

## **RÉSUMÉ**

**KENNETH R. EVANS**  
**President of Lamar University**

### **EDUCATION**

Ph.D., University of Colorado, Major: marketing; Minor: social psychology

M.B.A., California State University, Sacramento, Area of emphasis: marketing and quantitative methods

B.A., University of California, Davis, Majors: English and political science

### **ACADEMIC EXPERIENCE**

July 1, 2013 – Present	Lamar University President
January 1, 2007- June 30, 2013	University of Oklahoma Dean and Fred E. Brown Chair in Business
July 1, 1997- December 31, 2006	University of Missouri-Columbia Associate Dean of Graduate Studies and Research Pinkney C. Walker Professor of Marketing
July 1, 1999- December 31, 1999	University of Missouri-Columbia Acting Dean
August 1995- 1997	University of Missouri-Columbia Associate Dean of Undergraduate Studies
August 1991- August 1997	University of Missouri-Columbia Professor and Marketing Department Chairperson
August 1989- August 1991	Arizona State University Doctoral Studies Coordinator, Department of Marketing,
August 1986- August 1991	Arizona State University, Tempe Associate Professor of Marketing
August 1980- June 1986	Arizona State University, Tempe Assistant Professor of Marketing
September 1977- June 1980	University of Colorado, Boulder Graduate Instructor

January 1976- June 1977	California State University, Sacramento Graduate Instructor
January 1975- December 1975	California State University, Sacramento Research Assistant (Quantitative Systems Department)

**BUSINESS EXPERIENCE**

January 1977- August 1977	Cardel Corporation, Sacramento, California Marketing Representative, Sales, Market Development
May 1976- January 1977	Stockman and Associates, Sacramento, California Consultant, Career Opportunity Development Program
June 1972- June 1974	Bard Engineering, Auburn, California Manager, Bidder, Buyer

**TEACHING**

**Courses Taught**

Services Marketing (MBA)	Retail Management (Undergraduate)
Entrepreneurship (Undergraduate)	Principles of Retailing (Undergraduate)
Marketing Management and Theory (Ph.D.)	Principles of Advertising (Undergraduate)
Marketing Management (MBA and Undergraduate)	Marketing Research (Undergraduate)
Sales Management (Undergraduate)	Introductory Statistics (Undergraduate)
Personal Selling (Undergraduate)	

**Invited Presentations/Instruction**

Sam Houston State University Leadership Development Program – Crisis Management in Higher Education, August 2018, “What to Expect When the Unexpected Happens,” The Woodlands, TX

Federation of Business Disciplines Annual Conference, March 2015, “The Future of Business Education: Challenges and Opportunities,” Houston, TX

International Joint Conference on Service Sciences, 2011 – “Evolving Service Landscape: Embracing Customer and Service Providers in new Delivery Platforms,” Taipei, Taiwan

University of North Texas, 2008 – invited presentation by the marketing department faculty “Making of a Star: Opportunities and Threats in Boundary Spanning Operation”

AMA Sheth Doctoral Consortium 2006-2008 – faculty presenter at all these consortia (University of Maryland, Arizona State University and University of Missouri) key note speaker at the 2008 consortium at the University of Missouri

National Conference in Sales and Sales Management, 2005 – “Furthering the Field of Selling and Sales Management,” Miami, FL

University of Cincinnati, 2005 – invited presentation by the marketing department faculty on Doctoral Program Design and Management

University of Missouri, 2002 - 2007 – Honors Discussion Group: Religion, the Professions, and the Public

University of Missouri, 1999-2006 – Honors College Freshmen Seminar Class

Yuan Ze University, Taipei, Taiwan, 2002 – Ph.D. Education and Trends in Marketing Research

University of Oregon, Eugene, Oregon, 2001 – Personal Selling and the Role of the Boundary Spanner

Sichuan University, Chengdu, China, 2001 – The Role of Boundary Spanners in Relationship Marketing

Lucian Blaga University, Sibiu Romania, 1992 – Marketing Management

American Marketing Association on Sales and Sales Management, Memphis, TN, 1992 – Relationship Marketing: Implications for Sales and Sales Management

Marketing Science Institute, Boston, MA, 1990 – Relationship Quality

Swedish School of Economics and Business Administration, Helsinki, Finland, 1988 – Services Management and Relationship Quality

### **Committee Appointments**

Dissertations Chaired:

Gregory McAmis 2013, entitled “Boundary Spanner Modification of Organizational Directives”

Beibei Dong, defended 2008, entitled “The Effects of Customer Participation on Outcomes: A Fit Perspective”

Lynn Murry, defended 2007, entitled “Integrating and Implementing Marketing and Operations Strategies in Services: The Role of the Unit and the Frontline Manager”

Chengie (Fred) Miao, defended 2007, entitled “Salesforce Control Systems-An Integrated Approach”

David Hunt, defended 2006, entitled “A Consumer Perspective on Mass Consumption”

Er Fang, defended 2004, entitled “Creating Customer value through Customer Participation in a Business-to-Business Context: A Value Creation and Value Claim Perspective”

Robert W. Palmatier, defended 2004, entitled “How Exchange Inefficiency and Relationship Quality Mediate the Influence of Relationship Marketing on Performance: The Critical Role of Customer Relationship Orientation”

Simona Stan, defended August 2001, entitled “Boundary Spanner Consumption of Organizationally Provided Support Services: A Communication Socialization Perspective”

Tim Landry, defended August 2001, entitled “The Role of Stress Management in Boundary Spanner Job Performance and Job Satisfaction”

Po-chien Li, defended April 1999, entitled “Effects of Sales Force Control Systems on Salesperson Job Outcomes: A Psychological Climate and Contingency Perspective”

Roberta Schultz, defended December 1997, entitled “Communication and Creativity Activities in Sales Teams: Implications on Interorganizational Relational Norms”

Richard S. Jacobs, defended August 1991, entitled “Understanding Marketing Relationships: The Role of Self-Disclosure Reciprocity in Buyer-Seller Interactions”

Dissertation Committees:

Program chair and/or committee member for over twenty doctoral students

## RESEARCH INTERESTS

Interpersonal influence, sales management, services marketing, marketing management and theory

## RESEARCH AND PUBLICATIONS

### Articles Published in Books and Invited Contributions

“Sales Force-Generated Marketing Intelligence,” with C. Fred Miao, *The Oxford Handbook of Sales Management and Sales Strategy*,” edited by David Cravens, Ken Le Meunier-Fitzhugh and Nigel Piercy, Oxford University Press, 2011, 174-200.

“Editorial for Special Issue on ‘Future Directions for Digital Business Management,’ ” with R. Beltramini and R. Kleine, *International Journal of Internet Marketing and Advertising*, Vol. 2, Nos. 1/2, 2005.

