

Curriculum Vitae

Scott B. Friend, Ph.D.
Lucille M. Schaefer and Norman M. Schaefer Endowed Chair in Marketing
University of Dayton
School of Business Administration

Scott B. Friend, Ph.D.

Schaefer Endowed Chair in Marketing • University of Dayton • School of Business Administration

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Education

Doctor of Philosophy • Georgia State University • Atlanta, Georgia
Concentration: Marketing

Master of Science • Georgia State University • Atlanta, Georgia
Major: Marketing

Bachelor of Business Administration • University of Georgia • Athens, Georgia
Major: Marketing • *Minor:* Psychology

Academic Experience

University of Dayton • Dayton, Ohio
Schaefer Endowed Chair in Marketing (July 2023 – present)

Miami University • Oxford, Ohio
Endres Associate Professor of Marketing (August 2019 – June 2023)
Assistant Professor of Marketing (August 2015 – August 2019)

University of Nebraska-Lincoln • Lincoln, Nebraska
Assistant Professor of Marketing (August 2010 – May 2015)
Assistant Director, Center for Sales Excellence (May 2014 – May 2015)

Georgia State University • Atlanta, Georgia
Part-Time Instructor of Marketing (August 2009 – May 2010)
Graduate Teaching Assistant (August 2007 – July 2009)

Research & Publications

Publications:

- **Friend, Scott B.**, Stephanie M. Mangus, Ellen Bolman Pullins, Lenita Davis, and Catherine M. Gilstrap (2024). “Conceptualizing an Integrative Typology of Sales Enablement Strategy.” *Journal of Personal Selling & Sales Management*, Forthcoming.
- Ranjan, Kumar Rakesh, **Scott B. Friend** and Avinash Malshe (2024). “Multilevel Value Co-Creation Within Key Accounts.” *Journal of Service Research*, Forthcoming.
- Mullins, Ryan, Kevin S. Chase and **Scott B. Friend** (2024). “Buyer-Seller Uncertainty: A Systematic Review and Future Research Directions.” *Journal of Personal Selling & Sales Management*, Forthcoming.
- Mullins, Ryan, Scott Swain and **Scott B. Friend** (2023). “How and Should Firms Motivate Salesperson Effort Across a Multi-Brand Portfolio?” *Journal of Business Research*, 158, 1-14.

