

Riley G. Dugan
Department of Management and Marketing
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Professional Positions

Assistant Professor of Marketing

University of Dayton; Dayton, Ohio
July 2014-Present

Education

PhD., 2014, *The University of Cincinnati*

Major: Marketing (with an emphasis in Personal Selling and Sales Management)

M.S., Accounting, 2008, *The University of Cincinnati*

M.B.A., 2007, *The University of Cincinnati*

B.A., 2001, *Emory University*

Major: Political Science

Minors: Russian Language and Culture, History

Research

Research Interests:

Marketing and Sales Education

Social Influence

Digital and Social Media

Refereed Publications:

*Dugan, R.G., Hochstein, B., Rouziou, M., & Britton, B. (2018) "Gritting their Teeth to Close the Sale: The Positive Effect of Salesperson Grit on Job Satisfaction and Performance" **Forthcoming at Journal of Personal Selling and Sales Management***

*Rouziou, M., Dugan, R.G., Rouzies, D. & Iacobucci D. (2018) "Brand Assets and Pay Fairness as Two Routes to Enhancing Social Capital in Sales Organizations" **Journal of Personal Selling and Sales Management 38(2), 191-204***

*Allen, C., Dugan, R.G., Popa, E. & Tarasi C. (2017) "Helping Students Find their Sweet Spot: A Teaching Approach Using the Sales Process to Find Jobs that Fit" **Marketing Education Review, 27(3) 187-201***

Bolander, W., Dugan R.G., & Jones E. (2017) "Time, Change, and Longitudinally Emergent Conditions: Understanding and Applying Longitudinal Growth Modeling in Sales Research" **Journal of Personal Selling and Sales Management**, 37(2) 153-169

Dinsmore, J.B., Swani K., & Dugan, R.G. (2017) "'To 'Free' or Not to 'Free': Trait Predictors of Mobile App Purchasing Behaviors" **Psychology & Marketing**, 34(2) 227-244 (Featured in CIO Magazine; "Why Some People are willing to Pay for a Mobile App" May 8, 2017)

Clarkson J.J., Smith E.R., Tormala, Z.L. & Dugan R.G. (2017) "Group Identification as a Means of Attitude Restoration" **Journal of Experimental Social Psychology**, 68(1), 139-145 (Featured in Psychology Today; "What do we do when our Reasons seem Weak" February 3, 2017)

Dinsmore J.B., Dugan R.G., & Wright S.A. (2016) "Inferences of Product Novelty Resulting from Nonmonetary and Monetary Prices" **Journal of Strategic Marketing**, 24(3/4), 227-240

Dugan R.G. & Kellaris J.J. (2015) "How Marketing Academics View A-Level Journals: Psychological Insights into Differences between Published and Striving Authors" **Marketing Education Review**, 25(3), 245-258.

Clarkson, J.J., Tormala, Z.L., Rucker, D.D., & Dugan, R.G. (2013). The Malleable Influence of Social Consensus on Attitude Certainty. **Journal of Experimental Social Psychology**, 49 (November), 1019-22

*Wang, X., *Dugan, R., & *Sojka, J. (2013). CRM Systems with Social Networking Capabilities: The Value of Incorporating a CRM 2.0 System in Sales/Marketing Education. **Marketing Education Review**, 23(3), 241-250.

*Denotes Equal Contribution

Book Chapters:

Clarkson, J.J., Beck, J., Otto, A.S. & Dugan R.G. (Forthcoming). Methods of public influence. In F.R. Kardes, P.M. Herr, & N. Schwarz (eds.) **Handbook of Research Methods in Consumer Psychology**. New York: Routledge

Practitioner Publications:

Dugan, R.G. & Davis, L. (2018) "The Need for a Global Sales Research Database" **Sales Education Annual (A publication of the Sales Education Foundation)** 12, 41

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2017) "What's Boring Marketing Students" **Marketing News (A publication of the American Marketing Association)**, 51(11), 26-27

Bolander, W., Dugan, R., & Saturnino, C. (2017) "Time to Retool Your Sales Training: Research Proven Tweaks to Improve New Hire Performance and Retention" **Talent and Development Magazine (A publication of the Association for Talent Development)** 71(2), 49-53

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2016) "Nouns in the Wintering of our Discontent: Is Verbing Undermining Marketing Communication?" **Marketing News (A publication of the American Marketing Association), 50(7), 18-19**

Dugan, R.G., & Allen, C. (2016) "Math Anxiety and the Millennial Marketing Student" **Marketing News (A publication of the American Marketing Association), 50(2), 22-23**

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2015) "Is Marketing Selling itself Short on Sales" **Marketing News (A publication of the American Marketing Association), 49(12), 18-19**

