

Alex Ricardo Zablah

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307 Stokely Management Center
916 Volunteer Boulevard
Knoxville, TN 37966-0530
Tel: (865) 974-1629

EDUCATION

- DOCTOR OF PHILOSOPHY** Business Administration (2005)
J. Mack Robinson College of Business
Georgia State University
Dissertation: A Communication-Based Perspective on CRM Success
- MASTER OF BUSINESS
ADMINISTRATION** Marketing Concentration (2001)
E.J. Ourso College of Business
Louisiana State University
- BACHELOR OF SCIENCE** Food Science and Technology (1999)
Louisiana State University
Honors Thesis: A Case Study in Retail Food Marketing

ACADEMIC POSITIONS

- UNIVERSITY OF
TENNESSEE** Associate Professor of Marketing (August 2014 – Present)
Director, PhD Program in Marketing (May 2016 – Present)
- GEORGE MASON
UNIVERSITY** Associate Professor of Marketing (May 2012 – May 2014)
- OKLAHOMA STATE
UNIVERSITY** Associate Professor of Marketing (July 2011 – May 2012)
Assistant Professor of Marketing (August 2005 – June 2011)

RESEARCH

- INTERESTS** Customer-employee interface, customer management, frontline employee management, multilevel theory and methods, neuromarketing
- REFEREED
JOURNAL
PUBLICATIONS** **Alex R. Zablah**, Nancy J. Sirianni, Daniel Korschun, Dwayne D. Gremler, and Sharon E. Beatty (2017), “Emotional Convergence in Service Relationships: The Shared Frontline Experience of Customers and Employees,” *Journal of Service Research* 20(1), 76-90.

Lisa Beeler, **Alex R. Zablah**, and Wesley J. Johnston (2017), "How Critical Events Shape the Evolution of Sales Organizations: A Case Study of a Business-to-Business Services Firm," *Journal of Business Research* 74, 66-76.

Jin Ho Jung, Tom J. Brown, and **Alex R. Zablah** (2017), "The Effect of Customer-Initiated Justice on Customer-Oriented Behaviors," *Journal of Business Research*, 71, 38-46.

Alex R. Zablah, Brad Carlson, Todd Donovan, James G. Maxham, III and Tom J. Brown (2016), "A Cross-Lagged Test of the Relationship between Customer Satisfaction and Employee Job Satisfaction in a Relational Context," *Journal of Applied Psychology* 101(5), 743-755.

***JAP is a Financial Times 50 (FT-50) Journal*

Lucy M. Matthews, **Alex R. Zablah**, Joe F. Hair and Greg W. Marshall (2016), "Increased Engagement or Reduced Exhaustion: Which Accounts for the Effect of Job Resources on Salesperson Job Outcomes?," *Journal of Marketing Theory and Practice* 24(3), 249-264.

***Lead article*

Nawar N. Chaker, David W. Schumann, **Alex R. Zablah**, Daniel J. Flint (2016), "Exploring the State of Salesperson Insecurity: How it Emerges and Why It Matters?," *Journal of Marketing Theory and Practice* 24(3), 344-364.

Hauke Wetzel, Maik Hammerschmidt and **Alex R. Zablah** (2014), "Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization," *Journal of Marketing* 78(2), 1-19.

***JM is a Financial Times 50 (FT-50) Journal*

***Lead article*

***Featured in Journal Selections of the Marketing Science Institute (MSI)*

(<http://www.msi.org/articles/the-dangers-of-prioritizing-customers/>)

David A. Gilliam and **Alex R. Zablah** (2013), "Storytelling During Retail Sales Encounters," *Journal of Retailing and Consumer Services* 20(5), 488-494.

***Featured in the Baylor University Keller Center Research Report*

(<http://www.baylor.edu/business/kellercenter/doc.php/236717.pdf>)

Alex R. Zablah, George R. Franke, Tom J. Brown and Darrell E. Bartholomew (2012), "How and When Does Customer Orientation Influence Frontline Employee Job Outcomes? A Meta-Analytic Evaluation," *Journal of Marketing* 76(3), 21-40.