- Nguyen, Peter, **Scott B. Friend**, Kevin S. Chase and Jeff S. Johnson (2023). “Analyzing Sales Proposal Rejections via Machine Learning.” *Journal of Personal Selling & Sales Management*, 41 (1), 24-45.
- Malshe, Avinash, Douglas E. Hughes, Valerie Good and **Scott B. Friend** (2022). “Marketing Strategy Implementation Impediments and Remedies: A Multi-Level Theoretical Framework within the Sales-Marketing Interface.” *International Journal of Research in Marketing*, 39 (3), 824-846.
- Johnson, Jeff S., **Scott B. Friend** and Sina Esteky (2022). “Can Rewards Induce Corresponding Forms of Theft? The Reward-Theft Parity Effect.” *Business Ethics, the Environment & Responsibility*, 31 (3), 846-858.
- Peterson, Robert M., Avinash Malshe, **Scott B. Friend** and Howard Dover (2021). “Sales Enablement: Conceptualizing and Developing a Dynamic Capability.” *Journal of the Academy of Marketing Science*, 40 (3), 542-565.
- Ranjan, Kumar Rakesh and **Scott B. Friend** (2020). “An Integrative Framework of Sales Ecosystem Well-Being.” *Journal of Personal Selling & Sales Management; Special Issue – Systematic and Holistic Perspectives on Sales Theory*, 40 (4), 234-250.
- Crosno, Jody, Robert Dahlstrom and **Scott B. Friend** (2020). “Assessments of Equivocal Salesperson Behavior and Their Influences on the Quality of Buyer-Seller Relationships.” *Journal of Personal Selling & Sales Management*, 40 (3), 161-179.
- **Friend, Scott B.**, Jeff S. Johnson and Kumar Rakesh Ranjan (2020). “An Antecedent and Contingent Outcome Model of Fail Fast Strategy in Sales Force Management.” *Industrial Marketing Management*, 87, 106-116.
 - 2018 Sales Education Foundation / Neil Rackham Research Grant Program
- **Friend, Scott B.**, Fernando Jaramillo and Jeff S. Johnson (2020). “Ethical Climate at the Frontline: A Meta-Analytic Evaluation.” *Journal of Service Research*, 23 (2), 116-138.
- **Friend, Scott B.**, Avinash Malshe and Gregory J. Fisher (2020). “What Drives Customer Re-Engagement? The Foundational Role of the Sales-Service Interplay in Episodic Value Co-Creation.” *Industrial Marketing Management*, 84, 271-286.
- **Friend, Scott B.**, Kumar Rakesh Ranjan and Jeff S. Johnson (2019). “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” *Industrial Marketing Management*, 82, 265-275.
- Johnson, Jeff S, Gregory Fisher and **Scott B. Friend** (2019). “Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies.” *Journal of Marketing Theory and Practice*, 27 (3), 251-268.
- Skiba, Jennifer, Amit Saini and **Scott B. Friend** (2019). “Sales Manager Cost Engagement: Antecedents and Performance Implications.” *Journal of Personal Selling & Sales Management*, 39 (2), 123-137.
- Johnson, Jeff S., Joseph M. Matthes and **Scott B. Friend** (2019). “Interfacing and Customer-Facing: Sales and Marketing Selling Centers.” *Industrial Marketing Management; Special Issue – Sales Team Theory and Practice*, 77, 41-56.
- Malshe, Avinash and **Scott B. Friend** (2018). “Initiating Value Co-Creation: Dealing with Non-Receptive Customers.” *Journal of the Academy of Marketing Science*, 46 (5), 895-920.
- **Friend, Scott B.**, Jeff S. Johnson and Ravipreet S. Sohi (2018). “Propensity to Trust Salespeople: A Contingent Multilevel-Multisource Examination.” *Journal of Business Research*, 83 (1), 1-9.

