note: Sample excerpts and the book's detailed index (6,000+ entries) may be found on the book series' resource support website, www.MarketingMarbles.com

Martin, C. L. (2011). *Starting Your New Business: Becoming A Successful Entrepreneur (3rd edition)* Axzo Press.

Martin, C. L. (2010). *Marketing and the Service Challenge* Seoul, South Korea: Sogang University Graduate School of Business.

Tyler, K., Martin, C. L., Harris, L. C., & Tan, D. J. (2008). *The Future of Service Research and Practice in a Global World: Service Science, Service Logic, and Service Perspectives for Markets, Businesses and Customers... Quo Vadis?*. London: Academy of Marketing & Westminster Service Research Centre. (edited conference proceedings)

Tyler, K., Martin, C. L., Harris, L. C., Tan, J., & Benamraoui, A. (2007). *Service Science: Transdisciplinary Approaches and Advances for the 22nd Century -- Taxi to the Change Runway*. London, England: Academy of Marketing & Westminster Service Research Centre. (edited conference proceedings)

Hackett, D. W. & Martin, C. L. (2006). *Facilitation Skills For Team Leaders (revised edition)* Crisp Learning.

Laroche, M. & Martin, C. L. (2003). *Proceedings of The Second Royal Bank International Research Seminar: Cultural Perspectives of Services Marketing*. Montreal, Canada: Concordia University, John Molson School of Business. (edited conference proceedings)

Martin, C. L. (2015). Intangibility, Heterogeneity, Inseparability, and Perishability (IHIP). In Su Mi Dahlgaard-Park (Ed.), *The SAGE Encyclopedia of Quality and the Service Economy* (pp. 312-317). Los Angeles:

- Martin, C. L. (2001). In Search of Top Talent. *Bowlers Journal International*, 88 (5), 102-103.
- Martin, C. L. (2001). The ABC's of eMail. *Bowlers Journal International*, 88 (4), 104-105.
- Martin, C. L. (2001). The Ol' College Try. *Bowlers Journal International*, 88 (3), 116-117.
- Martin, C. L. (2001). Lawsuits & Other Crises. *Bowlers Journal International*, 88 (2), 116-117.
- Martin, C. L. (2001). Marking the Bench. *Bowlers Journal International*, 88 (12), 92-93.
- Martin, C. L. (2001). Appearances Are Revealing. *Bowlers Journal International*, 88 (11), 102-103.
- Martin, C. L. (2001). Marketing As Unusual. *Bowlers Journal International*, 88 (10), 100, 102.
- Martin, C. L. (2001). Playing the Perfect Hand. *Bowlers Journal International*, 88 (1), 124, 126.
- Martin, C. L. (2000). Whoops! And Thanks. *Bowlers Journal International*, 87 (9), 134-135.
- Martin, C. L. (2000). On the Job Marketing. *Bowlers Journal International*, 87 (8), 102-103.
- Martin, C. L. (2000). Bringin' Em Back. *Bowlers Journal International*, 87 (7), 134-114.
- Martin, C. L. (2000). Lessons From Outside. *Bowlers Journal International*, 87 (6), 122-123.
- Martin, C. L. (2000). Restaurant Marketing 101. *Bowlers Journal International*, 82 (6), 84.
- Martin, C. L. (2000). Bowling by the Numbers. *Bowlers Journal International*, 87 (5), 110-111.
- Martin, C. L. (2000). Marketing to the Disabled. *Bowlers Journal International*, 87 (4), 102-103.
- Martin, C. L. (2000). Let's Go E-Com Bowling. *Bowlers Journal International*, 87 (3), 130-131.
- Martin, C. L. (2000). The Land of the Free. *Bowlers Journal International*, 87 (2), 130-131.
- Martin, C. L. (2000). Dancing with Cinderella. *Bowlers Journal International*, 87 (12), 98, 100.
- Martin, C. L. (2000). A Laughing Matter. *Bowlers Journal International*, 87 (11), 109-110.
- Martin, C. L. (2000). Hitting the Bulls' Eye. *Bowlers Journal International*, 87 (10), 118-119.
- Martin, C. L. (2000). In Search of Good Advice. *Bowlers Journal International*, 87 (1), 134-135.
- Martin, C. L. (1999). The Book on Good Service. *Bowlers Journal International*, 86 (9), 150-152.
- Martin, C. L. (1999). Things They Didn't Teach. *Bowlers Journal International*, 86 (8), 118-119.

