

# Daniel E. Chavez

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**Languages:** English, Spanish (native)

## CURRENT POSITION

**2022** Assistant Professor – Haslam College of Business, University of Tennessee

## EDUCATION

**2022** Ph.D. Marketing and Supply Chain, University of Kentucky.

**2020** Ph.D. Managerial Economics, Texas A&M University.

**2015** M. Sc. Agricultural Economics, Texas A&M University.

**2009** Green Belt Six-Sigma Process Management, PMI Institute.

**2002** B.Sc. Agronomy & Food Science, Zamorano.

## RESEARCH

**Research Interests:** Sales, empirical modeling, marketing strategy, pricing.

**Technical Skills:** Stata, R, Matlab, Alteryx, SPSS, Python, SAS, PostgreSQL, MySQL, LaTeX, iMotions, Tobii Studio, EPrime.

## **Working Papers:**

**Chavez, Daniel E.; Murtha, Brian** “Supervising or Selling? When Should Sales Managers Get Involved in Their Salespeople’s Transactions” (Dissertation paper)

*Status:* Secondary data from a nationwide Fortune 1,000 firm has been compiled from two sources: (1) customer transactions (over 6 million individual invoices) and (2) employee database. The data analysis (using big data methods and machine learning techniques) is complete. Anticipating submission to **Journal of Marketing Research** (Fall 2022).

**Chavez, Daniel E.; Troske, Ken** “Minimum Wage Mandates and Their Effect on Salespeople Turnover”

*Status:* Secondary data from three different sources (1) employee records across three years of a nationwide Fortune 1,000 firm (over 14,000 unique employee records across 400 stores), (2) details on wages across the United States from the Bureau of Labor Statistics, and (3) labor laws from different states and cities from State Legislatures has been compiled. The analyses (using big data methods and text scraping) has been completed. Preparing for submission to **The American Economic Review** (early Spring 2023).

**Romero, Marisabel; Chavez, Daniel E.; Craig, Adam;** "The Influence of Orientation on Intertemporal Choice, Discount Functions, and Visual Attention"

*Status:* Data from a series of biometric studies conducted has been collected. The analyses (using mathematical simulation and choice modeling techniques) has been completed. Currently conducting more biometric studies to support the moderation processes. Preparing for submission to **Journal of Marketing Research** (end of Fall 2022).

**Work in progress:**

**Chavez, Daniel E.; Burchett Molly; Murtha, Brian** "Want to Improve DEI, Retention, and Performance in the Salesforce? Then Stop Interviewing Prospective Employees."

*Status:* Data collection from a nationwide field experiment in collaboration with a Fortune 1,000 firm has been completed. The data from the experiment using job interviews and situational judgement tests to hire salespeople has been complemented with data from two additional sources: (1) customer transactions and (2) employee database. The data analysis is complete. Preparing manuscript for submission.

**Chavez, Daniel E.; Murtha, Brian** "Sharing the Responsibility and Sharing the Benefits: An Empirical Analysis of the Incentives for Sales Managers and Their Assistant Managers."

*Status:* In collaboration with a nationwide Fortune 1,000 firm, a field experiment modifying the pay structure for assistant managers in 200 randomly selected stores is being conducted. The data from the experiment will be complemented with data from two additional sources: (1) customer transactions and (2) employee database. Data collection in progress.

**Burchett Molly; Chavez, Daniel E.; Chase, Kevin; Murtha, Brian;** "Just Follow the Recipe! Recommendations and Approaches on Requests for Proposals."

*Status:* Data collection in collaboration with a series of public institutions has been completed. The sales data has been complemented with data from two additional sources: (1) proposals submitted and (2) an evaluation database. The data analysis is in progress.

**Published Peer-Reviewed Work:**

**Chavez, Daniel E.; Chen, Haipeng (Allan)** (2021) "Product Innovation and First Mover Advantages: A Contingency Approach" *Journal of Business and Industrial Marketing*.

**Wei, Jiuchang; Liu, Tingting; Chavez, Daniel E.; Chen, Haipeng (Allan)** (2020) "Managing Corporate-Government Relationships in a Multi-Cultural Setting," *Industrial Marketing Management*.

**Chavez, Daniel E.; Palma, Marco A.; Nayga, Rodolfo M.; Mjelde, James** (2020) "Product availability in discrete choice experiments with private goods," *Journal of Choice Modelling*.

**Chavez, Daniel E.; Palma, Marco A.; Byrne, David H.; Hall, Charles; Ribera, Luis** (2018) "Willingness-to-pay for Rose attributes: developing a consumer-oriented breeding program," *Journal of Agricultural and Applied Economics*.

**Chavez, Daniel E.; Palma, Marco A.** (2018) "Pushing Subjects Beyond Rationality with More Product Offerings in Experimental Auctions," *Agricultural Economics*.

**Chavez, Daniel E.; Palma, Marco A.; Collart, Alba J.** (2017) "Using Eye-Tracking to Model Attribute Non-Attendance in Choice Experiments," *Applied Economic Letters*.