- Malshe, Avinash, **Scott B. Friend**, Jamal Al-Khatib, Mohammed I. Al-Habib and Habiballah Mohamed Al-Torkistani (2017). “Strategic and Operational Alignment of Sales-Marketing Interfaces: Dual Paths within an SME Configuration.” *Industrial Marketing Management*, 66 (1), 145-158.
- Johnson, Jeff S., **Scott B. Friend** and Hannah S. Lee (2017). “Big Data Facilitation, Utilization, and Monetization: Exploring the 3Vs in a New Product Development Process.” *Journal of Product Innovation Management; Special Issue – Innovation in Data-Rich Environments*, 34 (5), 640-658.
- **Friend, Scott B.** and Jeff S. Johnson (2017). “Familiarity Breeds Contempt: Perceived Service and Sales Complacency in Business-to-Business Relationships.” *Journal of Personal Selling & Sales Management; Special Issue – The Intersection of Professional Selling and Service*, 37 (1), 42-60.
- Meyer, Tracy, Donald C. Barnes and **Scott B. Friend** (2017). “The Role of Delight in Driving Repurchase Intentions.” *Journal of Personal Selling & Sales Management; Special Issue – The Intersection of Professional Selling and Service*, 37 (1), 61-71.
- Cho, Yoon-Na, Brian N. Rutherford, **Scott B. Friend**, G. Alexander Hamwi and JungKun Park (2017). “The Role of Emotions on Frontline Employee Turnover Intentions.” *Journal of Marketing Theory and Practice*, 25 (1), 57-68.
- Bradford, Shalonda, Brian N. Rutherford and **Scott B. Friend** (2017). “The Impact of Training, Mentoring, and Coaching on Personal Learning in the Sales Environment.” *International Journal of Evidence Based Coaching and Mentoring*, 15 (1), 133-151.
- Skiba, Jennifer, Amit Saini and **Scott B. Friend** (2016). “The Effect of Managerial Cost Prioritization on Sales Force Turnover.” *Journal of Business Research*, 69 (12), 5917-5924.
- Johnson, Jeff S., **Scott B. Friend** and Avinash Malshe (2016). “Mixed Interpretations of Sales Proposal Signals.” *Journal of Personal Selling & Sales Management*, 36 (3), 264-280.
 - 2016 Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice in the *Journal of Personal Selling & Sales Management*
- Johnson, Jeff S., **Scott B. Friend** and Arvind Agrawal (2016). “Dimensions and Contingent Effects of Variable Compensation System Changes.” *Journal of Business Research*, 69 (8), 2923-2930.
- **Friend, Scott B.** and Avinash Malshe (2016). “Key Skills for Crafting Customer Solutions within an Ecosystem: A Theories-In-Use Perspective.” *Journal of Service Research*, 19 (2), 174-191.
- Johnson, Jeff S., **Scott B. Friend**, Brian N. Rutherford and G. Alexander Hamwi (2016). “Absolute versus Relative Sales Failure.” *Journal of Business Research*, 69 (2), 596-603.
- **Friend, Scott B.**, Jeff S. Johnson, Fred Luthans and Ravipreet Sohi (2016). “Positive Psychology in Sales: Integrating Psychological Capital.” *Journal of Marketing Theory and Practice; Special Issue – Connecting Theory and Practice in Selling and Sales Management*, 24 (3), 306-327.
- Hartmann, Nathaniel N., Brian N. Rutherford, **Scott B. Friend**, and G. Alexander Hamwi (2016). “Mentoring’s Impact on Salesperson Job Satisfaction Dimensions.” *Marketing Management Journal*, 26 (1), 35-50.
 - 2016 Outstanding Article of the Year in *Marketing Management Journal*.

- **Friend, Scott B.** and Jeff S. Johnson (2015). “Implicit Measures in Sales Research.” *Journal of Personal Selling & Sales Management*, 35 (1), 72-84.
- Johnson, Jeff S. and **Scott B. Friend** (2015). “Contingent Cross-Selling and Up-Selling Relationships with Performance and Job Satisfaction: An MOA-Theoretic Examination.” *Journal of Personal Selling & Sales Management*, 35 (1), 51-71.
- Mikeska, Jessica G., Alexander Hamwi, **Scott B. Friend**, Brian N. Rutherford and JungKun Park (2015). “Artificial Emotions Among Salespeople: Understanding the Impact of Surface Acting.” *Marketing Management Journal*, 25 (2), 54-70.
- **Friend, Scott B.**, Carolyn F. Curasi, James S. Boles, and Danny N. Bellenger (2014). “Why Are You Really Losing Sales Opportunities? A Buyer Perspective on the Determinants of Key Account Sales Failures.” *Industrial Marketing Management: Special Issue – Key Account Management Effectiveness: Broadening the Scope of Analysis*, 43 (7), 1124-1135.
- **Friend, Scott B.** and Jeff S. Johnson (2014). “Key Account Relationships: An Exploratory Inquiry of Customer-Based Evaluations.” *Industrial Marketing Management*, 43 (4), 642-658.
- Johnson, Jeff S., **Scott B. Friend** and Bradley Horn (2014). “Levels of Analysis and Sources of Data in Sales Research: A Multilevel-Multisource Review.” *Journal of Personal Selling & Sales Management*, 34 (1), 70-86.
 - Recognized as a “Top 10 Articles Downloaded in 2015” by the *Journal of Personal Selling & Sales Management*
- **Friend, Scott B.**, Jeff S. Johnson, Brian N. Rutherford and G. Alexander Hamwi (2013). “INDSALES Model: A Facet-Level Job Satisfaction Model Among Salespeople.” *Journal of Personal Selling & Sales Management*, 33 (4), 419-438.
- Hartmann, Nathaniel, Brian N. Rutherford, G. Alexander Hamwi and **Scott B. Friend** (2013). “The Effects of Mentoring on Salesperson Commitment.” *Journal of Business Research*, 66(11), 2294-2300.
- **Friend, Scott B.**, G. Alexander Hamwi and Brian N. Rutherford (2011). “Buyer-Seller Relationships within a Multisource Context: Understanding Customer Defection and Available Alternatives.” *Journal of Personal Selling & Sales Management*, 31(4), 383-395.
- Rutherford, Brian N., G. Alexander Hamwi, **Scott B. Friend** and Nathaniel Hartmann (2011). “Measuring Salesperson Burnout: A Reduced Maslach Burnout Inventory for Sales Researchers.” *Journal of Personal Selling & Sales Management*, 31(4), 431-442.
- **Friend, Scott B.**, Danny N. Bellenger and James S. Boles (2010). “Drivers of Organizational Commitment among Salespeople.” *Journal of Selling & Major Account Management*, 9(1), 25-41.
- Moschis, George P. and **Scott B. Friend** (2008). “Segmenting the Preferences and Usage Patterns of the Mature Consumer Health-Care Market.” *International Journal of Pharmaceutical and Healthcare Marketing*, 2(1), 7-21.