“Boundary Spanners’ Satisfaction with Organizational Support Services: An Internal Communications Perspective,” in *Internal Relationship Management, Linking Human Resources to Marketing Performance*, M. Hartline and D. Bejou, eds., Binghamton, NY: Best Business Books, An Imprint of the Haworth Press, Inc., Vol. 3, No. 2/3, 2004, 43-64.

“Retailing Evolution and Revolution in a Privatizing Economy: Small Business Managers’ Values and Retail Strategies in Romania,” in *Euromarketing and the Future*, L. Kahle, ed., Binghamton, NY: International Business Press, Vol. 12, No. 3/4, 2003, 55-78.

“Marketing Theory and Applications,” co-editor, Winter 2002 American Marketing Association Educators’ Conference Proceedings, American Marketing Association, Chicago, IL.

“Small Business Retailing in Privatizing Economies: The Influence of Managers’ Individualistic and Collectivist Values,” with S. Stan in *Marketing Challenges in Transition Economies of Europe, Baltic States and the C.I.S.*, edited by G.R. Iyer and L.A. Masters, Haworth Press, Binghamton, NY, 1999, 123-144.

“Relationship Selling: New Challenges for Today’s Sales Manager,” with David Good & Ted Hellman, in *State-of-the-Art in Sales Research and Practice*, edited by Raymond W. LaForge and Thomas N. Ingram, Greenwood Publishing, Westport, CT, 1998, 31-50.

“The Phoenix Experiment: Effects of Insurance Price Rebating in a Simulated Sales Situation,” with L. A. Crosby and R. S. Jacobs, Washington D. C.: *National Association of Life Underwriters*, 1988.

“Knowledge and Marketing: Exploring the Foundations of Inquiry,” with Michael P. Mokwa in *Distinguished Essays in Marketing Theory*, S. W. Brown and R. P. Fisk (editors), New York, NY: John Wiley and Sons, 1984, 170-180.

### Refereed Articles Published in Journals

“Who do I look at? Mutual Gaze in Triadic Sales Encounters” with Aaron D. Arndt and Leila Khoshghadam, *Journal of Business Research*, forthcoming

“Competent of Threatening? When Looking Like a ‘salesperson’ is Disadvantageous” with Aaron D. Arndt, Ziniya Zahedi, and Emmyrose Khan, *Journal of Retailing and Consumer Services*, 2019, forthcoming.

- “How Complexity Impacts Salesperson Counterproductive Behavior: The Mediating Role of Moral Disengagement,” with O. Seriki, P. Nath and C. Ingene, *Journal of Business Research*, 2018, forthcoming.
- “Customer Query Handling in Sales Interactions,” with S. Singh, D. Marinova, and J. Singh, *Journal of the Academy of Marketing Science*, 2018, Vol. 46, No. 5, 837-856.
- “Effects of Top Performer Rewards on Fellow Salespeople: A Double –Edged Sword,” with C. Miao and P. Li, *Journal of Personal Selling and Sales Management*, 2017, 37(4):1-18. (Recipient of the Marvin Jolson Award for the Best Contribution to Selling and Sales Management Practice selected by the Editorial Board of the *Journal of Personal Selling and Sales Management*).
- “Interaction Orientation and Product Development Performance for Taiwanese Electronics Firms: The Mediating Role of Market-relating Capabilities,” with Y. Chen, T. Arnold and P. Li, *Journal of Product Innovation Management*, 2017, 34(1): 13-34.
- “Unintended Effects of Marketing Messages on Salespeople’s Cynicism,” with H. Jeon, O. Seriki, R. Dant and A. Helm, *European Journal of Marketing*, 2016, Vol. 50, No. 5/6, 1047-1072.
- “Recovering Coproduced Service Failures: Antecedents, Consequences and Moderators of Locus of Recovery,” with B. Dong, K. Sivakumar, and S. Zou, *Journal of Service Research*, 2016, Vol. 19, No. 3, 291-306.
- “Salesperson Directive Modification Intention: A Conceptualization and Empirical Validation,” with G. McAmis and T. Arnold, *Journal of Personal Selling and Sales Management*, May 2015, 3, 203-220.
- “Effect of Consumer Participation on Service Outcomes: The Moderating Role of Participation Outcomes,” with B. Dong, S. Zao, and K. Sivakumar, *Journal of Service Research*, 2014, Vol. 18, No. 2, 160-176.
- “Motivating Industrial Salesforce with Sales Control Systems: An Interactive Perspective,” with C. Miao, *Journal of Business Research*, 2014, 67(6), 1233-1242.
- “The Impact of Salesperson Credibility-Building Statements on Later Stages of the Sales Encounter,” with Aaron Arndt, Timothy Landry, Sarah Mady and Chatdani Pongpatipat, *Journal of Personal Selling and Sales Management*, 2014, Vol. 34, No. 1, 19-32.
- “Store Managers, Profitability and Satisfaction in Multi-Unit Enterprises,” with Lynn M. Murry, *Journal of Services Marketing*, 2013, Vol. 27, No. 3, 207-222.
- “Individual Differences in Consumer Value for Mass Customized Products,” with David Hunt and Scott Radford, *Journal of Consumer Behavior*, 2013, Vol. 12, No. 4. 327-336.
- “The Interactive Effects of Sales Control Systems on Salesperson Performance: A Job Demands-Resources Perspective,” with Fred Miao, *Journal of the Academy of Marketing Science*, 2013, Vol. 41, Issue 1, 73-90.
- “Manufacturers’ Representative – Principal Relationship Management: A Principal Leadership Style and Support Perspective,” with Michael Pass, John Lastovecka and John Schlacter, *Journal of Relationship Marketing*, 2012, Vol. 11, No. 3, 125-148.
- “The Moderating Influence of Organizational Support upon the Development of Salesperson Job Performance: Can an Organization Provide too Much support?,” with Simona Stan, Todd Arnold and Greg McAmis, *Journal of Personal Selling and Sales Management*, Fall 2012, Vol. 32, No. 4, 405-419.
- “Effects of Interaction and Entrepreneurial Orientation on Organizational Performance: Insights into Market Driven and Market Driving,” with Yen-Chun Chen and Po-Chien Li, *Industrial Marketing Management*, August 2012, Vol. 41, No. 6, 1019-1034.
- “Effects of Formal Sales Control Systems: A Combinatory Perspective,” with Fred Miao, *International Journal of Research in Marketing*, June 2012, Vol. 29, No. 2, 181-191.