***Journal of Marketing is a Financial Times 50 (FT-50) Journal*

Alex R. Zablah, Danny N. Bellenger, Detmar W. Straub and Wesley J. Johnston (2012), "Performance Implications of CRM Technology Use: A Multi-Level Field Study of Business Customers and Their Providers in the Telecommunications Industry," *Information Systems Research* 23(2).

***ISR is a Financial Times 50 (FT-50) Journal*

Alex R. Zablah, Lawrence B. Chonko, Lance Bettencourt, George Allen and Alexander Haas (2012), "A Job Demands-Resources (JD-R) Perspective on New Product Selling: A Framework for Future Research," *Journal of Personal Selling and Sales Management* 32(1), 73-88.

Brian P. Brown, **Alex R. Zablah**, Danny N. Bellenger and Naveen Donthu (2012), "What Factors Influence Buying Center Brand Sensitivity?," *Industrial Marketing Management* 41(3), 508-520.

Brian P. Brown, **Alex R. Zablah**, Danny N. Bellenger and Wesley J. Johnston (2011), "When Do B2B Brands Influence the Decision Making of Organizational Buyers? An Examination of the Relationship between Purchase Risk and Brand Sensitivity," *International Journal of Research in Marketing* 28(3), 194-204.

Alex R. Zablah, Brian P. Brown and Naveen Donthu (2010), "The Relative Importance of Brands in Modified Rebuy Purchase Situations," *International Journal of Research in Marketing*, 27(3), 248-260.

Jerry Grizzle, **Alex R. Zablah**, Tom J. Brown, John C. Mowen and James M. Lee (2009), "Employee Customer Orientation in Context: How the Environment Moderates the Influence of Customer Orientation on Performance Outcomes," *Journal of Applied Psychology*, 94(5), 1227-1242.

***JAP is a Financial Times 50 (FT-50) Journal*

Brian V. Larson, Karen E. Flaherty, **Alex R. Zablah**, Tom J. Brown and Josh L. Wiener (2008), "Linking Cause-Related Marketing to Sales Force Responses and Performance in a Direct Selling Context," *Journal of the Academy of Marketing Science*, 36(2), 271-277.

***JAMS is a Financial Times 50 (FT-50) Journal*

Brian P. Brown, **Alex R. Zablah** and Danny N. Bellenger (2008), "The Role of Mentoring in Promoting Organizational Commitment among Black Managers: An Evaluation of the Indirect Effects of Racial Similarity and Shared Racial Perspectives," *Journal of Business Research*, 61(7), 732-738.

John C. Mowen, Sojin Park and **Alex R. Zablah** (2007), "Toward a Theory of Motivation and Personality with Application to Word-of-Mouth Communications," *Journal of Business Research*, 60(6), 590-596.

Alex R. Zablah, Wesley J. Johnston and Danny N. Bellenger (2005), "Transforming Partner Relationships through Technological Innovation," *Journal of Business & Industrial Marketing*, 20(7), 355-363.

***Received the Emerald LiteratiNetwork Highly Commended Award (2006)*

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2004), "Customer Relationship Management Implementation Gaps," *Journal of Personal Selling and Sales Management*, 24(4), 279-95.

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2004), "An Evaluation of Divergent Perspectives on Customer Relationship Management: Towards a Common Understanding of an Emerging Phenomenon," *Industrial Marketing Management*, 33(6), 475-89.

****Top 25 Hottest Articles, *Industrial Marketing Management* (2004 –2012)**

****Second most-cited of all articles published in *Industrial Marketing Management* between 2004 and 2009.**

**MANUSCRIPTS IN
PROCESS**

Samppa Suoniemi, **Alex R. Zablah**, Detmar Straub, Harri Terho, Rami Olkkonen and Danny Bellenger, "The Impact of Firm-Level and Project-Level IT Capabilities on CRM System Quality and Firm Performance," preparing invited revision for *MIS Quarterly*. [Expected resubmission August 2017].

****MISQ is a *Financial Times 50 (FT-50) Journal***

Lucy Matthews, Lisa Beeler, **Alex R. Zablah**, and Joe Hair, "The Countervailing Effects of Customer Relationship Management Autonomy on Salesperson Burnout," preparing invited revision for *Journal of Personal Selling and Sales Management*. [Expected resubmission August 2017].