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2015) "Does Real World Experience Motivate Relevance in Research" **Marketing News (A publication of the American Marketing Association), 49(10), 30-32**

Manuscripts under Review:

Riley Dugan, Maria Rouziou, & Bryan Hochstein "Do Salespeople *always* get by with a Little Help from their Friends?: Exploring the Dark Side of Internal Networking" (Under Review at the **Journal of Personal Selling and Sales Management**)

Riley Dugan, Willy Bolander, Maria Rouziou & Cinthia Satornino "The Case for Hiring Neurotic Salespeople: A Longitudinal Analysis" (Under review at **Personnel Psychology**)

Riley Dugan, Chun Zhang, James Kellaris, & Ric Sweeney "Is Class, Like, Done yet?: An Empirical Exploration of Boredom in the Marketing Classroom" (Under Review at the **Journal of Marketing Education**)

**Denotes Equal Contribution*

Selected Research in Progress:

Joshua J. Clarkson, Riley Dugan, Cammy Schulz, & Ryan Rahinel "Innovation through Deviation: The Role of Expertise in the Emergence of Minority Influence" (Preparing for submission to *Psychological Science*)

Riley Dugan, Joshua J. Clarkson, & Joshua Beck "How Utilitarian v. Hedonic Products Shape Response to Cause Related Marketing Campaigns" (Preparing for submission to the *Journal of Consumer Psychology*)

Maria Rouziou & Riley Dugan "An Introduction to an Old Acquaintance: Using Bayesian Inference in Sales Research" (Preparing for Submission to the *Journal of Personal Selling and Sales Management*)

Cinthia Satornino, Willy Bolander, Bryan Hochstein, Alexis Allen, & Riley Dugan "Imprinted Rookies, Sales Veterans, and Blank Slates: An Imprint Theory Perspective of Hiring Heuristics and Salesperson Performance and Turnover" (Preparing for submission to the *Journal of Marketing*)

Conference Proceedings and Presentations:

Peasley, M., Bolander, M., & Dugan, R.G. (2019) A Winning Sales Formula for Maximizing Sales Performance through Multi-Dimensional Effort (**Under review at the Academy of Marketing Science, Vancouver, BC**)

Rouziou, M., Gilboa, I., Rouzies, D., & Dugan, R.G. (2019) Do Salespeople Trust their Customers? Toward an Understanding of Trust in B2B Relationships under Uncertainty (***Under review at the Academy of Marketing Science, Vancouver, BC***)

Davis, L., Bolander, W., & Dugan, R.G. (2019) Gaining a Global Perspective on the State of the Sales Profession: Using a Global Panel to Develop Sales Theory (***Under review at the American Marketing Association, Winter Educator's Conference, Austin, TX***)

Rouziou, M.,* Gilboa, I., Rouzies, D., & Dugan, R.G. (2019) Customers Trust Salespeople, but do Salespeople Trust their Customers? Evidence from B2B Relationships under Uncertainty (***First International Network on Trust Conference (FINT), St. Gallen, Switzerland***)

Bolander, W.* & Dugan, R.G.* (2018) That's Interesting: A Deliberate Approach to More Interesting (And more Easily Publishable) Research (***Special Session at the National Conference in Sales Management, San Diego, CA***)

Satornino, C.,* Bolander, W., Bauer, C. & Dugan, R. (2018) Call us Crazy: Performance Advantages of Primary Psychopathy and Information Control in Salesperson Ego Networks. (***Academy of Marketing Science World Marketing Congress, Porto, Portugal***)

Dugan, R.G., Bolander, W., Rouziou, M.* & Satornino, C. (2018) The Case for Hiring Neurotic Salespeople: A Longitudinal Examination of the Relationship between New Salesperson Personality and Performance Growth. (***American Marketing Association, Winter Educator's Conference, New Orleans, LA***)

Kellaris, J., Dugan R.G.,* Clarkson, J.J., & Sweeney, R. (2017) How Verbing Weirds the Sell: Noun-Verb Reversal in Sales Rhetoric. (***American Marketing Association, Summer Marketing Educator's Conference, San Francisco, CA***)

Dugan, R.G.,* Clarkson, J.J., & Beck, J. (2017) The Role of Identification Needs in Shaping the Efficacy of the One for One Promotional Model. (***American Marketing Association, Summer Marketing Educator's Conference, San Francisco, CA***)

Dugan, R.G., Clarkson, J.J., & Beck, J.* (2016). Why Giving to Others can Both Help and Hinder Persuasion: The Influence of Product Type on One for One Promotions. (***Association for Consumer Research, Berlin, Germany.***)