- “Advancing Sales Performance Research: A Focus on Five Underresearched Topic Areas,” with Richard McFarland, Barton Dietz and Fernando Jaramillo, *Journal of Personal Selling and Sales Management*, Winter 2012, Vol. 32, No. 1, 89-105.
- “Resource Commitment Behavior of Industrial Exhibitors: An Exploratory Study,” with Po-Chien Li, Yen-Chen Chen and Charles M. Wood, *Journal of Business & Industrial Marketing*, 2011, Vol. 26, No. 6, 430-442.
- “The Influence of Spirituality on Buyer Perception,” with R. Standifer and B. Dong, *Journal of Relationship Marketing*, July-September 2010, Vol. 9, No. 10, 132-160.
- “Reexamining the Influences of Career Stages on Salesperson Motivation-A Cognitive and Affective Perspective,” with C. Miao and D. Lund, *Journal of Personal Selling and Sales Management*, 2009, Vol. 29, No. 3, 243-256.
- “Achieving Relationship Marketing Effectiveness in Business-to-Business Exchanges,” with R. Palmatier, L. Scheer, and T. Arnold, *Journal of the Academy of Marketing Science*, 2007, Vol. 36, No. 2, 174-190.
- “The Determinants of Customer Participation in the New Product Development Process in Business Markets: A Customer Value Perspective,” with R. Palmatier and E. Fang, *Journal of the Academy of Marketing Science*, 2008, Vol. 36, No. 3, 322-336.
- “The Effects of Customer Participation in Co-Created Service Recovery,” with B. Dong and S. Zou, *Journal of the Academy of Marketing Science*, 2007, Vol. 36, No. 1, 123-137.
- “The Customer Socialization Paradox: The Mixed Effects of Communicating Customer Role Expectations,” with S. Stan and L. Murray, *Journal of Services Marketing*, 2008, Vol. 22, No. 2 and 3, 213-223 (Highly Commended Award Winner at the Literati Network Awards for Excellence 2009).
- “The Role of Salesperson Motivation in Sales Control Systems-Intrinsic and Extrinsic Motivation Revisited,” with C. Miao and S. Zou, *Journal of Business Research*, 2007, Vol. 60, No. 5, 417- 425.
- “Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes,” with R. Palmatier, L. Scheer, M. Houston and S. Gopalakrishna, *International Journal of Research in Marketing*, 2007, Vol. 24, 210-223.
- “The Impact of Salesperson Motivation on Role Perceptions and Job Performance – A Cognitive and Affective Perspective,” with C. F. Miao, *Journal of Personal Selling and Sales Management*, 2007, Volume 27, No.1, 89-101.
- “Segment Differences in the Asymmetric Effects of Service Quality on Business Customer Relationships,” with S. Stan, C. Wood and J. Stinson, *Journal of Services Marketing*, 2007, Vol. 21, No. 5, 358-369.
- “The Mediating Effect of Organizational Climate on Sales Control Influences Upon Salesperson Job-Related Outcomes,” with P. Li, S. Zou and T. Landry, *Journal of the Academy of Marketing Science*, 2007, Vol. 35, No. 3, 445-459.
- “Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis,” with R. Palmatier, R. Dant, and D. Grewal, *Journal of Marketing*, 2006, Vol. 70, No. 4, 136-153. **Recipient of the American Marketing Association Louis Stern Award in 2011. Recipient of the Sheth Foundation/Journal of Marketing Award in 2016.** (Reprinting in *Recherche et Applications en Marketing (RAM)*, 2007, Vol. 22, Issue 1)
- “A Meta-Analysis of the Nomological Network Surrounding Relationship Marketing,” with R. Palmatier, R. Dant and D. Grewal, *MSI Reports*, 2005, No. 3, 107-140.
- “Sales Force Motivation, Control, and Compensation in a Changing Environment,” with S. Brown, M. Mantrala, and G. Challagalla, *Journal of Personal Selling and Sales Management*, 2005, Vol. 25, No. 2, 155-168.

- “Control Systems’ Effect on Attributional Processes and Sales Outcomes: A Cybernetic Information Processing Perspective,” with E. Fang and T. Landry, *Journal of the Academy of Marketing Science*, 2005, Vol. 33, No. 4, 553-574.
- “Sales Force Involvement in CRM Information Systems: Participation, Support and Focus,” with M. Pass and J. Schlacter, *Journal of Personal Selling and Sales Management*, Summer 2004, 24, 229-234.
- “Goal-Setting Paradox? Tradeoffs Between Working Hard and Working Smart: The United States versus China,” with E. Fang and R. Palmatier, *Journal of the Academy of Marketing Science*, Vol. 32, No. 2, Spring 2004, 188-202.
- “The Moderating Effect of Goal-Setting Characteristics on the Sales Control Systems-Job Performance Relationship,” with E. Fang and S. Zou, *Journal of Business Research*, 2005, 58, 1214 -1222.
- “Retailing Evolution and Revolution in a Privatizing Economy: An Exploratory Study of Small Business Managers’ Values and Retail Strategies in Romania,” with S. Stan, D. Cernusca and S. Sengupta, *Journal of Euro-Marketing*, 2003, 12 (3/4), 55-78.
- “Boundary Spanners’ Satisfaction with Organizational Support Services: An Internal Communications Perspective,” with S. Stan and T. Landry, *Journal of Relationship Marketing*, 2004, 3 (3/4).
- “An Assessment of the Effect of Salesperson and Sales Manager Perceptual Congruence on Salesperson Job-Related Constructs and Job Outcomes,” with J. Schlacter, D. Gremler, R. Schultz, G. Wolfe and M. Pass, *Journal of Marketing Theory and Practice*, Vol. 10, No. 4, Fall 2002, 30-44.
- “The Influence of Strategic Collaborative Communication by Key Account Representatives on Perceived Relationship Quality,” with R. Schultz, *Journal of Personal Selling and Sales Management*, Vol. 22, No. 1, 2002, 23-31.
- “Relationship Unrest: Strategic Perspectives for Business-to-Business Marketers,” with D. Good, *European Journal of Marketing*, Vol. 35, No. 5/6, 2001, 549-565. **(Recipient of the 2001 Hans Thorelli award for the European Journal of Marketing’s Outstanding Award for Excellence)**
- “Intercultural Interaction Strategies and Relationship Selling in Industrial Markets,” with Roberta Schultz and David Good, *Industrial Marketing Management*, Vol. 28, 1-15, 2001.
- “Disclosure and Its Reciprocity as Predictors of Key Outcomes of an Initial Sales Encounter,” with R. Jacobs, R. Kleine, and T. Landry, *Journal of Personal Selling and Sales Management*, Vol. No. 1, 2001, 51-61.
- “How First Impressions of a Customer Impact Effectiveness in an Initial Sales Encounter,” with R. Kleine, T. Landry and L. Crosby, *Journal of the Academy of Marketing Science*, Vol. 28, No. 4, 2000, 512-526.
- “Combining Service and Sales at the Point of Customer Contact: A Retail Banking Example,” with Todd Arnold and John Grant, *Journal of Service Research*, Vol. 2, No. 1, August 1999, 50-67.
- “Small Business Retailing in Privatizing Economies: The Influence of Managers’ Individualistic and Collectivist Values,” with Simona Stan, *Journal of East-West Business*, Vol. 5, No. 1-2, 1999, 123-143. Reprinted in *Marketing Challenges in Transition Economics of Europe, Baltic States and the C.I.S.*, (ed: Gopalkrishnan R. Iyer and Lance A. Masters) International Business Press, The Haworth Press Inc., 1999, 123-143.
- “Ethics and the Ivory Tower: The Case of Academic Departments of Finance,” with S. P. Ferris and R. G. Thompson, *Teaching Business Ethics*, 2, 1998, 17-34.
- “The Impact of Social Influence and Role Expectations on Shopping Center Patronage Intentions,” with Tim Christiansen and James Gill, *Journal of the Academy of Marketing Science*, Vol. 24, No. 3, 1996, 208-218.