Samppa Suoniemi, **Alex R. Zablah**, Detmar Straub, Lars Meyer-Waarden, and Andreas Munzel, "Big Data Resources, Marketing Capabilities, and Firm Performance: The Moderating Effect of Choice of Business Strategy," under first review at *MIS Quarterly*. [Submitted May 2017].

****MISQ is a *Financial Times 50 (FT-50) Journal***

Nawar N. Chaker, **Alex R. Zablah**, and Charles H. Noble, "A Grounded Theory Investigation of Salesperson Persistence," under first review at *Industrial Marketing Management*. [Submitted May 2017].

Nayoung Lee, **Alex R. Zablah**, Stephanie M. Noble, "Does Meaningful Work Strengthen or Weaken the Performance Effects of Frontline Employee Organizational Identification?," revising for resubmission (reject & resubmit) to the *Journal of Marketing*. [Expected resubmission November 2017].

*****Journal of Marketing* is a *Financial Times 50 (FT-50) Journal***

Jin Ho Jung, Tom J. Brown, and **Alex R. Zablah**, "The Role of Appraisal Processes in Shaping Frontline Employees' Reaction to Customer Requests," preparing initial submission for the *Journal of Marketing* [Expected submission July 2017].

*****Journal of Marketing* is a *Financial Times 50 (FT-50) Journal***

Lisa Beeler, **Alex R. Zablah**, and Stephanie Noble, "Blinded by the Brand: Why and When Salesperson Brand Attachment Decreases Customer Purchase Intentions, preparing initial submission for the *Journal of Marketing* [Expected submission August 2017].

*****Journal of Marketing* is a *Financial Times 50 (FT-50) Journal***

Samppa Suoniemi, **Alex R. Zablah**, and Detmar Straub, “Big Data Customer Analytics Use in Customer Relationship Management: Antecedents and Performance Implications,” preparing initial submission for *MIS Quarterly* [Expected submission July 2017].

***MISQ is a Financial Times 50 (FT-50) Journal*

Nawar N. Chaker, Adam M. Hepworth, and **Alex R. Zablah**, “Should Salespeople Prioritize Customers During Periods of Market Growth?,” preparing initial submission for the *Journal of Marketing* [Expected submission September 2017].

***Journal of Marketing is a Financial Times 50 (FT-50) Journal*

Gabriel Gazzoli, **Alex R. Zablah** and Tom J. Brown, “Why Do Frontline Employees Speak Up on Behalf of Customers? The Influence of Supervisors versus Coworkers and the Role of Intrapersonal Factors,” preparing initial submission for the *Journal of the Academy of Marketing Science* [Expected submission Fall 2017].

***JAMS is a Financial Times 50 (FT-50) Journal.*

Gabriel Gazzoli, Tom J. Brown and **Alex Zablah**, “But I Want to Help: How Customer-Oriented Frontline Employees Respond When Constrained from Helping Their Customers,” preparing initial submission for the *Journal of Marketing* [Expected submission Fall 2017].

***Journal of Marketing is a Financial Times 50 (FT-50) Journal*

**WORKING PAPER SERIES
& BOOK REVIEWS**

Wesley J. Johnston, **Alex R. Zablah** and Danny N. Bellenger (2005), “Organizational Innovation and Change Dissonance: Understanding User Acceptance of CRM Technology,” working paper series of the Centre de Recherche de Bordeaux Ecole de Management, number 73-04.

Alex R. Zablah (2005). New Books in Review. (Vol. 42, pp. 525-526). *Journal of Marketing Research*.

**CONFERENCE
LEADERSHIP
ACTIVITIES**

Co-chair of the inter-organizational issues track, 2016 AMA Winter Marketing Educators’ Conference

Co-organizer of a special session on the customer-employee interface at the 2014 AMA Winter Educators’ Conference

Co-chair of the research methods track, 2014 Academy of Marketing Science Annual Conference

Co-chair of the research methods track, 2012 AMA Summer Marketing Educators’ Conference

Co-chair of the inter-organizational issues track, 2010 AMA Summer Marketing Educators’ Conference

Organizer of a special session on “Multilevel Approaches to Data Analysis and Growth Modeling,” 2008 AMA Winter Marketing Educators’ Conference

CONFERENCE PRESENTATIONS, PROCEEDINGS & ABSTRACTS Nayoung Lee, **Alex R. Zablah**, and Stephanie M. Noble, “When Organizational Identification Matters to Frontline Employees: A Meta-Analysis,” 2017 Frontiers in Service Conference, New York, NY.