Dugan, R.G., Clarkson, J.J., & Schulz, C.* (2016). On the Cutting Edge: The Relationship between Expertise and Social Influence in Evaluating Normative and Innovative Opinion. (***Association for Consumer Research, Berlin, Germany.***)

Nakhata, Chinintorn*, & Dugan, R.G. (2016). Exploring Consumer Reactions to Checkout Charity at Service Retailers (***The Academy of Marketing Science, Orlando, FL.***)

Paulson, E.L, Dugan, R.G., & Pan, Y* (2016). Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements (***The Academy of Marketing Science, Orlando, FL.***)

Clarkson, J.J.* & Dugan, R.G. (2016). The Role of Expertise in the Emergence of Minority Influence. (***The Society for Consumer Psychology, St. Petersburg, FL.***)

Dinsmore, John B.* , Swani, Kunal, and Dugan, Riley (2015). Trait Predictors of Mobile App Purchasing Behaviors Using Mowen's "3M" Hierarchical Model of Motivation and Personality (***Marketing EDGE Direct/Interactive Marketing Research Summit, 2015, Boston, MA***)

Dugan, R.G.* , & Clarkson, J.J. (2015). Who Deserves What?: The Differential Effects of the "One for One" Promotional Model on Hedonic and Utilitarian Products. (***American Marketing Association, Summer Marketing Educators' Conference, Chicago, IL.***)

Dinsmore, John B.* , Scott A. Wright and Riley G. Dugan (2015). Need for Closure and the Preference for Paid Versions of Products Over Free Versions. (***American Psychology Association Conference, Toronto, ON.***)

Dugan, R.G.* & Wang, X. (2015). All marketing is Local: Utilizing Support Theory to Examine Perceptions of Local Government. (***American Marketing Association, Winter Marketing Educators' Conference, San Antonio, TX***)

John Cicala*, Riley Dugan*, Leslie Kendrick*, & Rick Moran.* Integrating Professional Selling in Marketing Education (***Panel Discussion Leader at Marketing Management Association Fall Conference, 2014, San Antonio, TX***)

Hybnerova, K.* , & Dugan, R.* (2014). Waking the Social Animal inside the Selling Team: The Effect of Social Media Usage on Team Selling. ***ADVANCES IN MARKETING, 272.***

John Dinsmore*, Riley Dugan, & Scott Wright (2014). Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications. (***Association for Consumer Research, Baltimore, MD.***)

Riley Dugan* Sales Track Discussion Leader (***Academy of Marketing Science, 2014, Indianapolis, IN***)

Riley Dugan* & Joshua J. Clarkson (2014). The Role of Expertise in the Emergence of Minority Influence (***The Midwest Psychological Association, Chicago, IL***)

Riley Dugan*, Joshua J. Clarkson, Zakary L. Tormala, & Derek D. Rucker (2013). The Malleable Role of Social Consensus in Pursuit of Belonging and Uniqueness (***Society for Marketing Advances, 2013, Hilton Head, SC***)

Riley Dugan* & John Dinsmore. Researching the Web 2.0 and 3.0 in the Selling Process (***Special Session Discussion Leader at the National Conference in Sales Management, 2013, San Diego, CA***)

Riley Dugan*, James J. Kellaris, Linda Orr, & Jane Sojka (2013). Green versus Green: Evaluating Tradeoffs between Compensation Levels and Corporate Social Responsibility in the Job Application Process (***National Conference in Sales Management, 2013, San Diego, CA***)

Wang, X., Dugan R.G.,* and Sojka J. (2012). CRM Systems as a Form of Social Media for Business: The Value of Incorporating CRM Experiential Learning in Sales/Marketing Education. (***American Marketing Association, Winter Marketing Educators Conference, St. Petersburg, FL***)

Riley Dugan* and Jane Sojka. Selling Memberships to the University Alumni Center (***Special Teaching Session Proposal, National Conference in Sales Management, 2012, Indianapolis, IN***)

Riley Dugan.* Web 3.0 Technologies and their Impact on the Marketing Mix Variables (***Finalist for the Outstanding Doctoral Student Teacher-Scholar Award at the Marketing Management Association Conference, 2012, Minneapolis, MN***)

John Dinsmore, Scott Wright, Riley Dugan*, and Frank Kardes (2012) Price Fairness and the Placebo Effect in Marketing (***Atlantic Marketing Association, 2012, Williamsburg, VA***)

John Dinsmore and Riley Dugan* (2012). Going Viral: Proven Strategies to Creating Viral Content (***Atlantic Marketing Association, 2012, Williamsburg, VA***)