- Martin, C. L. (1997). Employees' Handbook. *Bowlers Journal International*, 84 (8), 133-135.
- Martin, C. L. (1997). Casting the Network. *Bowlers Journal International*, 84 (7), 118-120.
- Martin, C. L. (1997). The Value of Trade Groups. *Bowlers Journal International*, 84 (6), 132-135.
- Martin, C. L. (1997). League Play: The Future. *Bowlers Journal International*, 84 (5), 132-135.
- Martin, C. L. (1997). Motivational Secrets. *Bowlers Journal International*, 84 (4), 128-131.
- Martin, C. L. (1997). Promotional Keys. *Bowlers Journal International*, 84 (3), 178-182.
- Martin, C. L. (1997). Great Service Mystery. *Bowlers Journal International*, 84 (2), 137-139.
- Martin, C. L. (1997). NBC's Plan: A Look Back. *Bowlers Journal International*, 84 (12), 132-134.
- Martin, C. L. (1997). The Landscaping Impact. *Bowlers Journal International*, 84 (11), 125-127.
- Martin, C. L. (1997). Is Anybody Listening? *Bowlers Journal International*, 84 (10), 133-135.
- Martin, C. L. (1997). Lessons From Lane of Life. *Bowlers Journal International*, 84 (1), 147-149.
- Martin, C. L. (1996). The Marketing Centennial. *Bowlers Journal International*, 83 (9), 164-168.
- Martin, C. L. (1996). Stop, Look & Think. *Bowlers Journal International*, 83 (8), 128-129.
- Martin, C. L. (1996). Resurrecting Instruction. *Bowlers Journal International*, 83 (7), 114-116.
- Martin, C. L. (1996). How to Create Howlers. *Bowlers Journal International*, 83 (6), 140-142.
- Martin, C. L. (1996). Service: RE-Engineering. *Bowlers Journal International*, 83 (5), 126-128.
- Martin, C. L. (1996). Marketing Maladies. *Bowlers Journal International*, 83 (4), 118-120.
- Martin, C. L. (1996). Targeting is the Game. *Bowlers Journal International*, 83 (3).
- Martin, C. L. (1996). Tournament BtTargeting is the Game. How 3 (na)-4 (m)1 (e)-3 (nt)2 (B)

Martin, C. L. (1995). A Changing Clientele.