Nayoung Lee, **Alex R. Zablah**, and Stephanie M. Noble, “Does Meaningful Work Strengthen or Weaken the Effects of Frontline Employee Organizational Identification?,” 2017 Southeast Marketing Symposium, Lexington, KY.

Alex R. Zablah, Nancy J. Sirianni, Daniel Korschun, Dwayne D. Gremler, and Sharon E. Beatty, "Emotional Convergence in Service Relationships: The Shared Frontline Experience of Customers and Employees," 2016 Organizational Frontlines Research Symposium, Tallahassee, FL.

Alex R. Zablah, Daniel Korschun, and Nancy Sirianni, “From I to We: Exploring the Shared Experiences of Frontline Employees and their Customers,” 2015 Organizational Frontlines Research Symposium, Stillwater, OK.

Alex R. Zablah, “What Goes Around Comes Around Stronger: A Cross-Lagged Test of the Relationship between Customer Satisfaction and Employee Job Satisfaction,” presented at the 2015 Winter AMA Educators’ Conference Special Session on Frontline Issues.

Lucy M. Matthews, **Alex R. Zablah** and Joe F. Hair, “Why Empowering Salespeople is a Double-Edged Sword,” in Proceedings of the 2015 MMA Spring Conference, Chicago, Illinois.

***Winner of award for best paper in track.*

Jin Ho Jung, Tom J. Brown and **Alex R. Zablah** (2013), “The Effect of Customer-Initiated Justice on Customer-Oriented Behaviors,” in Proceedings of the 2013 Summer AMA Educators’ Conference, Boston, Massachusetts.

Alex R. Zablah, Hauke A. Wetzel, and Maik Hammerschmidt, Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization, 2012 Sales Thought Leadership Conference, Cambridge, MA.

Hauke A. Wetzel, Maik Hammerschmidt and **Alex R. Zablah** (2012), “Gratitude versus Entitlement: An Antagonistic Process Model of the Profitability Impact of Customer Prioritization,” in Proceedings of the 2012 Summer AMA Educators’ Conference, Chicago, Illinois.

Hauke A. Wetzel, Maik Hammerschmidt, **Alex R. Zablah** and Hans H. Bauer (2012), “Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization,” in Proceedings of the 41st EMAC Conference, European Marketing Academy (EMAC), Lisbon, Portugal.

Kristin Scott, John C. Mowen and **Alex R. Zablah** (2010), "Influencing the Negative Effects of Planned Obsolescence and Product Neglect: The Influence of Instrumental and Terminal Materialism," in Proceedings of the 2010 AMA Marketing and Public Policy Conference, Kenneth C. Manning, Kathleen J. Kelly and David E. Sprott (Eds.), Denver, Colorado.

Kristin Scott, John C. Mowen and **Alex R. Zablah** (2010), "Why We Value What We Own: Instrumental vs. Terminal Materialism," in Proceedings of the 35th Annual Meeting of the Macromarketing Society, Terri L. Rittenburg and Mark Peterson (Eds.), Laramie, Wyoming, 539.

Alex R. Zablah, Brian P. Brown and Naveen Donthu (2008), "Cognitive, Attitudinal and Behavioral Brand Dimensions within an Organizational Buying Context," in Proceedings of the 2008 Summer AMA Educators' Conference, James R. Brown and Rajiv Dant (Eds.), Vol. 19 Chicago, Illinois, 312-315.

Shane Hunt, Gary Frankwick, Karen E. Flaherty and **Alex R. Zablah** (2008), "The Influence of Organizational Identification on the Relationship Between Formal Sales Management Control and Salesperson Performance," *Journal of Personal Selling and Sales Management* Special Abstracts Section, 38(3), 315-319.

Alex R. Zablah and Pam S. Ellen (2004), "Out-of-Context Nutrient Claims: A Biasing Source of Influence?," in Proceedings of the 2004 Marketing and Public Policy Conference, Debra Scammon, Robert Mayer and Marlys Mason (Eds.), Salt Lake City, Utah.