Book Chapters:

- Jaramillo, Fernando, Jeff S. Johnson and **Scott B. Friend** (2022). “Servant Leadership and Frontline Outcomes: A Meta-Analytic Evaluation” in *The Palgrave Handbook of Servant Leadership* (Eds. Satinder K. Dhiman and Gary E. Roberts), 1-15.

Conference Proceedings & Presentations:

- Jeff S. Johnson, **Scott B. Friend**, and Riley Dugan “Contingent Nonlinear Effects of Ethical Climate and Salesperson Role Stress.” Proc. of 2024 American Marketing Association Winter Educators’ Conference, St. Pete Beach, FL.
- Nguyen, Peter, **Scott B. Friend**, Kevin Chase and Jeff Johnson. “Sales Failure Analysis for In- Versus Out-Suppliers via Text-Based Machine Learning.” Proc. of 2022 American Marketing Association Winter Educators’ Conference, Las Vegas, NV.
- **Friend, Scott B.**, Kumar Rakesh Ranjan, Avinash Malshe and Jeff Johnson. “Sales Strategies for Creating Multilevel Value within Key Accounts.” Proc. of 2022 American Marketing Association Winter Educators’ Conference, Las Vegas, NV.
- Ranjan, Kumar Rakesh, Scott B. Friend and Avinash Malshe. “Multi-Level Co-Creation Processes within Strategic Accounts.” Proc. of 2020 American Marketing Association Summer Educators’ Conference, Virtual Conference.
- Jeff S. Johnson and **Scott B. Friend**. “Dealing with a Negative Member of the Buying Center.” Proc. of 2020 American Marketing Association Winter Educators’ Conference, San Diego, CA.
- **Friend, Scott B.**, Avinash Malshe and Gregory J. Fisher. “Sales-Service Interfaces in B2B Value Co-Creation.” Proc. of 2019 American Marketing Association Summer Educators’ Conference, Chicago, IL.
- **Friend, Scott B.**, Kumar Rakesh Ranjan and Jeff S. Johnson. “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” Proc. of 2019 American Marketing Association Winter Educators’ Conference, Austin, TX.
- Dahlstrom, Robert, Jody Crosno and **Scott B. Friend**. “With or Without Guile: The Role of Attributions in Resolving *Ex Post* Inference Problems.” Proc. of 2018 American Marketing Association Summer Educators’ Conference, Boston, MA.
- Johnson, Jeff S., Gregory J. Fisher and **Scott B. Friend**. “Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies.” Proc. of 2018 American Marketing Association Winter Educators’ Conference, New Orleans, LA.
- Johnson, Jeff S., **Scott B. Friend** and William T. Self. “Biting the Hand That Rewards You: Discovering the Reward-Theft Parity Effect.” Proc. of 2017 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Skiba, Jenifer, Amit Saini and **Scott B. Friend**. “Does Cost Mindfulness of Sales Managers Hurt or Help Sales Team Morale?” Proc. of 2016 Great Lakes Institute NASMEI Conference, Chennai, India.
- Meyer, Tracy, Donald C. Barnes and **Scott B. Friend**. “Evaluating Satisfaction vs. Delight in Predicting Customer Behavior in a Retail Service Encounter.” Proc. of 2016 Society for Marketing Advances Conference, Atlanta, GA.
- **Friend, Scott B.**, Jeff S. Johnson and Ravi Sohi. “Propensity to Trust in Business-to-Business Relationships: A Contingent Multilevel-Multisource Examination.” Proc. of 2016 American Marketing Association’s Summer Educators’ Conference, Atlanta, GA.
- Johnson, Jeff S., **Scott B. Friend** and Hannah Lee. “The 3Vs of Big Data: Strategic Drivers and Contingent Effects on New Product Revenue.” 2016 JPIM/MSI Research Workshop – Innovation in Data-Rich Environments, Knoxville, TN.
- Malshe, Avinash and **Scott B. Friend**. “Managing Customer Non-Receptivity during Value Co-creation.” Proc. of 2016 European Marketing Academy Conference, Oslo, Norway.