**Denotes Presenter*

Presentations to Industry:

Riley Dugan, "No Home for Ricky Roma: The Changing Sales Landscape," **Given at Lexis-Nexis® Headquarters, Miamisburg, Ohio, April 12, 2016**

Teaching

Academic Positions:

Fall 2014 – Current	<i>Assistant Professor, University of Dayton Department of Management and Marketing</i>
Summer 2011 - June 2014	<i>Instructor, University of Cincinnati Marketing Department</i>
Fall 2010 – June 2014	<i>Graduate Assistant, University of Cincinnati</i>

Courses Taught:

University of Dayton

MKTG 301 Principles of Marketing

MGT 313 Negotiation

MKTG 413 Value Analysis in Major Sales Engagements

MBA 681 Negotiation (Online course that I developed and taught)

Universität Augsburg (Augsburg, Germany)

MKTG 301 Principles of Marketing

Universidad Diego Portales/Universidad de Concepcion (Santiago, Chile; Concepcion, Chile)

MKTG 301 Principles of Marketing

University of Cincinnati

BA 711 Communication for Managers (*MBA business comm. class*)

BA 713 Communication for Managers II (*MBA business comm. class*)

MKTG 7011 Marketing for Managers (Facilitator for online MBA course)

MKTG 2080 Intro to Marketing

MKTG 2080H Intro to Marketing (*Lindner Honor's Section*)

MKTG 3000 Professional Selling

MKTG 3080 Marketing Research

MKTG 4094 Sales and Digital Media

MBA ACG Cup Capstone Project; Special Evaluator

Executive Education:

"Negotiating for Sales Success and Selling with Value" Delivered to Sales Representatives of Toshiba Corporation; October 4, 2018

"Marketing Essentials" University of Dayton Center for Leadership; May 9, 2018

"Negotiation for Positive Results" University of Dayton Center for Leadership; March 9, 2018

Contributions to Textbooks:

Lesikar's Business Communication: Connecting in a Digital World. 13th Edition. Kathryn Rentz & Paula Lentz. McGraw-Hill Irwin Publishers. New York, New York (**Special Business Case Writer**).

Service

National Service:

Vice Chair for Recognition and Awards, *American Marketing Association Sales SIG* May 2016-Aug. 2018

Reviewer:

Member of Editorial Review Board at *Marketing Education Review* (2015 Reviewer of the Year)

Ad Hoc Reviewer for *Harvard Business Press*

Ad Hoc Reviewer for *Journal of Personal Selling and Sales Management*
Ad Hoc Reviewer for *Journal of Services Research*
Ad Hoc reviewer for the *European Journal of Marketing*
Ad Hoc Reviewer for the *Journal for Advancement of Marketing Education*
Ad Hoc Reviewer for the *Journal of Selling*
Association for Consumer Research (ACR) 2017
Academy of Marketing Sciences (AMS) 2016, 2018
American Marketing Association (AMA) Winter 2015, Summer 2016, Summer 2017, Winter 2018,
Winter 2019
National Conference in Sales Management (NCSM) 2013, 2014, 2015, 2016, 2017
Atlantic Marketing Association Conference (AtMA) 2013
Society for Marketing Advances (SMA) 2013

Conference Track Chair:

Advertising and Direct Marketing (**Atlantic Marketing Association, 2013**)

Departmental and University Service:

Schaefer Chair of Marketing Search Committee Member, University of Dayton 2018-2019
Common Academic Program Committee Member for Habits on Inquiry and Reflection (Fall 2018-
Spring 2019)
SBA Strategic Planning Task Force (Fall 2017)
Marketing Search Committee Member, University of Dayton (2016 Summer AMA; 2017 Summer AMA)
Faculty Advisor for University of Dayton's Pi Sigma Epsilon (Professional Sales Fraternity) Chapter
Served as Coach for University of Dayton's Sales Team (**2015 National Collegiate Sales Competition; 13th
place in Nation, 2015 International Collegiate Sales Competition; 11th place in Nation, 2016 Toledo
Invitational Sales Competition; 14th place in Nation; 2016 National Collegiate Sales Competition;
17th place in Nation, 2016 International Collegiate Sales Competition; 14th place in Nation**)
Served as Coach for University of Cincinnati's Sales Team (**2011 National Team Sales Championship
Networking Award Winners**)
Faculty Advisor for University of Dayton's Kick it for Cancer Club
Faculty Advisor for 2013 UC MBA ACG Cup, Case Competition Team (**Southwest Ohio Regional
Champions**)
Faculty Advisor for 2012 UC Key Bank Minority MBA Case Competition
Instructor for University of Cincinnati's Intensive "English Language for MBA Students" Course
Coordinator for UC Marketing Department's Procter & Gamble Fragrance Panel

