

ADAM HEPWORTH
PhD Candidate, Haslam College of Business, University of Tennessee

305 Stokely Management Center
916 Volunteer Blvd.
Knoxville, TN 37996-0530

Phone: 214-435-9875
Email: ahepwort@vols.utk.edu

EDUCATION

University of Tennessee, Knoxville, Ph.D. in Marketing in progress, expected in May 2019.
University of Dallas, MBA, Sports and Entertainment Management in 2008.
Texas Christian University, B.S., Media Business in 2006.

RESEARCH INTERESTS

- Frontline Employee Behavior
- Sales Strategy
- Salesperson Stressors
- Buyer/Seller Relationships

PUBLICATIONS

Hewett, Kelly, Adam Hepworth and Susan Martin (2016), "Integration with the Customer," Chapter 11 in *Supply Chain Integration as a Competitive Advantage*, CW Autry and MA Moon (Eds.), Pearson: Hoboken, NJ.

REFEREED CONFERENCE PRESENTATIONS

Hepworth, Adam and Nawar Chaker, "All Stressed Out: An Examination of Frontline Employee Stressors and Future Research Agenda." Presented at the 2018 American Marketing Association Winter Conference, New Orleans, LA.

Hepworth, Adam, Alexander V. Krasnikov, and Kelly Hewett, "Internationalization of the Emerging Market Brands: The Role of the Domestic Institutional Environment." Presented at the 2018 American Marketing Association Winter Conference, New Orleans, LA.

Krasnikov, Alexander V., Adam Hepworth, and Kelly Hewett, "Internationalization of Brands from Emerging Markets." Presented at the 2016 American Marketing Association Summer Conference, Atlanta, GA.

Krasnikov, Alexander V., Kelly Hewett, and Adam Hepworth, "The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets." Presented at the 2016 Academy of International Business Conference, New Orleans, LA.

Hepworth, Adam, "Understanding Convergent Salesperson Pressures." Presented at the 2016 *Southeast Marketing Symposium*, Starkville, MS.

Hepworth, Adam, "A Synthesis of Sales Pressures and Agenda for Future Research."
Presented at the 2015 *Society for Marketing Advances Conference*, San Antonio
TX.

WORK IN PROGRESS

Hepworth, Adam, Nawar Chaker, and Alex Zablah, "Breaking the Script: Employee Complaints in Customer Service Interactions." (completed data analysis, preparing document), targeted for publication in *Journal of Marketing*.

Krasnikov, Alexander, Adam Hepworth, and Kelly Hewett, "The Role of Home Country Environment in Brand Expansion Strategy for Emerging Market Firms." (write-up stage), targeted for publication in *Journal of Marketing*.

Krasnikov, Alexander, Adam Hepworth, and Kelly Hewett, "The Effect of Industry on Emerging Market Firm Expansion." (Final stage of data collection), targeted for publication in *Journal of International Business Studies*.

Chaker, Nawar, Adam Hepworth, Charles Noble, and Alex Zablah, "Take No For An Answer? Unpacking Persistence and Examining its Impact on Salesperson Performance." (Analyzing data and beginning write-up), targeted for publication in *Journal of Marketing*.

Smith, Leah, Adam Hepworth, David Schumann, and Jinhee Lee, "Employing Semiotic Analysis to Examine Integrated Strategic Elements within Commercial Advertising." (Data analysis complete, revision of first draft), targeted for publication in *Journal of Public Policy and Marketing*.

WORK IN PROGRESS at earlier stages

Hepworth, Adam and Nawar Chaker, "All Stressed Out: An Examination of Frontline Employee Stressors and Future Research Agenda." (Revising initial draft), targeted for publication in *Journal of Personal Selling and Sales Management*.

REVIEWER EXPERIENCE

2015 Society for Marketing Advances Conference Reviewer, San Antonio, TX

2016 AIB Conference Reviewer, New Orleans, LA

2016 AMA Summer Conference Reviewer, Atlanta, GA

2018 AMA Global Marketing SIG Conference, Santorini, Greece

Professional Affiliations

American Marketing Association

American Marketing Association, Sales SIG

Academy of International Business

Society for Marketing Advances

Southeast Marketing Symposium

CLASSROOM EXPERIENCE

University of Tennessee, Knoxville, TN, USA 06/2015-Present

Instructor: MARK 360 Marketing Analytics

Instructor: MARK 460 Marketing Strategy

Summer 2016

Instructor: MARK 300 Marketing and Supply Chain Management

Spring 2016

Instructor: MARK 300 Marketing and Supply Chain Management

Fall 2015

Instructor: BA 332 Demand Management

Summer 2015

Guest Lecturer: Mark Moon's Demand Management Class, University of Tennessee,

"Products, Services, and Brands: Building Customer Value," Spring 2014

Guest Lecturer: Mark Moon's Demand Management Class, University of Tennessee,

"Sustainable Marketing," Spring 2014

University of Tennessee, Knoxville, TN, USA

08/2014-Present

Graduate Research Assistant

University of Tennessee, Knoxville, TN, USA

08/2014-05/2015

Teaching Assistant: BA 332 Demand Management

PROFESSIONAL EXPERIENCE

Rentping Media, Lincoln, NE

Director of Account Management (June 2011 – July 2014)

Texas Teachers ACP, Dallas, TX

Regional Program Director (September 2007 – March 2011)