Alex R. Zablah, Wesley J. Johnston and Danny N. Bellenger (2004), "Transforming Partner Relationships through Technological Innovation," in Proceedings of the 20th Annual Conference of the Industrial Marketing and Purchasing (IMP) Group. Copenhagen, Denmark.

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2003), "Customer Relationship Management: An Integrated Conceptualization and Research Agenda," in Proceedings of the 2003 Summer AMA Educators' Conference, Bruce R. Money and Randall L. Rose (Eds.), Vol. 14 Chicago, Illinois.

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2003), "Understanding User Acceptance of CRM Technology," in Proceedings of the 12th International Purchasing and Supply Education and Research Association Conference, Budapest, Hungary.

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2003), "Customer Relationship Management: An Explication of Its Domain and Avenues for Further Inquiry," in Proceedings of the 7th Research Conference on Relationship Marketing and Customer Relationship Management, Michael Kleinaltenkamp and Michael Ehret (Eds.), Berlin, Germany.

Alex R. Zablah, Danny N. Bellenger and Wesley J. Johnston (2002), "CRM Implementation: Beyond Technology Deployment," in Proceedings of the 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, Georgia.

Alex R. Zablah, Leila Borders and Harriette Bettis Outland, "Cost Savings and Loyal Customers: An Unlikely Outcome of a CRM Orientation, American Marketing Association, Chicago (2006).

Alex R. Zablah, "Customer Relationship Management: An Integrated Conceptualization and Research Agenda," American Marketing Association, Chicago (2003).

Alex R. Zablah, "CRM Implementation: Beyond Technology Deployment," iCRM, Atlanta, Georgia (2002).

TEACHING

INTERESTS Marketing analytics, marketing management, business-to-business marketing, personal selling & sales management

LEVELS OF INSTRUCTION Undergraduate
Traditional MBA
Professional MBA
Executive MBA
Doctoral

COURSES TAUGHT Marketing analytics (undergraduate)
Marketing management (undergraduate & MBA)
Business-to-business marketing (undergraduate)
Introduction to marketing (undergraduate & MBA)
Contemporary research in frontline marketing (doctoral)
Multilevel modeling (doctoral)

MODES OF INSTRUCTION Traditional classroom
Distance (fully online)
Hybrid (traditional classroom & distance)
Short courses
Directed readings seminar

TEACHING PERFORMANCE *Marketing research/analytics* (undergraduate)
Average student evaluation of instructor: 4.8/5.0

Business-to-Business Marketing (undergraduate)
Average student evaluation of instructor: 3.9/4.0

Marketing Management (undergraduate)
Average student evaluation of instructor: 4.8/5.0

Marketing Management (traditional & professional MBA)
Average student evaluation of instructor: 4.8/5.0

Introduction to Marketing (executive MBA)
Average student evaluation of instructor: 4.8/5.0

Contemporary Research in Frontline Marketing (doctoral)
Average student evaluation of instructor: 4.9/5.0

LEADERSHIP & SERVICE

DOCTORAL PROGRAM IN MARKETING **Director, PhD Program in Marketing** (May 2016 – Present)
Haslam College of Business, University of Tennessee

Primary accomplishments to date:

- Modernized doctoral program structure and requirements to enhance student learning outcomes and job competitiveness;
- Crafted guidelines in support of PhD program milestones to clarify requirements, and to establish student, faculty and doctoral coordinator responsibilities;
- Updated PhD program curriculum (including the creation of specialized research tracks) based on benchmarking of peer and aspirational programs;
- Streamlined annual student evaluation process;
- Established distinguished speaker series to enhance program's research culture;
- Revised program communication materials in support of recruitment efforts;

Ongoing responsibilities as PhD director:

- Monitoring program performance and implementing improvements to achieve strategic objectives;
- Creating and refining operating processes in support of program objectives;
- Leading student recruitment process and socializing students into the program;
- Advising and supporting students from one program milestone to the next;
- Managing annual student evaluation process;
- Facilitating working relationship between students and program faculty;

- Representing marketing program in college PhD committee; and
- Interfacing with relevant college and university constituencies to advance program objectives.