**Service:**

**2021** Strategic Sales Competition – Assistant Director – University of Kentucky

**2021** Trainee reviewer for *Journal of Public Policy & Marketing*

**2020** Department head selection committee – Graduate Student Representative – University of Kentucky

**2020** Department of Marketing and Supply Chain – Doctoral Program Social Chair – University of Kentucky

**2020** Reviewer for *Industrial Marketing Management*

**2020** Conference reviewer Southeastern Marketing Symposium

**2019** Reviewer for *Horticultural Science*

**2019** Graduate student congress – University of Kentucky

**2017** Conference reviewer Agricultural and Applied Economics Association

**2016** Graduate and professional student council – Texas A&M University

### **Conference Presentations and Invited Talks (\*presenter):**

- 2021** Chavez, Daniel E.\*, Murtha, Brian – Southeastern Marketing Symposium. Oxford, MS
- 2019** Chavez, Daniel E.\*, Chen, Haipeng (Allan) – CLIK. Louisville, KY
- 2019** Chavez, Daniel E.\*, Chen, Haipeng (Allan) – Southeastern Marketing Symposium. Memphis, TN
- 2018** Chavez, Daniel E.\*, Palma, Marco A. – Annual Conference of the Southern Agricultural Economics Association, Jacksonville, FL
- 2017** Chavez, Daniel E.\*, Palma, Marco A. – Economic outlook for the floral industry. Austin, TX
- 2016** Chavez, Daniel E.\*, Palma, Marco A. – Annual Conference of the Southern Agricultural Economics Association, San Antonio, TX
- 2015** Chavez, Daniel E. (2015) Annual Conference of the Mexican Pecan Grower Association, Jimenez, Chihuahua, Mexico
- 2015** Chavez, Daniel E.\*, Palma, Marco A. – Annual Conference of the Economics Science Association, Dallas, TX
- 2015** Chavez, Daniel E.\*, Palma, Marco A. – Annual Conference of the Agricultural & Applied Economics Association, San Francisco, CA
- 2015** Chavez, Daniel E.\*, Palma, Marco A. – Biennial International Conference of Choice Modelling, Austin, TX
- 2015** Chavez, Daniel E., Palma, Marco A.\* – Grant Writing Workshop – USDA – AMS. Austin, TX
- 2014** Chavez, Daniel E. – Texas High Tunnel Conference, College Station, TX

### **TEACHING**

**Teaching Interests:** Data mining, consumer insights, personal selling, marketing analytics, research methods.

### **Teaching experience:**

- 2022** Personal Selling (MARK 469), *University of Tennessee* (Summer 2022) (4.8/5.0)
- 2021** Consumer Insights (MKT630 – M.Sc.), *University of Kentucky* (Fall 2021) (4.3/5.0)
- 2021** Business data mining (MKT420), *University of Kentucky* (4.4/5.0)
- 2020** Teaching Assistant Personal Selling (MKT410), *University of Kentucky*
- 2020** Teaching Assistant Introduction to Business Analytics (AN300), *University of Kentucky*
- 2020** Business data mining (MKT420), *University of Kentucky* (4.4/5.0)
- 2015** Teaching Assistant: International Agribusiness Marketing, *Texas A&M University*
- 2014** Teaching Assistant: International Agribusiness Marketing, *Texas A&M University*
- 2011** Introduction to International Trade, *Escuela Bancaria y Comercial* (3.8/4.0)

**Academic awards and recognitions:**

- 2021** Doctoral Student Research Award, Department of Marketing and Supply Chain, Gatton College of Business and Economics, University of Kentucky
- 2020** AMA-Sheth Foundation Doctoral Consortium Fellow
- 2018** Second place Three Minute Thesis, University of Kentucky
- 2018** First Place Lightning Research Annual Symposium for Agricultural and Applied Economics Research, Texas A&M University
- 2015** Best Master's Thesis Award, Southern Agricultural Economics Association
- 1998** Highest admission score from Honduras applicants to Zamorano

**PROFESSIONAL EXPERIENCE:****2013** Maersk Line (Mexico) – Trade Manager for Asia-Latin America

In coordination with my peers in Latin America and East Asia, I developed, executed, and monitored the marketing plan and flow of cargo between Asia and Latin America. Together, we made sure that the service stayed profitable through the global ocean shipping crisis of 2010. I secured, through arduous negotiations with the customers and sales teams on both sides of the Pacific Ocean, long term contracts for 25% of the trade at premium prices. Launched a profitability analysis program for the Asia-Pacific trade that is still used today, almost ten years after it was created.

**2010** Maersk Line (Nicaragua) – Senior Officer

Ensured a smooth transition from a third-party agent to a company-controlled country office, for the customers, suppliers, and employees. Achieved a 30% market share of the container trade in the country. Turned the average loss of \$300 per shipment to a profit of \$700 per shipment on average through renegotiations with existing customers and new customer acquisition.

**2009** Maersk Line (Honduras) – Business development North Region

By exploring new business opportunities, grew the customer base for the company. By developing alternative routes to maximize revenue and utilization with the product development and routing teams in Copenhagen, DK and Panama City, PA, increased the profitability from \$500 to \$800 per shipment for the customers in my portfolio.

**2007** USAID (Honduras) – Monitoring and evaluation specialist north region

As liaison between the USAID management office and the consultants in development projects in dairy and agriculture, reduced the report turnaround time by developing new tools for data reporting. Increased the satisfaction of external stakeholders by creating new marketing tools for the projects and improved the approval rates of the projects by providing information about the performance of the projects to the local press.

**2004** CADECA (Honduras) – Breeder farm manager

As a manager of three intensive semi-automated egg production facilities, I was able to achieve Latin American productivity records with flocks of 100,000 hens or more for two years in a row, while maintaining quality, safety, and health standards.

**Special Training:**

- 2015** Psychophysiology in economics
- 2014** Eye tracking methodology for marketing applications
- 2011** Product differentiation in B2B
- 2011** Team coaching development
- 2011** Influence without authority
- 2010** Anti-Corruption Practices and Competition Law in Global Business
- 2008** Consultative Selling
- 2007** International and Liner Trade
- 2006** Plant nutrition
- 2006** High-density tropical crops management
- 2005** Monitoring and evaluation of projects
- 2003** First aid and short response
- 2000** Mountain rescue training
- 2000** Mountain firefighting