- Martin, C. L. (1994). Profit Starts with 'P'. *Bowlers Journal International*, 81 (1), 166-168.
- Martin, C. L. (1993). The World Picture. *Bowlers Journal International*, 80 (9), 165-167.
- Martin, C. L. (1993). On Guarantees. *Bowlers Journal International*, 80 (8), 86-88.
- Martin, C. L. (1993). The Competition. *Bowlers Journal International*, 80 (7), 108-110.
- Martin, C. L. (1993). New Smoke Signals. *Bowlers Journal International*, 80 (6), 143.
- Martin, C. L. (1993). Bowling's 'C' Word. *Bowlers Journal International*, 80 (5), 116-118.
- Martin, C. L. (1993). Will the Plan Fly? *Bowlers Journal International*, 80 (4), 113-115.
- Martin, C. L. (1993). The Dreaded R Word. *Bowlers Journal International*, 80 (3), 110-111.
- Martin, C. L. (1993). 20 Satisfying Tips. *Bowlers Journal International*, 80 (2), 127.
- Martin, C. L. (1993). The Art of Recognition. *Bowlers Journal International*, 80 (12), 120-122.
- Martin, C. L. (1993). How to Lose Wars. *Bowlers Journal International*, 80 (11), 250-252.
- Martin, C. L. (1993). All Star Centers. *Bowlers Journal International*, 80 (10), 102.
- Martin, C. L. (1993). Tools of Retention. *Bowlers Journal International*, 80 (10), 100-102.
- Martin, C. L. (1993). The Winds of Change. *Bowlers Journal International*, 80 (1), 148-150.
- Martin, C. L. (1992). How to Keep Those First Year Bowlers. *Bowlers Journal International*, 79 (9), 160-162.
- Martin, C. L. (1992). The Basics are Always Effective. *Bowlers Journal International*, 79 (8), 100-102.
- Martin, C. L. (1992). The Big Survey. *Bowlers Journal International*, 79 (7), 100-102.
- Martin, C. L. (1992). New Concepts. *Bowlers Journal International*, 79 (6), 118-123.
- Martin, C. L. (1992). Confess, Ye Sinners and Market Well. *Bowlers Journal International*, 79 (5), 108-110.
- Martin, C. L. (1992). How to Succeed in the Bowling Business. *Bowlers Journal International*, 79 (4), 108-110.
- Martin, C. L. (1992). Getting a Bead on Today's Workers. *Bowlers Journal International*, 79 (3), 116-118.
- Martin, C. L. (1992). The Other Triangle. *Bowlers Journal International*, 79 (2), 124-126.
- Martin, C. L. (1992). History Lessons. *Bowlers Journal International*, 79 (12), 100-103.

- Martin, C. L. (1992). The Bottom Line *Bowlers Journal International*, 79 (11), 124125.
- Martin, C. L. (1992). Winning and Losing the Pricing Game *Bowlers Journal International*, 79 (10), 103105.
- Martin, C. L. (1992). The Elusive Search for Industry Quality *Bowlers Journal International*, 79 (1), 148150.
- Martin, C. L. (1991). Ancient Principle in the New Age *Bowlers Journal International*, 78 (9), 172174.
- Martin, C. L. (1991). Variety is the Spice of Business *Bowlers Journal International*, 78 (8), 102105.
- Martin, C. L. (1991). Reaching Out and Touching Everyone *Bowlers Journal International*, 78 (5), 110112.
- Martin, C. L. (1991). Bowling Does Not Have a Media Problem *Bowlers Journal International*, 78 (4), 126128.
- Martin, C. L. (1991). Modern Tournament Marketing Dynamics *Bowlers Journal International*, 78 (2), 124126.
- Martin, C. L. (1991). Late Night Without David Letterman *Bowlers Journal International*, 78 (12), 100103.
- Martin, C. L. (1991). Molding a Culture *Bowlers Journal International*, 78 (11), 118120.
- Martin, C. L. (1991). 20 Tips for Your Marketing Game *Bowlers Journal International*, 78 (10), 100102.
- Martin, C. L. (1990).