BIOMETRICS BUSINESS LAB **Founder, Biometrics Business Lab (2015)**
Haslam College of Business, University of Tennessee

- Evaluated potential biometric equipment suppliers;
- Worked with vendor and university purchasing department to acquire biometric equipment;
- Secured physical space for lab and additional financial resources to expand lab capabilities;
- Completed training to become proficient in biometric tool use; and
- Performed initial field testing of biometric equipment.

Manager, Biometrics Business Lab (2016 – Present)
Haslam College of Business, University of Tennessee

- Secure resources to ensure continued operation and growth of lab;
- Support departmental doctoral students and faculty who wish to utilize lab;
- Coordinate access to and use of lab;
- Instruct departmental researchers on lab capabilities and proper use of equipment;
- Maintain and update lab equipment; and
- Liaise with vendors for service and support.

RESEARCH PARTICIPANT POOL **Co-founder, Departmental Research Participant Pool (2016)**
Haslam College of Business, University of Tennessee

- Created proposal, approved by the department faculty, to establish student research pool;
- Evaluated potential software vendors for management of research pool;
- Created guidelines to govern research pool operation and management;
- Crafted explanatory syllabus insert for use in courses from which research pool participants will be recruited; and
- Secured institutional review board (IRB) approval for research pool establishment and operation.

Manager, Departmental Research Participant Pool (2017 – Present)
Haslam College of Business, University of Tennessee

- Facilitate and encourage use of research pool by department researchers;
- Establish data collection waves for each semester based on anticipated demand;
- Provide instructors with syllabus insert outlining research pool procedures for courses that include students who will be invited to participate in research pool;
- Respond to student inquiries about research pool procedures and grade alternative assignments submitted by students unable or unwilling to participate in research pool;
- Track student credit for research pool participation and provide course instructors with reports on student credit earned for participating in pool;
- Liaise with SONA, software vendor used to manage research pool, for service and support.

DEPARTMENTAL & COLLEGE SERVICE Member, Graduate Studies Committee (2017 – Present)
Marketing and Supply Chain Management Department
Haslam College of Business, University of Tennessee

Member, Marketing Identity Work Group (2016-2017)
Marketing and Supply Chain Management Department
Haslam College of Business, University of Tennessee

Member, Department Head Search Committee (2015-2016)
Marketing and Supply Chain Management Department
Haslam College of Business, University of Tennessee

Member, Marketing Faculty Recruiting Committee (2015)
Haslam College of Business, University of Tennessee

Associate Reviewer, Peer Teaching Review (2015)
Haslam College of Business, University of Tennessee

Member, Faculty Recruiting Committee (2013)
School of Management, George Mason University

Member, Research and Data Services Committee (2012-2013)
School of Management, George Mason University

Member, Task Force on Reappointment, Promotion and Tenure (2011-2012)
Oklahoma State University

Member, High Impact Scholarship Committee (2011-2012)
Spears School of Business, Oklahoma State University

Coordinator, Service Quality Benchmarking Study (2010)
Spears School of Business, Oklahoma State University

Member, Strategic Planning Committee (2007-2008)
Department of Marketing, Spears School of Business, Oklahoma State University

JOURNAL REVIEW *Journal of Marketing* (2017 – Present)
BOARDS *Journal of the Academy of Marketing Science* (2017 – present)
Journal of Service Research (2017 – present)
International Journal of Research in Marketing (2016 – present)
Journal of Business Research (2016 – present)
Journal of Personal Selling and Sales Management (2011 – present)

AD-HOC *Journal of Marketing* (2008 – 2017)
REVIEWING *Journal of Service Research* (2015 - present)
International Journal of Research in Marketing (2010, 2015)
Journal of Retailing (2012)
Journal of Business Research (2008 – 2009)
Journal of Personal Selling and Sales Management (2008 – 2010)
AMA Summer and Winter Educators' Conference (2001 – present)
Academy of Marketing Science Conference (2010 – present)
Society for Marketing Advances Conference (2011 – present)

PROMOTION & TENURE Colorado State University (2017)
EXTERNAL Wright State University (2017)
REFEREE

OTHER SERVICE Research Excellence Award Selection Committee (2016-2017)
PhD Project, Marketing Doctoral Student Association (MDSA)

Biometric Testing of Redesigned College Website Usability (2016)
Haslam College of Business, University of Tennessee