- “Toward an Understanding of Public Purchaser and Salesperson Interaction Activities: A Public Purchaser Perspective,” with Roberta Schultz, *Journal of Nonprofit and Public Sector Marketing*, Vol. 4, No. 4, 1996, 55-75.
- “Training Differences Between Services and Goods Firms: Impact on Performance, Satisfaction and Commitment,” with Tim Christiansen, John Schlacter, and Gary Wolfe, *Journal of Consumer Service in Marketing and Management*, Vol. 15, No. 1, 1996, 47-70.
- “The Impact of Salesperson Socialization on Organizational Commitment, Satisfaction, and Performance in a Professional Service Organization,” with D. Gremler, J. Schlacter, and G. Wolfe, *Journal of Professional Services Marketing*, Vol. 11, No. 2, 1995, 139-154.
- “Examining the Process by Which Salespeople Determine Buying Firm's Corporate Culture,” with Roberta Schultz, *Journal of Marketing Theory and Practice*, Summer 1994, Vol. 2, No. 3, 29-45.
- “The Internal Service Encounter,” with Dwayne Gremler and Mary Jo Bitner, *International Journal of Service Industry Management*, Vol. 5, No. 2, 1994, 34-56. **(Recipient of the 1994 Best Paper Award)**
- “A General Systems Approach to Retail Evolution: An Existing Institutional Perspective,” with J. W. Barnes and J.L. Schlacter, *International Review of Retail, Distribution and Consumer Research*, Vol. 3, No. 1, 1993, 79-100.
- “Compensation and Sales Performance of Service Personnel: A Service Transaction Perspective,” with John A. Grant, *Journal of Personal Selling and Sales Management*, Spring 1992, 583-615.
- “Dyadic Interaction Effects of Price Negotiation Via Rebating in a Simulated Sales Situation Involving Life Insurance,” with L. A. Crosby and R. S. Jacobs, *Journal of Risk and Insurance*, December 1991, 583-615.
- “Relationship Quality in Service Selling: An Interpersonal Influence Perspective,” with L. A. Crosby and D. Cowles, *Journal of Marketing*, 1990, Vol. 54, No. 3, 68-81.
- “Purchasing Motor Carrier Service: An Investigation of the Criteria Used by Small Manufacturing Firms,” with H. D. Feldman and J. Foster, *Journal of Small Business Management*, 1990, Vol. 28, No. 1, 39-47.
- “Salesperson Motivation to Perform and Job Satisfaction: A Sales Contest Participant Perspective,” with R. F. Beltramini, *Journal of Personal Selling and Sales Management*, August (1988), 35-42.
- “A Theoretical Model of Consumer Negotiated Pricing: An Orientation Perspective,” with Richard F. Beltramini, *Journal of Marketing*, 51, No. 2 (1987), 58-83.
- “Physician Acquisition of Prescription Drug Information,” with Richard F. Beltramini, *Journal of Health Care Marketing*, 6, No. 4 (1986), 15-25.
- “Physician Perceptions of Prescription Drug Information,” with Richard F. Beltramini, *Journal of Pharmaceutical Marketing and Management*, 1, No. 1 (1986), 77-85.
- “The Role of Sales Managers and Salespeople in a Marketing Information System,” with John L. Schlacter, *Journal of Personal Selling and Sales Management*, (November 1985), 49-58.
- “Perceived Believability of Research Result Information in Advertising,” with Richard F. Beltramini, *Journal of Advertising*, 14, No. 3 (1985), 18-24.
- “Analyzing the Utilization of Segmental Analysis and Performance Measures,” with D. W. Jackson, Jr. and L. L. Ostrom, *Cost and Management*, 59 (July/August 1985), 16-20.
- “Employee Travel and Entertainment Discounts: A Survey of Usage and Satisfaction,” with R. F. Beltramini and G. Bohlander, *Personnel*, 62 (March 1985), 64-67.



- “Consumer Perceptions of Warranty Service Performance,” with R. F. Beltramini, *American Journal of Small Business*, 9 (Fall 1984), 11-16.
- “Expectancy Theory Research on Sales Personnel: A Review of the Theoretical and Empirical Evidence,” with J.L. Schlacter and L. Margheim, *Journal of Personal Selling and Sales Management*, (November 1982), 33-40.
- “Measures Used to Evaluate the Various Control Segments of Industrial Firm's Marketing Efforts,” with D. W. Jackson, Jr. and L. L. Ostrom, *Industrial Marketing Management*, 11 (May 1982), 269-374.
- “Resource Commitment Behavior of Industrial Exhibitors: An Exploratory Study,” with Po-chein Li and Charles Wood, *Journal of Business and Industrial Marketing*, Volume 26, Issue 6 (August, 2011).

### **Refereed Articles Published in Proceedings**

- “Who Do I Look At? Mutual Gaze in Triadic Sales Encounters,” with A. Arndt and L. Khoshghadam, *Proceedings of the American Marketing Association Summer Educators' Conference*, 2018.
- “How Complexity Impacts Salesperson Counterproductive Behavior: The Mediating Role of Moral Rationalization,” with O. Seriki, P. Nath, and C. Ingene, *Proceedings of the American Marketing Association Winter Educators' Conference, 2018* also accepted for panel presentation at the *Society for Marketing Advances: Retail and Distribution Symposium 2017*.
- “Directive Modification Behavior: A New Perspective on Managing Boundary Spanners,” with Gregory McAmis, 2014 National Conference in Sales Management.
- “How Customer Perceptions of Salesperson Expertise is Influenced by Visual Cues and Verbal Statements,” with Aaron Arndt, Ziniya Zahed, and Emmyrose Khan, *Proceedings of the American Marketing Association Summer Educators' Conference*, 2013.
- “Unintended Effects of Marketing Messages on Boundary Spanners,” with Olalekan Serki, Rajiv Dant and Hyo Jeon, *Proceedings of the American Marketing Association Summer Educators' Conference*, 2013.
- “Looking Competent: How Customers Perception of Salesperson Expertise is Influenced by Visual Cues and Verbal Statements,” with Aaron Arndt, Ziniya Zahedi and Emmyrose Khan. *Proceedings of the American Marketing Association Summer Educators' Conference 2013*.
- “The Interactive Effects of Sales Control Systems on Sales Force Selling Behaviors and Performance: A Job-Demands Resource Perspective,” with C. Fred Miao. *Proceedings of the American Marketing Association Summer Educators' Conference*, 2012. **(This paper received the best-of-track award in the personal selling area.)**
- “Effects of Formal Sales Control Systems: A Combinatory Perspective,” with C. Fred Miao. *Proceedings of the American Marketing Association Summer Educators' Conference*, 2011.
- “Industrial Differences and Value of Mass Customized products,” with Scott Radford and David Hunt. *Proceedings of the American Marketing Association Summer Educators' Conference*, 2011.
- “What If a Co-produced Service Fails? An Investigation of Customer Participation in Service Recovery,” with Beibei Dong and Shaoming Zou. *Proceedings of the American Marketing Association Summer Educators' Conference*, 2011.
- “Control Systems Influences on the Retail Sales Representative: An Exploratory Study of Taiwan's Automobile Dealerships,” with Po-Chien Li and Yen-Chun Chen, *Proceedings of the American Marketing Association Winter Educators' Conference*, 2011.

