



THE UNIVERSITY OF
TENNESSEE

Riley T. Krotz

Haslam College of Business, University of Tennessee

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EDUCATION

Ph.D. Business Administration; Concentration: *Marketing*
Minor: *Neuroscience*
University of Tennessee, Expected 2021

M.B.A. Emphasis: *Marketing*
University of North Florida, 2016

B.S. Major: *Biology*; Concentration: *Biomedical Science*
University of North Florida, 2014

RESEARCH INTERESTS

Retail and frontline marketing strategy - enhancing employee and customer experiences in retail and service settings, including how each of the following influence their experiences and society at large:

- Retailer and service strategy decisions
- Frontline employees
- Technological innovation

DISSERTATION

Co-Advisor: Stephanie M. Noble
Co-Advisor: Dhruv Grewal
Committee: Jonathan Hasford; Annika Abell

Title: The Intersection of Organizational Frontline Marketing and a High-Tech World*
* Proposal Defended May 1, 2020

*Essay I: Increasing Retail Sales Through Happy and Indebted Frontline Employees: The Free Food Effect**

* Invited for revision at the *Journal of Marketing Research*

Essay II: How Digital Information Increases the Customer Experience and Retail Sales: Evidence from the Field

Essay III: Does Social Media Help or Harm Prosocial Behavior? Unraveling the Digital Divide

Overview: This dissertation explores retailing and the organizational frontlines; specifically, I study the relationship between frontline employees (FLEs) and their customers while using managerially-relevant moderators that may alter this relationship. This research investigates how allocating different resources affects the FLE-customer interface and examines factors that can enhance or inhibit this relationship. *Essay I* explores the variable cost of food and demonstrates that employer-provided free food increases customer responsive behaviors. *Essay II* explores the fixed cost of technology and focuses on how digital brand touchpoints can influence the FLE-customer relationship, the customer journey, and retail sales. *Essay III* explores the influence of digital technology on prosocial behavior and frontline messaging. By better understanding how to increase the quality of the FLE-customer interaction, my research has wide-ranging implications for retail and service marketing strategy and for society.

REFEREED PUBLICATIONS

Gregory T. Gundlach & **Riley T. Krotz** (2020), “Resale Price Maintenance: Implications of Marketing Trends for the Colgate Doctrine and the Leegin Factors,” *Journal of Public Policy & Marketing*.

Gregory T. Gundlach, Robert Frankel & **Riley T. Krotz** (2019) “Competition Policy and Antitrust Law: Implications of Developments in Supply Chain Management,” *Journal of Supply Chain Management*, 55 (2), 47-67.

SELECTED WORKS IN PROGRESS

Stephanie M. Noble*, Dhruv Grewal*, **Riley T. Krotz***, Carl-Philip Ahlbom, Jens Nordfält & Dipayan Biswas, “Happy and Indebted Frontline Employees Increase Retail Sales: The Free Food Effect,” **invited for revision:** *Journal of Marketing Research*.

* *Equal contribution*

Riley T. Krotz & Gregory T. Gundlach, “Contemporary Developments in Marketing: Implications for the Practice and Analysis of Resale Price Maintenance,” under review: *Journal of the Academy of Marketing Science*.

Riley T. Krotz, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig, “How Digital Information Increases the Customer Experience and Retail Sales: Evidence from the Field,” longitudinal field study completed, target journal: *Journal of Marketing Research*.

Riley T. Krotz, Dhruv Grewal, Stephanie M. Noble & Carl-Philip Ahlbom, “Does Social Media Help or Harm Prosocial Behavior? Unraveling the Digital Divide,” two longitudinal field studies and donor survey completed, target journal: *Journal of Marketing Research*.

* *Awarded a \$5,000 external research grant*

Riley T. Krotz with Carl-Philip Ahlbom, Dhruv Grewal, Stephanie M. Noble & Garrett N. Shipley, “Increasing Vividness and Retail Sales Through Augmented Reality: Evidence from the Field,” two longitudinal field studies completed, target journal: *Journal of Marketing Research*.

Riley T. Krotz & Gregory T. Gundlach “The Power of Category Captains,” tertiary draft completed, target journal: *Journal of Marketing*.

Gregory T. Gundlach & **Riley T. Krotz**, “Competitive Exclusion in Category Captain Arrangements: Concerns, Conduct, and Countermeasures,” secondary draft completed, target journal: *Journal of Marketing*.

BOOKS AND OTHER PUBLICATIONS

Gregory T. Gundlach, Alex G. Loff & **Riley T. Krotz** (2019), *Competitive Exclusion in Category Captain Arrangements*, Kindle Direct Publishing.

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

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.

