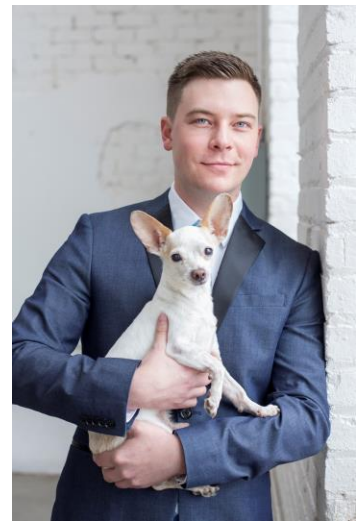


Riley T. Krotz

The University of Tennessee
Haslam College of Business
Department of Marketing
310 Stokely Management Center
Knoxville, TN 37996
rkrotz@vols.utk.edu
Mobile: (904) 614-2253



PROFESSIONAL OBJECTIVES

To pursue doctoral studies in marketing culminating in the procurement of an academic position at a research-oriented university; conducting innovative and impactful research, engaging in dedicated instruction, and beneficial service. As a scholar at a university possessing a strong commitment to academic achievement, I aim to serve as a resource to both leaders and scholars in marketing and in society.

EDUCATION

- Ph.D. Business Administration
Concentration: *Marketing*
Minor: *Neuroscience*
University of Tennessee, College of Business Administration
Knoxville, Tennessee, Expected 2020
- M.B.A. Emphasis: *Marketing*
University of North Florida, College of Business Administration
Jacksonville, Florida, 2016
- B.S. Major: *Biology*
Concentration: *Biomedical Science*
University of North Florida, College of Arts and Sciences
Jacksonville, Florida, 2014

RESEARCH

Publications

Peer-Reviewed

M. R. Shero, **Riley T. Krotz**, D. P. Costa, J. P. Avery & J. M. Burns (2015), “How do overwinter changes in body condition and hormone profiles influence Weddell seal reproductive success?,” *Functional Ecology*, 29 (10), 1278-1291.

Impact factor: 5.21

ISI Journal Citation Reports Ranking: 15/144

Under Review

Riley T. Krotz & Gregory T. Gundlach, “Marketing Insights for Understanding the Necessity, Practicality, and Desirability of a Strict Standard of “Agreement” In Antitrust Cases Involving Resale Price Maintenance After *Leegin*,” Under first round revision at the *Journal of Public Policy & Marketing*.

Books

Gregory T. Gundlach & **Riley T. Krotz** (2016), *Resale Price Maintenance After Leegin: The Curious Case of Contact Lenses*. Publisher: Authors.

Other

Gregory T. Gundlach & **Riley T. Krotz** (2015), “Resale Price Maintenance After *Leegin*: The Curious Case of Contact Lenses,” Working Paper No. 15-04, American Antitrust Institute, Washington, D.C.

In Development

Gregory T. Gundlach & **Riley T. Krotz**, “Resale Price Maintenance After *Leegin*: Marketing Literatures for Future Research,” data collected and third draft completed, target journal: *Journal of Public Policy & Marketing*

Alex R. Zablah & **Riley T. Krotz**, “Innovation in Social Media Marketing: How to Catch Consumer Attention,” data collection phase, target journal: *Journal of Marketing*

Alex R. Zablah & **Riley T. Krotz**, “Incorrect Innovation in Product Redesign: How to Use PR without Losing Customers,” data collection phase. Target journal: *Journal of Marketing*

Yazhen Xiao & **Riley T. Krotz**, “Angry or Annoyed? Negative Experience and Consumer Resistance to Innovation,” data collection phase. target journal: *Journal of Consumer Research*

Research Grants

2015 – Community First Cares Foundation
2016 Community First Credit Union

Conference and Meeting Presentations

Riley T. Krotz, M. R. Shero, D. P. Costa, J. M. Burns & J. P. Richmond (2014), “A Longitudinal Investigation of the Poorly Understood Metabolic Hormone and Morphometric Response to Nutritional Status in Free-Ranging Weddell Seals,” oral presentation, Showcase of Osprey Advancement in Research & Scholarship, University of North Florida.

Riley T. Krotz, M. R. Shero, D. P. Costa, J. M. Burns & J. P. Richmond (2014), “A Longitudinal Analysis of the Metabolic Hormone Response to Nutritional Status in Weddell Seals (*Leptonychotes weddellii*),” oral presentation, Southeast and Mid-Atlantic Marine Mammal Symposium, University of North Carolina Wilmington.

Riley T. Krotz, M. R. Shero, D. P. Costa, J. M. Burns & J. P. Richmond (2014), “Linking Metabolic Hormones to Nutritional Status in Weddell Seals (*Leptonychotes weddellii*),” poster presentation, Society of Integrative & Comparative Biology, Austin, TX.

Riley T. Krotz, M. R. Shero, D. P. Costa, J. M. Burns & J. P. Richmond (2013), “Linking Metabolic Hormones to Nutritional Status in Weddell Seals (*Leptonychotes weddellii*),” poster presentation, Biology, Chemistry, & Physics Poster Session, University of North Florida.

RESEARCH POSITIONS

2016 – Graduate Research Assistant, Department of Marketing, University of Tennessee
Present Alex R. Zablah, Associate Professor of Marketing

2016 – Graduate Research Assistant, Department of Marketing, University of Tennessee
2017 Yazhen “Sophie” Xiao, Assistant Professor of Marketing

2015 – Graduate Researcher, Department of Marketing, University of North Florida
2016 Gregory T. Gundlach, Coggin Distinguished Professor of Marketing

2012 – Research Assistant, Department of Biology, University of North Florida
2015 Julie P. Richmond-Avery, Assistant Professor of Biology

TEACHING EXPERIENCE

Positions

2017 Instructor, Marketing
BUAD 332, Demand Management (Introduction to Marketing)
University of Tennessee, Knoxville, Tennessee

2014 – Faculty, Science
2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

2014 – Faculty, Robotics
2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

Other

2017 Guest Lecturer, MARK 350, Consumer Behavior (Na Young Lee)
Learning & Memory
University of Tennessee, Knoxville, Tennessee

2017 Guest Lecturer, MARK 350, Consumer Behavior (Cindy Raines)
Learning & Memory
University of Tennessee, Knoxville, Tennessee

INDUSTRY EXPERIENCE

Positions

2016 – Expert Marketing Resource
2017 SCORE, Greater Knoxville Chapter

Presentations

Riley T. Krotz, (2016), “Global Trends in Marketing,” oral presentation, SCORE,
Greater Knoxville Chapter, Lincoln Memorial University.

AWARDS

Research

2016 William H. Thomlinson Outstanding Graduate Scholar Award
International Honor Society Beta Gamma Sigma
University of North Florida Chapter

Teaching

2016 Innovation in Education Award
Community First Cares Foundation
Community First Credit Union

HONORS

Fellowships

2015 – Coggin Fellowship
2016 Coggin College of Business, University of North Florida

Scholarships

2016 – Haslam College of Business Chancellor's Scholarship
Present Haslam College of Business, University of Tennessee