Research Excellence Award Selection Committee (2015-2016)
PhD Project, Marketing Doctoral Student Association (MDSA)

Member, Abstracts Review Board (2005-2011)
Journal of Personal Selling and Sales Management

Webmaster, (2003-2005)
American Marketing Association DocSIG

SERVICE ON Adam Hepworth, Chair (2016-2018)
DISSERTATION Nayoung Lee, Co-Chair (2016-2018)
COMMITTEES Heath McCullough, Committee Member (2017-2018)
Lisa Beeler, Co-Chair (2015-2017)

Gabriel Gazzoli, Committee Member (2015-2017)
 Nawar Chaker, Co-Chair (2014-2016)
 Jin Ho Jung, Committee Member (2014-2015)
 Harlan Beverly, Committee Member (2014-2015)
 Scott Ambrose, Committee Member (2014)
 Lucy Matthews, Committee Member (2013-2015)
 Mayoor Mohan, Committee Member (2011-2012)
 Darrell Bartholomew, Committee Member (2010-2011)
 Abdullah Al Jafari, Committee Member (2010-2012)
 Jay Woo, Committee Member (2010-2011)
 David Gilliam, Committee Member (2009-2010)
 Fernando Jimenez, Committee Member (2008-2009)
 Kristin Scott, Committee Member (2008-2009)
 Amjad Elsamed, Committee Member (2008-2009)
 Rand Wergin, Committee Member (2008-2009)
 C. Shane Hunt, Committee Member (2006-2007)

**SERVICE ON MASTER'S
 AND UNDERGRADUATE
 THESES COMMITTEES**

Matthew Stephen Wright (2016-2017)
 Kaitlin Day Waters (2015-2016)
 Cody Boyd (2007-2008)
 Alyssa Durbin (2007-2008)
 Mayoor (Max) Mohan (2006-2007)
 Daniela Romero (2006-2007)
 Chelsea Nipper (2006-2007)

HONORS

AWARDS 2017 Richard C. Reizenstein Award for Outstanding Commitment to Students
 Haslam College of Business, University of Tennessee

2016-2017 Charles & Dorothy Duggan Faculty Research Fellow
 Haslam College of Business, University of Tennessee

2016-2017 Advisory Board Member
 Center for Customer Interface Excellence, Oklahoma State University

2015 Marketing Management Association (MMA) Spring Conference
 Best Paper in Track Award

2015-2016 Advisory Board Member
 Center for Customer Interface Excellence, Oklahoma State University

2014 Professor of the Year
 Executive MBA Program, George Mason University

2013 Best Reviewer Award
Journal of Personal Selling and Sales Management

2012 Richard W. Poole Research Excellence Award
Spears School of Business, Oklahoma State University

2010 Richard W. Poole Research Excellence Award
Spears School of Business, Oklahoma State University

2009 Richard W. Poole Research Excellence Award
Spears School of Business, Oklahoma State University

2008 Richard W. Poole Research Excellence Award
Spears School of Business, Oklahoma State University

2005 Outstanding Instruction Recognition
Spears School of Business, Oklahoma State University

2004 AMA – Sheth Doctoral Consortium Fellow

GRANTS 2017 Office of Research & Engagement Infrastructure Grant (\$23,000)
University of Tennessee

2013 Research Grant (\$10,000)
School of Management, George Mason University

2004 Graduate Research Grant, Georgia State University

2004 AMA Foundation Travel Grant (\$1,000)

MISCELLANEOUS

PROFESSIONAL DEVELOPMENT Multilevel and Growth Modeling Workshop
Johns Hopkins University, August 20-22, 2007

Grant Writing Seminar
Oklahoma State University, September 25, 2007

OTHER ACADEMIC EXPERIENCE Marketing Instructor (August 2004 – May 2005)
J. Mack Robinson College of Business
Georgia State University

Research Assistant (August 2001 – May 2004)
J. Mack Robinson College of Business
Georgia State University

Graduate Assistant (August 1999 – May 2001)
Honors College
Louisiana State University

LANGUAGES Fluent in spoken and written English and Spanish

PROFESSIONAL ORGANIZATIONS American Marketing Association
National Society of Hispanic MBA's