- “Sales Role in Strategic Relationships Alignment: An Intensification/De-Intensification Perspective,” with G. McAmis, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 2009.
- “The Influence of Spirituality Upon Representative Perception Within Business-to-Business Marketing Relationships: A Cross-Cultural Exploration and Comparison,” with R. Standifer and B. Dong *Proceedings of Academic Business World International Conference*, 2008.
- “Antecedents and Consequences of Customer Participation in Service Recovery,” with B. Dong and S. Zou, *Proceedings of the American Marketing Association Winter Educators’ Conference*, 2006.
- “A New Look at Salespeople’s Job Performance and Job Satisfaction,” with Er. Fang, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 2002.
- “Critical Customer Experiences in Professional Business-to-Business Service Exchanges: Impact on Overall Response to Service Providers,” with S. Stan, J. Stinson and C. Wood, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 2002.
- “The Evolution of Stakeholder Relationships,” with D. Greening and J. Mattingly, *Proceedings of International Association for Business and Society*, 2001.
- “An Assessment of the Effects of Salesperson-Sales Manager Perceptual Congruence on Salesperson Job-Related Characteristics and Job Outcomes,” with J. Schlacter, R. Schultz, D. Gremler, and W. Wolfe, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 2001.
- “Believability and Comprehension of Nutrition Information in Advertising,” with R.F. Beltramini and S. Stan, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 2000, 53-61.
- “Collectivism and Market Orientation in a Privatizing Economy: An Exploratory Study of Retailing in Romania,” with Simona Stan, *Proceedings of the American Marketing Association Winter Educators’ Conference*, 2000.
- “Individualistic and Collectivistic Values in Business: A Retail Management Perspective in Privatizing Economies,” with Simona Stan, *Proceedings of the Academy of Marketing Science*, 1998.
- “Ethics in the Ivory Tower: The Case of Business Schools,” with Stephen Ferris and Rodney G. Thompson, *Financial Management Association Conference*, 1977.
- “Help-Seeking as a Managerial Tool for Improving Salesperson’s Job Satisfaction and Job Performance,” with Po-Chien Li, *Proceedings of the Academy of Marketing Science*, May 1997. (**This paper received the best-of-track award in the sales/sales management area.**)
- “The Effects of Exchanging Expectations on Sales Interaction Outcomes,” with Po-Chien Li, *Proceedings of the American Marketing Association Summer Educators’ Conference*, 1997.
- “The Effects of Job Expansion on Service Provider Job Performance,” with J. A. Grant, *Vanderbilt Services Management Conference*, 1995.
- “Perspectives on Retailing in a Privatizing Economy: Preliminary Findings,” with Simona Stan, Paul Thistlethwaite and Liviu Rosca, *East/West Conference*, Vienna, Austria, 1995.
- “Salesforce Acculturation Process,” with Roberta Schultz, *Proceedings of the American Marketing Association Educators’ Conference*, 1993.
- “The Impact of Role Expectations and Social Influence Upon Retail Shopping Behavior,” with J. Gill and T. Christiansen, *Proceedings of the American Marketing Association Educators’ Conference*, 1993.
- “Organizational Behavior Determinants of Sales Empowered Service Provider Job Performance,” with John A. Grant, *Proceedings of the American Marketing Association Educators’ Conference*, 1992.

- “Managing the Sales Performance of Service Personnel,” with J. Grant, *Proceedings of the American Marketing Association Educators' Conference*, 1990.
- “Developing Creativity in Sales Training,” with J. Grant, *Proceedings of the Southwestern Marketing Association*, 1989, 82-288.
- “A Theoretical Model of Interpersonal Relational Quality in Enduring Service Sales Relationships,” with L.A. Crosby, *American Marketing Association Services Marketing Conference*, 1989, 58-63.
- “Relationship Quality in Services Selling: An Interpersonal Influence Perspective,” with Lawrence A. Crosby and Deborah Cowles, *Proceedings at the International Research Seminar in Marketing*, 1988.
- “Strategic Options for Service Delivery Systems,” with Stephen W. Brown, *Proceedings of the American Marketing Association Educators' Conference*, 1988, 207-212.
- “Purchasing Motor Carrier Service: An Investigation of the Criteria Used by Small Manufacturing Firms,” with Howard D. Feldman and Jerry Foster, *Proceedings of the Symposium on Research at the Marketing/Entrepreneurship Interface*, 1988.
- “Job Content, Scope and Intrapersonal Outcomes: An Assessment of Organizational Adaptation,” with J. R. Montanari, A. J. Kincki, and G. Moorhead, *Proceedings of National Decision Science Institute*, 1986.
- “The Selling of Marketing Consulting Services,” with D. A. Horne, F. W. Morgan, and D. L. Williams, *Proceedings of the American Marketing Association Winter Marketing Educators' Conference*, 1986.
- “Shopping Center Patronage Motives of Shopping Orientation Groups,” with J. D. Gill, *Proceedings of the American Marketing Association Educators' Conference*, (August 1985), 202-208.
- “An Assessment of Reported Trends and Situations in Franchising,” with B. J. Walker, *Proceedings of the Western Marketing Educators' Association*, (April 1985), 74.
- “Diagnosing the Technical Service Function in the Industrial Channel of Distribution,” with M. D. Hutt and J. R. Ronchetto, *Proceedings of the American Marketing Association Winter Educators' Conference*, (February 1984), 125-128.
- “Lifestyle Profile Analysis in Broadcast Media Planning,” with R. F. Beltramini and L. D. Kelly, *Proceedings of the American Academy of Advertising Annual Conference*, (March 1984), 86-91.
- “An Integrative Assessment of Consumers of Generic Products: Retail Marketing Strategy Considerations,” with R. F. Beltramini, *Proceedings of the American Marketing Association Educators' Conference*, (August 1983), 257-261.
- “Services Marketing: The Misconstrued Distribution Variable,” with S. W. Brown, *Proceedings of the Western Marketing Educators' Conference*, (March 1983), 27-29.
- “A Proactive Approach to the Identification of Potential Consumer Safety Hazards in Alternative Sources of Heating,” with R. F. Beltramini, *Proceedings of the American Marketing Association Educators' Conference*, (August 1982), 370-373.
- “Utilization of Segmental Analysis and Performance Measures,” with D. W. Jackson, Jr. and L. L. Ostrom, *Proceedings of the Academy of Marketing Science Conference*, (May 1982), 306-309. **(This paper received the best-of-track award for the Marketing Management Track.)**
- “In Pursuit of Marketing Knowledge,” with M. P. Mokwa, *Proceedings of the American Marketing Association Winter Educators' Conference*, (February 1982), 34-38.