- Martin, C. L. (1990). Congratulations! You're a New Bowling Proprietor. *Bowlers Journal International*, 77 (11), 124-127.
- Martin, C. L. (1989). The Problem that Hasn't Gone Away. *Bowlers Journal International*, 76 (9), 170-173.
- Martin, C. L. (1989). Scoring's Space Age. *Bowlers Journal International*, 76 (8), 96-97.
- Martin, C. L. (1989). Marketing Isn't Mickey Mouse to Walt Disney. *Bowlers Journal International*, 76 (6), 132-135.
- Martin, C. L. (1989). Playing to Win. *Bowlers Journal International*, 76 (5), 116-118.
- Martin, C. L. (1989). Rolling the Dice on the Dropouts. *Bowlers Journal International*, 76 (4), 88-91.
- Martin, C. L. (1989). Fostering the Art of Getting Along. *Bowlers Journal International*, 76 (12), 108-110.
- Martin, C. L. (1989). Taking the Plunge. *Bowlers Journal International*, 76 (11), 116-119.
- Martin, C. L. (1989). Resolve to Promote Your Favorite Sport. *Bowlers Journal International*, 76 (1), 164-167.
- Martin, C. L. (1988). Giving the Customer the Smoothest Ride. *Bowlers Journal International*, 75 (9), 148-151.
- Martin, C. L. (1988). Spreading the Good Word. *Bowlers Journal International*, 75 (8), 82-84.
- Martin, C. L. (1988). New Dimensions in Mail Mania. *Bowlers Journal International*, 75 (6), 96-99.
- Martin, C. L. (1988). The Hidden Benefits of Beating the Dealer. *Bowlers Journal International*, 75 (5), 86-88.
- Martin, C. L. (1988). Bowling's Marketing Arsenal of Success. *Bowlers Journal International*, 75 (4), 120-123.
- Martin, C. L. (1988). How The Bowling Market Differs. *Bowlers Journal International*, 75 (2), 112-115.
- Martin, C. L. (1988). Marketing Mishaps, Mistakes and Myopia. *Bowlers Journal International*, 75 (12), 336-341.
- Martin, C. L. (1988). Bowling Survey is Prophet Able. *Bowlers Journal International*, 75 (11), 98.
- Martin, C. L. (1987). The Complex Issue of Compatibility. *Bowlers Journal International*, 74 (9), 148-151.

- Martin, C. L. (1987). Positioning's Role in Market Strategy. *Bowlers Journal International*, 74 (8), 110-113.
- Martin, C. L. (1987). Why Keep Throwing the Needles Back? *Bowlers Journal International*, 74 (6), 96-99.
- Martin, C. L. (1987). How You Can Create Great Counter Help. *Bowlers Journal International*, 74 (5), 80-83.
- Martin, C. L. (1987). Is Bowling Really a Contact Sport? *Bowlers Journal International*, 74 (4), 94-97.
- Martin, C. L. (1987). Six Building Blocks Needed to Develop a Pricing Philosophy. *Bowlers Journal International*, 74 (11), 96-99.
- Martin, C. L. (1987). Lifestyle Trends: Strategy Bridges. *Bowlers Journal International*, 74 (1), 108-112.
- Martin, C. L. (1986). Bringing Them In and Keeping Them. *Bowlers Journal International*, 73 (10), 116-120.
- Martin, C. L. (1985). A New Way to Improve Bowling's Image. *Bowlers Journal International*, 72 (6), 104-105.
- Martin, C. L. (1984). Generating Bowling Ball Speed. *Bowlers Journal International*, 71 (3), 38-39.
- Martin, C. L. (1984). Imaginary Wall Boosts Scores in Real World. *Bowlers Journal International*, 71 (1), 10-13.

Martin, C. L. (1986). Hershey Foods. *Teaching Notes to Accompany Marketing Management: Knowledge and Skills* (pp. 98103). Jr. Plano, TX: Business Publications, Inc.

Martin, C. L. (1986). Xerox Corporation. *Teaching Notes to Accompany Marketing Management: Knowledge and Skills* (pp. 108112). Jr. Plano: Business Publications, Inc.

Presentation of Non-Refereed Papers

International (keynote presentations indicated with *)

*

Research Grants

19852007: Approximately \$54,000 in research support grants from W.S.U., the American Bowling Congress, and several bowling chains and associations, Principal Investigator, Wichita State University

Other miscellaneous articles

1991-1992 – 1992-1993: Faculty Affairs Committee

1987-1988 – 1989-1990: Faculty Senate

Other Institutional Service Activities:

1995-1996 – 2002-2003: Varsity Bowling Classes: Annual Research

2000-2001: Bowling Lanes Management

Editor: Academic PRJ

1990-2014: Editor, *Journal of Services Marketing* I served as the JSM Editor from November 1990 until August 1, 2014. During these 24 years the Journal grew significantly, both in terms of impact, distribution and number of submissions. During the latter years, an average of more than 350 manuscripts submitted to the Journal annually and more than 300,000 JSM articles were downloaded from the website annually. Largely in my role as Editor, I attended several conferences during the latter years, made several presentations at “meet the editor” sessions, and even made a few keynote presentations at international conferences.