Michelle R. Shero, **Riley T. Krotz**, Daniel P. Costa, Julie P. Avery & Jennifer 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: 5.03

HONORS AND AWARDS

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|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2020 | Yates Dissertation Fellowship*
University of Tennessee
* The University’s most prestigious award for being “recognized as one of the most promising graduate students at the University of Tennessee” |
| 2020 | Chancellor’s Award for Extradonary Professional Promise
University of Tennessee |
| 2020 | Haslam College of Business Outstanding Doctoral Student Researcher Award
University of Tennessee |
| 2020 | AMA Sheth Foundation Doctoral Consortium Fellow
University of Indiana |

- 2020 Emerging Research Fellow
Academic Advisory Council for Signage Research and Education
- 2019 Outstanding Marketing Doctoral Student
AMA DocSIG
- 2019 Frontiers in Service SERVSIG Doctoral Consortium Fellow
National University of Singapore
- 2019 Haslam College of Business Excellence in Research Award (Marketing)
University of Tennessee
- 2019 Three Minute Thesis/Dissertation, University Finalist
University of Tennessee
- 2016 – Present Haslam College of Business Chancellor’s Scholarship
Haslam College of Business, University of Tennessee
- 2016 William H. Thomlinson Outstanding Graduate Scholar Award
International Honor Society Beta Gamma Sigma, University of North Florida
- 2016 Innovation in Education Award
Community First Cares Foundation, Community First Credit Union
- 2015 – 2016 Coggin Fellowship
Coggin College of Business, University of North Florida

RESEARCH GRANTS

- 2020 \$10,000
University of Tennessee
- 2020 \$5,000
Academic Advisory Council for Signage Research and Education
- 2015 – 2016 \$1,500
Community First Cares Foundation, Community First Credit Union

CONFERENCE PRESENTATIONS¹

Riley T. Krotz, Dhruv Grewal*, Stephanie M. Noble, & Carl-Philip Ahlbom (Accepted 2020), “Does Social Media Help or Harm Prosocial Behavior? Unraveling the Digital Divide,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

¹ *Denotes presenting author

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (Accepted 2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom (Accepted 2020), “Prosocial Behavior in the Organizational Frontlines: The Digital Divide,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (Accepted 2020), “Increasing Retail Sales Through Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, AMA SERVSIG Frontiers in Service.

Riley T. Krotz* & Gregory T. Gundlach (2020), “Re-Envisioning Retail Theories: Vertical Restraints and Resale Price Maintenance,” oral presentation, AMA Marketing + Public Policy Conference, Marina Del Rey, CA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA Winter Academic Conference, San Diego, CA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Clemson University Research Symposium, Clemson, SC.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig, “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, San Diego, CA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, AMA Summer Academic Conference, Chicago, IL.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Austin, TX.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Southeast Marketing Symposium, University of Memphis.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2018), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Center for Services Leadership, Arizona State University.

INVITED PRESENTATIONS

Gregory T. Gundlach* & **Riley T. Krotz** (2019), “Competition Policy in the Mexican Grocery Retail Industry,” The Organisation for Economic Co-Operation and Development *in collaboration with* the Mexican Ministry of Economy, Mexico City, Mexico.

Riley T. Krotz* & Gregory T. Gundlach* (2017), “Marketing Insights for Understanding the Necessity, Practicality, and Desirability of a Strict Standard of “Agreement” In Antitrust Cases Involving Resale Price Maintenance After *Leegin*” University of North Florida.

Riley T. Krotz* (2016), “Global Trends in Marketing,” Lincoln Memorial University.

RESEARCH POSITIONS

2020 – Yates Fellow
Present University of Tennessee

2020 – Emerging Research Fellow
Present Academic Advisory Council for Signage Research and Education

2018 – Graduate Research Assistant, Department of Marketing, University of Tennessee
Present Stephanie M. Noble, Proffitt’s Professor of Marketing

2016 – Graduate Research Assistant, Department of Marketing, University of Tennessee
2018 Alex R. Zablak, Gerber/Taylor 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 EVALUATIONS

Sole Instructor:

University of Tennessee

<u>Course</u>	<u>Semester</u>	<u>Evaluation</u> ²	<u># Students</u>
Marketing Research (Analytics)	Summer 2019	4.78	28
Marketing Research (Analytics)	Spring 2019	4.56	52
Introduction to Marketing	Summer 2017	4.68	53

OTHER TEACHING EXPERIENCE

2017	<u>Guest Instructor</u> , MARK 350, Consumer Behavior (Melinda Micheletto, Ph.D.) University of Tennessee, Knoxville, Tennessee
2017	<u>Guest Instructor</u> , MARK 350, Consumer Behavior (Na Young Lee, Ph.D.) University of Tennessee, Knoxville, Tennessee
2017	<u>Guest Instructor</u> , MARK 350, Consumer Behavior (Cindy Raines) University of Tennessee, Knoxville, Tennessee
2014 – 2016	<u>Faculty</u> , 6 th Grade Science Duncan U. Fletcher Middle School, Jacksonville, Florida
2014 – 2016	<u>Faculty</u> , 6 th - 8 th Grade Robotics Duncan U. Fletcher Middle School, Jacksonville, Florida

PROFESSIONAL SERVICE

Service for Journals

Ad Hoc Reviewing

Journal of Business Research

Service for Conferences

2020	Reviewer for <i>American Marketing Association Summer Academic Conference</i> , San Francisco, CA
2020	Session Chair for <i>American Marketing Association Winter Academic Conference</i> , San Diego, CA

² “The instructor contributed to your understanding of the course content.” 1-5; 5 = Strongly Agree

- 2019 Reviewer for *Academy of Marketing Science Academic Conference*,
Coral Gables, FL
- 2019 Reviewer for *American Marketing Association Winter Academic Conference*,
San Diego, CA
- 2019 Reviewer for *Society for Marketing Advances*, New Orleans, LA