- Agrawal, Arvind, Jeff S. Johnson and **Scott B. Friend**. “Dimensions and Contingent Effects of Compensation System Changes.” Proc. of 2015 American Marketing Association’s Summer Educators’ Conference, Chicago, IL.
- Johnson, Jeff S. and **Scott B. Friend**. “Familiarity Breeds Contempt: Manifestations of Overconfidence in Business-to-Business Relationships.” Proc. of 2015 American Marketing Association’s Winter Educators’ Conference, San Antonio, TX
- Johnson, Jeff S., **Scott B. Friend**, Brian N. Rutherford and G. Alexander Hamwi. “Absolute versus Relative Sales Failure.” Proc. of 2014 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Mikeska, Jessica, **Scott B. Friend**, G. Alexander Hamwi and Brian N. Rutherford. “Artificial Emotions Among Salespeople: The Impact of Surface Acting on Job Satisfaction and Organizational Commitment.” Proc. of 2013 American Marketing Association’s Winter Educators’ Conference, Las Vegas, NV.
- Hartmann, Nathaniel, Brian N. Rutherford, **Scott B. Friend** and G. Alexander Hamwi. “Effects of Mentoring on Work Attitudes and Outcomes: Direct or Indirect a la Burnout?” Proc. of 2012 National Conference in Sales Management, Indianapolis, IN.
- **Scott B. Friend** and Jeff S. Johnson. “Key Account Retention: A Naturalistic Approach Assessing the Drivers & Outcomes of Key Account Relationships.” Proc. of 2011 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Hartmann, Nathaniel, Brian N. Rutherford, **Scott B. Friend** and G. Alexander Hamwi. “The Effects of Salesperson Mentoring on Multi-Faceted Job Satisfaction.” Proc. of 2011 Global Sales Science Institute Conference, Milan, Italy.
- Hartmann, Nathaniel, Brian Rutherford, G. Alexander Hamwi, and **Scott B. Friend**. “The Impact of Mentoring on Burnout and its Consequences.” Proc. of Association of History, Literature, Science and Technology Conference, Houston, TX.
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles, Carolyn F. Curasi and Joe F. Hair. “Why Are You Really Winning and Losing Deals: A Customer Perspective on Determinants of Sales Failure.” Proc. of 2010 Society for Marketing Advances Conference, Atlanta, GA.
- **Friend, Scott B.**, G. Alexander Hamwi and Brian N. Rutherford. “Understanding the Customer Defection Process: An Examination of Multiple Source Buyer-Seller Relationships.” Proc. of 2010 National Conference in Sales Management, Milwaukee, WI. (**Abstracted: *The Journal of Personal Selling and Sales Management***)
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles, Carolyn F. Curasi and Joe F. Hair. “Why Are You Really Winning and Losing Deals: A Customer Perspective on Determinants of Sales Failure.” Proc. of 2009 Society for Marketing Advances Conference, New Orleans, LA.
- **Friend, Scott B.**, George P. Moschis, Kara Chan and Andrew M. Baker. “A Cross-Cultural Comparison of Consumer Materialism and Compulsive Consumption: A Life Course Perspective and Test of Measurement Equivalence.” Proc. of 2009 American Marketing Association’s Winter Educators’ Conference, Tampa, FL.
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles and Pam Scholder Ellen. “The Impact of Relative Power and Information Within the Buyer-Seller Dyad: The Importance of Honesty, Benevolence and Competence.” Proc. of 2009 AMA Winter Educator’s Conference, Tampa, FL.