“A Markov Chain Model for Educational Institutions in Mexico,” with S. Ibarechic, *Proceedings of the Mexican American Conference (Economic Institute)*, University of Colorado, Boulder, (May 1977), 309-321.

### **Published Books and Article Reviews**

Management of the Sales Force, 6th edition, by W. J. Stanton and R. H. Buskirk, *Journal of Personal Selling and Sales Management*, 4 (November 1984), 74.

Review and abstract sales and sales management related articles in *Purchasing*, *Public Opinion Quarterly*, *Journal of Consumer Research*, and *Journal of Conflict Resolution*. Nineteen abstracts appeared in the *Journal of Personal Selling and Sales Management* from 1981 to 1986.

### **Working Papers**

“The Internal Service Encounter,” with Dwayne Gremler and Mary Jo Bitner, Working Paper No. 37, First Interstate Center for Services Marketing, Arizona State University.

“Compensation and Sales Performance of Service Personnel: A Service Transaction Perspective,” with John A. Grant, Working Paper No. 27, First Interstate Center for Services Marketing, Arizona State University.

“Building Trust in the Service Relationship,” with L. A. Crosby and D. Cowles, Working Paper No. 5, First Interstate Center for Services Marketing, Arizona State University.

“Strategic Options for Service Delivery Systems,” with Stephen W. Brown, Working Paper No. 10, First Interstate Center for Services Marketing, Arizona State University.

“Effects of Life Insurance Price Rebating on Simulated Sales Encounters,” with L. A. Crosby and R. S. Jacobs, Working Paper No. 13, First Interstate Center for Services Marketing, Arizona State University.

### **Presentations at Professional Meetings**

“Salesforce Control Systems-An Adaptive Selling Perspective,” with Chenjie Miao, Enhancing Salesforce Productivity Conference, University of Missouri, April 2006.

“An Assessment of the Effect of Salesperson and Sales Manager Perceptual Congruence on Salesperson Job-Related Constructs and Job Outcomes,” with J. Schlacter, D. Gremler, R. Schultz, G. Wolfe and M. Pass, American Marketing Association Summer Educators’ Conference, 2001.

“Relationship Selling: New Challenges for Today’s Sales Manager,” American Marketing Association Winter Educators’ Conference, 1999.

“Interorganizational Research Perspectives on Buyer-Seller Relationships,” Academy of Marketing Science Annual Conference, 1992.

“Sales Empowerment of Service Providers: Implications for Managers,” Services Marketing Institute, sponsored by the American Marketing Association and First Interstate Center for Services Marketing at Arizona State University, 1992.

“Relationship Management and Quality Commitment,” with L. A. Crosby, presented at a conference entitled Quality and Customer Service: The Critical Focus for a Firm, sponsored by the Marketing Science Institute Marketing Strategies Steering Group, 1989.

“An Inquiring Systems Perspective of Retail Evolutionary Paradigms,” with J. Barnes and J. Schlacter, presented at the American Marketing Association Macromarketing Conference, 1989.

- “Societal Implications of Decreasing Share of Manufacturing within the U. S. Economy: A Macromarketing Perspective,” with R. S. Jacobs, presented at the AMA Macromarketing Conference, 1988.
- “Strategic Options for Service Delivery Systems,” visiting scholar reverse presentation forum – First Interstate Center for Services Marketing, 1988.
- “Relationship Quality: Strategic Issues in Services Marketing Management,” visiting scholar reverse presentation forum - First Interstate Center for Services Marketing, 1987.
- “The Role of Trust in the Development of Marketing Relationships,” with L. A. Crosby, presentation to faculty and doctoral students at the Department of Marketing at Arizona State University, 1987.
- “Relational Dynamics in Service Delivery Systems,” presentation to the marketing faculty at the Swedish School of Economics and Business Administration, Helsinki, Finland, 1987.
- “Relationship Marketing,” with Lawrence A. Crosby, AMA Services Marketing Workshop, Tempe, AZ, 1987.
- “Consumer Price Negotiation: A Pretransaction Focus,” First Annual Pricing Institute Conference, New York, New York 1987.
- “Direct Salesperson Motivation to Perform: Sales Contest Perspective,” with R. F. Beltramini, Southern Market Association Conference, 1987.
- “Assessment Relationships: Opportunities for Sponsored Data Collection,” presented at the American Marketing Association Winter Educators' Conference, February 1986.
- “Building Trust into the Service Relationship,” presented at the American Marketing Symposium on Building the Service Relationship, March 1986.

### **RESEARCH GRANTS**

- “A Meta-Analysis of the Nomological Network Surrounding Relationship Marketing,” with R. Palmatier, R. Dant, D. Grewal, 2004, Marketing Science Institute, (\$2000).
- “ROI of Relationship Marketing Programs: Disentangling Salesperson and Firm Effects,” with M. Houston, S. Gopalakrishna, R. Palmatier, and L. Scheer, 2003, Marketing Science Institute, (\$9,500).
- “Relationship Marketing: Building Loyalty with Whom?” with S. Gopalakrishna, M. Houston, R. Palmatier, and L. Scheer, 2003, Manufacturers’ Representatives Educational Research Foundation, (\$4,800), also supported by MERF sub-associates (ERA, MEMRA, MANA), (\$950).
- “Professional Practice and Values in a Religiously Plural Society,” (collaborator) 2002, Pew Charitable Trusts, (\$1,400,000 renewed for the same amount in 2005).
- “Role of Salespeople in Market Information Collection,” with J. Schlacter, funded by the University of Missouri Research Incentive Fund Program, 1998 (\$2,000).
- “Long- and Short-Term Motivational Influences on Salesperson Performance,” with M. Richins and S. Brown, funded by the Direct Selling Education Foundation, 1992 (\$2,000).
- “Service Delivery Systems: A General Systems Theory Perspective,” First Interstate Center for Services Marketing, 1989 (\$5,000).
- “Salesperson Stereotyping and Consumer Expectation Fulfillment in a Service Exchange Context,” First Interstate Center for Services Marketing Research Program, 1988 (\$5,000).
- Arizona State University Graduate Research Assistant Fellowship, 1988 (\$5,000).