Note: From August 1, 2014 through April 2016, I remained involved with the Journal on a limited basis as part of the transition plan to handoff the Journal’s editorial duties to the new editorial team. Since April 2016 I have not been involved with *JSM*.

Editorial: Non -PRJ

1991 – 2001: Marketing Editor *Bowlers Journal International*, Chicago, Illinois. *BJI* is a trade/consumer magazine – the oldest sports magazine in the country.

Other Professional Service Activities

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

1996-2014: Participated in about a dozen “meet the editor” panel presentations at various conferences in the U.S. and overseas.

1992-Present: Served as an external reviewer about 30 times for academics around the world seeking promotion.

2010: Athens University of Economics and Business, Athens, Greece. Participated in the Bais Research Funding Program, evaluating a research proposal: Linking Internal Marketing, Employee Attitudes & Customer Consequences

2010: Sogang University, Seoul, Korea. As a Visiting Professor, I taught a graduate course: Marketing and the Service Challenge

2010: Queensland University of Technology, Brisbane, Australia. Visiting Editor (March 2010) involved teaching multiple classes/seminars to students and faculty, and working individually with faculty and graduate students regarding their research projects.

2010: Westminster University, London, United Kingdom. Visiting Professor in 2010 in preparation for upcoming conference in 2011 hosted by Westminster University

2007: London, United Kingdom. -Chair for the 21st Service Workshop (sponsored by the Academy of Marketing Services SIG) hosted by Westminster University (London), November 15-17, 2007. The other two chairs are Katherine Tyler and Lloyd Harris. Noted service scholars and cutting edge practitioners from four continents and 13 countries were represented at the conference.

2006: Westminster University, London, United Kingdom. Reviewed the proposed curriculum and recommended revisions for a new masters program in International Service Management.

1992 – 2006: T&P Candidates and International Doctoral Students. Served as an external reviewer for Doctoral students and faculty at other institutions around the world.

1992 – 1994: Bowling Proprietors Association of America. Marketing Committee

Misc Presentations at various universities (incomplete list)

2017 (June): Conducted research/publication workshop for doctoral students at Oxford Brookes University (Oxford, England).

Reviews: Book / Textbook

2010: Cengage Learning, Wichita, KS. Reviewed Iachobbi's (oslt) Marketing Management text for the publisher, Cengage Learning.

Other Community Service Activities

1988 – 1992: volunteer for Big Brothers & Sisters of Sedgwick County, Big Brother

Honors-Awards-Grants

Awards

2018: Received the Gold Award for the Most Informative Content for a retail calendar/planner in the United States, awarded by the Calendar Marketing Association for the 2018 edition of *Marketing FAME*

2018: Received the BSOB “Researcher/Writer of the Year” award, for intellectual contributions published in 2017.

2017: Received the BSOB “Researcher/Writer of the Year” award, for intellectual contributions published in 2016.

2010: Emerald Publishing Group. Leading Editor Award for 2010 bestowed for my work as Editor of the *Journal of Services Marketing* (editors of only four of Emerald's 200+ journals were so recognized in 2010).

1998: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1998 for the 1997 calendar year)

1997 – 1998: Wichita State University. Barton Fellow, two year term

1995: Wichita State University. Barton School Researcher/Writer of the Year (received award in 1995 for the 1994 calendar year)

1979 – 1981 West Texas State University: Received multiple academic and bowling scholarships.

1978: Vincennes University. Issac K. Beckes Leadership Award.

1976 – 1978: Vincennes University: Received multiple academic and bowling scholarships.

Honors

2010: WSU Bender Of Twigs.

2007: WSU Academy for Effective Teaching. Nominated for the AET award.

2007: WSU Barton School of Business. Finalist for the Graduate Instructor of the Year Award for 2006 (bestowed 9/2006) (e/P)091(e/P)01 (If)4.21 (ITd)Tj EMC /P <</MCI