Dissertation:

- *Dissertation Title:* “Why Are You Really Winning and Losing Deals: A Consumer Perspective on Determinants of Sales Failures” (May 2010)
- *Dissertation Committee:* Dr. Danny N. Bellenger (co-chair), Dr. James S. Boles (co-chair), Dr. Carolyn F. Curasi (Georgia State University) and Dr. Joe F. Hair (Kennesaw State University)
 - **AMA Sales SIG Dissertation Award** – Winner; sponsored by the Sales Excellence Institute at the University of Houston (2011)
 - **SMA Dissertation Competition** – Runner-Up (2009)

Teaching

Courses Taught	Professional Selling; Sales Communication; Sales Force Management; Business-to-Business Marketing; Marketing Research; Principles of Marketing; Marketing Management
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Honors & Awards

- **Farmer School of Business Awards for Research Excellence** – Senior Faculty Research Excellence Award (2022)
- **Miami University Faculty-Staff Commendations** – Center for Teaching Excellence Faculty Commendation (2022, 2021, 2020, 2019, 2017)
- **Farmer School of Business Awards for Research Excellence** – James Robeson Junior Faculty Research Excellence Award (2017)
- **Outstanding Article of the Year** – “Mentoring’s Impact on Salesperson Job Satisfaction Dimensions” in *Marketing Management Journal* (2017)
- **Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice** – “Mixed Interpretations of Sales Proposal Signals” in the *Journal of Personal Selling & Sales Management* (2016)
- **Journal of Personal Selling & Sales Management Best Reviewer Award** – Winner (2016)
- **UNL College of Business Administration Distinguished Teaching Award** – Winner (2013)
- **UNL Beta Theta Pi** – Outstanding Educator (2013, 2010)
- **Haring Symposium (Indiana University)** – UNL faculty representative (2013)
- **UNL Delta Sigma Pi Outstanding Faculty Award** – Winner (2012), Nominee (2015)
- **AMA Sales SIG Dissertation Award** – Winner; sponsored by the Sales Excellence Institute at the University of Houston (2011)
- **Society for Marketing Advances Dissertation Competition** - Runner-Up (2009)
- **Doctoral Consortium Fellow Nominee** – Society for Marketing Advances conference (2009)
- **Emerald Literary Network Awards for Excellence** – *Highly Commended Award Winner*; “Segmenting the Preferences and Usage Patterns of the Mature Consumer Health-Care Market” (2009)
- **Emerald Literary Network Awards for Excellence** – *Outstanding Reviewer*; International Journal of Pharmaceutical and Healthcare Marketing (2009)
- **Leadership Research Scholar** – University of Georgia grant provided by the *Leadership Research Consortium*; “Leadership Characteristics in Marketing: A Comparison of Consumer Opinion Leaders and Market Industry Leaders” (2004)

Service

Journal Paper Reviews:

- **Editorial Review Boards**
 - Journal of Personal Selling & Sales Management (January 2017 – present)
 - JPSSM Best Reviewer Award (2016)
 - Marketing Management Journal (2018 – present)
 - Journal of Business Research (2023 – present)
- **Ad-hoc Reviewer**
 - Journal of the Academy of Marketing Science
 - European Journal of Marketing
 - Industrial Marketing Management
 - Journal of Service Research
 - Journal of Business Research
 - Journal of Marketing Theory and Practice
 - Journal of Public Policy & Marketing
 - Journal of Business & Industrial Marketing
 - Psychology & Marketing

Conference Paper Reviews:

- **Ad-hoc Reviewer**
 - American Marketing Association
 - Society for Marketing Advances
 - National Conference in Sales Management

Professional Societies:

- **American Marketing Association (AMA) Selling & Sales Management Special Interest Group (Sales SIG), Chair (2023-Present)**
- **American Marketing Association (AMA) Selling & Sales Management Special Interest Group (Sales SIG), Chair Elect and Vice-Chair of Planning (2021-2023)**
- **American Marketing Association (AMA) Selling & Sales Management Special Interest Group (Sales SIG), Vice-Chair Recognition and Awards (2019-2021)**

Dissertation Committees:

- Shalonda Bradford (2014, *Savannah State University*) – A Comparative Analysis of Training, Mentoring and Coaching in the Sales Environment: Evaluating the Impact of Personal Learning on Role Ambiguity and Organizational Commitment
 - Outside Committee Members, Kennesaw State University (DBA)
- Joseph Matthes (2014, *Marquette University*) – A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships
- Jeff S. Johnson (2013, *University of Missouri – Kansas City*) – The Implementation of New Marketing Strategies by the Salesperson: The Constraining Factor Model
 - **Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition – Winner (2013)**
- Justine M. Rapp (2012, *University of San Diego*) – What Brings You Pleasure? The Dual Role of Desire within the Development of Compulsive Purchasing

Grants

Grants and Funding Received

- **Farmer School of Business Summer Research Grant (2023)** – Marketing Dispersion in Strategy Implementation
- **Farmer School of Business Summer Research Grant (2022)** – Assessing Customer Defection and Sales Win-Back Strategies via Machine Learning
- **Sales Education Foundation Research Grant Program (2021)** – Assessing Customer Defection and Sales Win-Back Strategies via Machine Learning
- **University Sales Center Alliance Research Grant Program (2021)** – Assessing Customer Defection and Sales Win-Back Strategies via Machine Learning
- **Miami University Committee on Faculty Research, Summer Research Appointment (SRA) (2021)** – Why Does Marketing Strategy Implementation Fail? A Multi-Level Theoretical Framework Within the Sales-Marketing Interface
 - **Farmer School of Business Supplement for Faculty Receiving SRA**
- **Farmer School of Business Summer Research Grant (2020)** – Multi-Level Co-Creation Processes within Strategic Accounts
- **Farmer School of Business Summer Research Grant (2019)** – The Bright and Dark Side of Customer Expertise
- **Sales Education Foundation / Neil Rackham Research Grant Program (2018)** – Failing Fast
- **John E. and Winifred E. Dolibois Faculty Development Fund (2017)** – Sales Educators’ Academy Conference
- **Miami University Committee on Faculty Research, Summer Research Appointment (SRA) (2017)** – Solution Co-Creation in Business-to-Business Relationships
 - **Farmer School of Business Supplement for Faculty Receiving SRA**
- **Marketing Science Institute (MSI) “Research Accelerator” Award (2016)** – Innovation in Data-Rich Environments
- **Miami University Center for Teaching Excellence, Minor Grant for Individual or Small Groups of Faculty (2015)** – MKT 405 Buyer-Seller Role-Plays
- **UNL Summer Research Award (2014)**
- **Peer Review of Teaching Project (2013)**
- **UNL College of Business Administration Ethics Curriculum Development Grant (2011)** – Ethics in Sales
- **AMA Sales SIG Dissertation Award (2011)** - sponsored by the Sales Excellence Institute at the University of Houston
- **Society for Marketing Advances (2009)** - Dissertation Competition
- **Leadership Research Consortium (2004)** - University of Georgia Leadership Research Scholar