- “Relationship Development and Maintenance in Sales Dyads,” with L. A. Crosby, National Association of Life Underwriter, 1986-87 (\$150,000).
- “Behavioral Antecedents and Influence of Trust in the Selling Dyad,” with L. A. Crosby, ASU Center for Services Marketing, 1985 (\$5,000).
- “Direct Salesperson Motivation to Perform,” with R. F. Beltramini. Direct Selling Educational Foundation, 1984 (\$5,000).
- “A Model of Retail Shopping Center Patronage Behavior,” with J. D. Gill and D. R. Gourley. Wescor, Inc., 1984 (\$10,000).
- “Shopping Orientations and Patronage Preferences of Male Shoppers,” with R. F. Beltramini. ASU Faculty Grant in-Aid, Bozell and Jacobs Advertising, Inc., ASU Department of Marketing Research Incentive Fund, and ASU College of Business Research Incentive Fund, 1984 (\$5,000).
- “Micro and Macro Organizational Correlates of Personal Selling Performance and Satisfaction in the Banking Industry,” with A. Kinicki, D. Montanari, and G. Moorhead. Valley National Bank, 1983-1988 (\$50,000).
- “Perceived Believability of Research Results Information in Advertising,” with R. F. Beltramini. ASU Faculty Grant-in-Aid, 1983 (\$5,000).
- “Physician Perceptions of Prescription Drug Information Sources and Source Characteristics.” ASU College of Business Administration Research Incentive Fund, 1983 (\$5,000).
- “A Framework of Consumer Negotiated Pricing Orientation,” with R. F. Beltramini. ASU College of Business Administration Research Incentive Fund, 1982 (\$5,000).

### **TEACHING GRANTS**

- “Service Marketing: A Case of an Overlooked Market Segment,” support provided by Boone County National Bank. Value of the award was approximately equal to \$20,000 for the winter semester of 2002.
- “Business-to-Business Relation Development: A Business and Academic Joint Venture,” awarded by Yellow Freight, Inc. Total grant \$29,000 for academic year 2000/2001 delivered at the M.B.A. level.
- “Business-to-Business Relationship Development. A Business and Academic Joint Venture,” awarded by the Procter and Gamble Curriculum Development Fund. Total grant was \$175,000 over three year period starting in the Fall 1997 executed at the undergraduate level.

### **INSTITUTIONAL AND PROFESSIONAL SERVICE**

#### **Selected University-Wide Service**

University of Oklahoma, Chaired special task force that prepared external constituent strategic plan for campus Weather Center, 2010

University of Oklahoma, United Way Campaign, 2009-10 Co-Chair

University of Oklahoma, Successfully secured reaffirmation of AACSB accreditation for OU Price College of Business and its accounting division, 2010

AACSB, Peer review team:

University of Wisconsin, 2012  
Southern Illinois University – Carbondale, 2011  
Colorado State University, 2011  
University of New Mexico, 2010  
Cornell University, 2009  
Iowa State University, 2009

University of Oklahoma Branding Task Force, 2009

University of Oklahoma Retirement Plan Management Committee, 2008-present

Chancellor's Special Advisory Group, 2005

Honorary Degrees Committee, 2000-present (chair 2002/2003, 2003/2004, 2004/2005)

Deans' Council, July - December 1999

University Research Administrator's Committee, 1998-present

Graduate Program Administrator's Committee, 1998-present

Study Abroad Advisory Committee, 1996-1999

Undergraduate Dean's Committee, 1995-1997

Asian Affairs Director Search Committee – Chairperson, 1997/1998

University Council on International Initiatives, 1995-1999

Chairperson, 1998/1999

Subcommittee on Internationalizing the Undergraduate Curriculum

Subcommittee - steering committee for winter 1997 conference on Internationalizing the

Undergraduate Experience

### **Selected College Level Service**

College of Business Hibbs Entrepreneurship Chair Search Committee, fall 2004 and winter 2005

College of Business Undergraduate Dean Search Committee, Chair, winter of 2003

China MBA proposal team, lead role, 2001/2002

College of Business, Business Director Search Committee, Chairperson, 2001/2002

Accreditation Committee, 2000/2001

MBA Policy Committee, 1998-present

MBA Director Search Committee, Chairperson, 2000/2001

College of Business Executive Committee, 1991-present

Electronic Commerce Mission Enhancement Committee, 1998/1999

MBA Task Force Committee, 1998/1999

Ph.D. Committee, 1998-present  
Strategic Planning Committee, 1998/1999  
Faculty advisor for Student Council, 1997/1998  
Faculty advisor for AIESEC, 1996-present  
Faculty sponsor for Freshmen Interest Group, 1997/1998  
Faculty Mentor - Vasey Academy, 1997-present  
College of Business International Committee, 1996-present  
Undergraduate Programs Committee, 1995/1996, 1996/1997  
Advisor Association of Collegiate Entrepreneurs, 1994/1995  
College of Business Strategic Planning Committee, 1988/1989  
Research Committee, 1985/1986  
Graduate Committee, summer 1983  
Improvement and Evaluation of Instruction Committee, 1981/1982

### **Selected Departmental Service**

Ph.D. Co-coordinator, 2000-2003  
Ph.D. Studies Committee, 1991-present  
Teaching Portfolio Committee, 2000/2001 (chairperson 2001/2002, 2002/2003)  
Promotion and Tenure Committee, 1991-present  
Writing Intensive Curriculum Development Subcommittee, 1997/1998  
Faculty Evaluation and Review Committee, 1997/1998  
Department Strategic Plan Committee, 1995/1996  
Undergraduate Curriculum Work Group, 1995/1996, 1996/1997  
MBA Curriculum Work Group, 1994-present  
Co-coordinator of department practicum program, 1994/1995  
Coordinator of Sales/Sales Management Career Day and program interest area sponsor, 1994/1995  
Doctoral Studies Coordinator: responsible for recruiting, advising, evaluating and placing for a doctoral program of over 20 students (Arizona State University)  
Doctoral Studies Committee, Chairperson, 1989/1990, 1990/1991 (Arizona State University)  
Graduate Committee, 1988/1989 (Arizona State University)



Research and Development Committee, Chairperson, spring 1988 (Arizona State University)

Mu Kappa Tau Advisor, 1987-1991 (Arizona State University)

Pi Sigma Epsilon Advisor, 1984-1991 (Arizona State University)

Undergraduate Curriculum Committee, 1980/1981 and 1981/1982 (Arizona State University)

Marketing Club Advisor, 1980/1981 and 1981/1982 (Arizona State University)

Alpha Mu Alpha Advisor, 1982-1989 (Arizona State University)

### **Selected Professional Service**

Member of the Board of Trustees of the Southeast Texas Emergency Relief Fund, 2016 – present

Ad hoc member of the Board of the Southeast Texas Energy Museum, 2015-present

Member of the Board and Chair of the Texas International Education Consortium, 2014-present

Member, Beta Gamma Sigma Board of Governors, 2012 – 2015

Director, SouthWestern Business Deans Association, 2011/12

IC<sup>2</sup> Institute Fellow, 2006 – 2013

President of the AMA Academic Division, 2005/2006

Vice-President elect for the AMA Academic Division, 2004/2005

Editor of the *Journal of Personal Selling and Sales Management*, July 2005-June 2008

Associate editor of the *Journal of Personal Selling and Sales Management*, 2002-July 2005

Sales/Sales Management Track Chair for the 2005 National Academy of Marketing Science meeting

Member of the Strategic Planning Group of the American Marketing Association, 2001-2004

Member of the Academic Council of the American Marketing Association, 2001-present

Co-Chairperson, American Marketing Association Winter Educators' Conference 2002

Editorial Review Board - *Industrial Marketing Management*, 2002-present

Editorial Review Board - *Journal of Personal Selling and Sales Management*, 1987-present

Editorial Review Board - *Marketing Education Review*, 1991-present

Editorial Advisory Board - *Journal of Marketing Theory and Practice*, 1993-present

Ad hoc reviewer for the following journals: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy and Marketing*, *European Journal of Marketing*

Consistently review for the American Marketing Association Summer and Winter Educators' Conferences since 1981

Co-coordinator of AMA Winter Educators' Conference special session on "Strategic Sales Management" 1994/1995

Chair of AMA George Hay Brown Nominating Committee, 1994/1995

Co-Chair of sales and sales management special session at 1995 Winter American Marketing Association Educators' Conference

Co-Chairperson of the special topics session on salesperson motivation and relationship selling at the American Marketing Association 1991 Winter Marketing Educators' Conference

Co-Chairperson of the special topics session on sales and sales management at the American Marketing Association 1990 Winter Marketing Educators' conference

Member of Conference Planning Committee and Track  
Chairperson for the 1989 AMA Financial Services Marketing Conference

Abstracts Editor, *Journal of Personal Selling and Sales Management*, responsible for coordinating the review of over 50 business periodicals on a quarter annual basis 1988-1993

Co-Chairperson of Services Marketing Workshop, 1987 Southwestern Marketing Association Conference

### **External Promotion and Tenure Review**

Bradley University, tenure and promotion to associate professor (2011)

East Carolina University, full professor (2008)

Ohio University, full professor (2006)

University of Nebraska, full professor (2006)

Pennsylvania State University, promotion to associate professor (2005)

Florida State University, tenure (2004)

University of New Mexico, promotion to associate professor (2002)

Ohio State University, promotion to associate professor (2001)

State University of New York at Binghamton, promotion to associate professor (2000)

University of Nebraska-Lincoln, promotion to associate professor (1999)

Purdue University, promotion of associate professor (1999)

Ohio State University, promotion to associate professor (1998)

Utah State University, promotion to associate professor (1997)

### **Consultation**

Research projects or provision of marketing expertise for a variety of organizations in Arizona and nationwide including: Premier Marketing Group (Columbia, MO); Boone County National Bank; Arizona Public Service; Valley National Bank; First Interstate Bank of Arizona; Las Vegas, Nevada Convention Authority; National Association of Life Underwriters; and Arvin Industries, a manufacturer of heating and air conditioning systems.

Expert witness for IMPRA, Incorporated and Jarussi and Bishop.

## HONORS AND AWARDS

Journal of Personal Selling and Sales Management Marvin Jolson Award for the best contribution in 2017 for article entitled, "Effects of Top-Performer Rewards on Fellow Salespeople: A Double-Edged Sword" with C. Miao and P. Li, Volume 37, Issue 4, pp. 280-297.

American Marketing Association Sheth Foundation/*Journal of Marketing* Award for an article entitled "Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis" with Robert W. Palmatier, Rajiv P. Dant, and Dhruv Grewal, published in the *Journal of Marketing*, 2006, Vol. 70, No. 4, pp. 136-153 for the long-term contribution of an article published in the *Journal of Marketing* to the field of marketing. Awarded in the Summer of 2016.

American Marketing Association Sales Interest Group - Lifetime Achievement Award, 2015

American Marketing Association Louis Stern Award for the most outstanding article entitled "Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis" with Robert W. Palmatier, Rajiv P. Dant, and Dhruv Grewal, published in the *Journal of Marketing*, 2006, Vol. 70, No. 4, pp. 136-153 for having made the most significant contribution to the literature in marketing and channels of distribution. Awarded in the Summer of 2011.

University of Missouri Faculty-Alumni Award, 2005

Pinkney C. Walker Professorship in Teaching Excellence, 2003

Nomination by the College of Business for the William T. Kemper Fellowship in Teaching Excellence, 2003

College of Business nominee for the University of Missouri-Columbia Faculty Alumni Award 2002/2003, 2003/2004

Hans Thorelli Award for *European Journal of Marketing* Outstanding Award for Excellence, 2001 for "Relationship Unrest: Strategic Perspectives for Business-to-Business Marketers," with D. Good *European Journal of Marketing*, Vol.35, no.5/6, 2001, 549-565.

University of Missouri - Columbia Golden Chalk Award for Outstanding Graduate Instruction, 2001.

University of Missouri - College of Business, 2001 O'Brien Teaching Award.

Outstanding paper award for sales/sales management track at the 1997 Academy of Marketing Science Conference for "Help-seeking as a Managerial Tool for Improving Salesperson's Job Satisfaction and Job Performance," with Po-Chien Li, *Proceedings of Academy of Marketing Science*, 1997.

Outstanding paper award, 1995 in the *International Journal of Service Industry Management* for "The Internal Service Encounter," with D. Gremler and M.J. Bitner, *International Journal of Service Industry Management*, Vol. 5, No. 2, 1994, 34-56

Outstanding Reviewer Award by the *Journal of Personal Selling and Sales Management*, 1995  
MBA Association Teacher of the Year Award, University of Missouri, 1993/1994

Direct Selling Educational Foundation invited Faculty Fellow for program on Consumer Advocacy, 1992

Invited faculty presenter for the American Marketing Association faculty Consortium on Sales and Sales Management, 1992

May D & F Faculty Fellowship, 1985

Honorary member of Alpha Mu Alpha, 1984

Direct Selling Education Foundation Research Fellowship, 1984

Direct Selling Education Foundation Fellowship, 1984

Macy's of California Fellowship, 1984

Outstanding paper award in the Marketing Management track at the Academy of Marketing Science Conference for "Utilization of Segmental Analysis and Performance Measures," with D. Jackson, Jr. and L. Ostrom, *Proceedings of the Academy of Marketing Science Conference*, 1982

Member of Beta Gamma Sigma, 1979-present

Representative of University of Colorado at American Marketing Association Doctoral Consortium, 1979.

### **PROFESSIONAL MEMBERSHIP**

Academy of Marketing Science

American Marketing Association

Beta Gamma Sigma

Mu Kappa Tau

Pi Sigma Epsilon (Professional Sales Fraternity)

Alpha Kappa Psi

Marital status: Married, two grown children