Dissertation Committees:

Lindsay Maxam; University of Dayton; School of Education; Department of Higher Education/Educational
Leadership; (Committee Member)

Awards/Other

Grants and Awards:

\$60,000 Research Grant (2018), American Marketing Association, Co-Principal Investigator (for the development of a global sales database; with Lenita Davis, Willy Bolander, and Greg Marshall).
Awarded on July 10, 2018

2018 University of Dayton School of Business Administration Faculty Excellence Award

\$6,000 Research Grant (2018), University of Dayton, School of Business Administration, Principal Investigator, "Trust and Uncertainty: Evidence from Intra-sales Relationships" awarded on April 20, 2018

\$8,000 Research Grant (2016), University of Dayton, School of Business Administration, Principal Investigator, "Why Giving to Others can Both Help and Hinder Persuasion: The Influence of Product Type on One for One Promotions" awarded on December 12, 2016

\$1,320 Research Grant (2016), University of Dayton, Ryan C. Harris Learning Teaching Center, Principal Investigator, "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements," awarded on April 18, 2016

2016-2017 University of Dayton Teaching Fellow

2016-2017 University of Dayton LTC Studio Fellow for Innovation in Teaching

2016 University of Dayton Research Fellow

Marketing Education Review; 2015 reviewer of the year

\$8,500 Research Grant (2014), Wright State University/Rike Consumer Research Foundation, Co-Principal Investigator, "Contrary Construal Level Mindsets Induced By Monetary and Nonmonetary Prices," Awarded on August 8, 2014

\$2,500 Research Grant (2013) The Direct Marketing Policy Center, Co-Principal Investigator, "Catch it if you Can: An Exploratory Look into the Creation and Dissemination of Viral Videos," awarded on August 26, 2013

\$3,500 University of Cincinnati Board of Governor's Grant (2011), Co-Investigator

\$4,500 Whiting Fellowship (2011-2013)

University of Cincinnati Dean's List of Teaching Excellence

Finalist, Marketing Management Association Outstanding Doctoral Teacher-Scholar Award (2012)

Haring Symposium (Discussant), Bloomington, Indiana (2013)

Media Credits

"Cyber Monday Shoppers Prepare to Spend More" Appeared in the *Dayton Daily News*; November 26, 2018

"Thanksgiving Weekend Shopping Slightly Slower than Past" *Appeared on Dayton WHIO-TV News*; November 22, 2018

"Black Friday 2018: Shoppers gear up after major Thanksgiving sales" *Appeared in Atlanta Kiss 104.1 FM* online and *Boston 25 News* online; November 22, 2018

"Black Friday Shopping still holds Importance: Here's what you Need to Know" Appeared in the *Dayton Daily News*; November 19, 2018

"Cyber Monday" *Appeared live on Dayton Fox 45 Morning Show*; November 19, 2018

"Area Employers still need Seasonal Help for the Holidays" Appeared in the *Springfield News Sun*;
November 15, 2018

"Stores aim to be Top Toy Retailer amid Absence of Toys-R-Us" Appeared in the *Dayton Daily News*;
November 12, 2018

"Retailers add Toys for Holiday Shopping" Appeared on *Dayton WHIO-TV News*; November 6, 2018

"Rewards Credit Cards" Featured on wallethub.com on October 29, 2018

"Sears Closures, Bankruptcy Impact May be Beneficial in Long Run" Appeared in the *Dayton Daily News*;
October 21, 2018

"Springfield Sears not on Closing List as Retailer Files for Bankruptcy" Appeared in the *Springfield News Sun*;
October 16, 2018

"Talk of a Comeback for Toys R Us" Appeared on *Dayton WHIO-TV News*; October 3, 2018

"A Higher Sales Tax in Effect in Montgomery County" Appeared on *Dayton WHIO-TV News*; October 1,
2018

"County sales tax increase: What it means for shoppers, local programs" Appeared in the *Dayton Daily News*;
September 30, 2018

"Elder-Beerman and the Talk of a Comeback" Appeared on *Dayton WHIO-TV News*; September 4, 2018

"Prime Day Gears up for Shoppers" Appeared on *Dayton WHIO-TV News*; July 16, 2018

"Best Credit Card Deals" Featured on wallethub.com on April 27, 2018

"Elder-Beerman Likely Going out of Business" Appeared on *Dayton WRGT Fox 45 News and Columbus Fox 28 News*;
April 17, 2018

"What's going to happen to Elder-Beerman?" Appeared on *Dayton WHIO-TV News*; April 9, 2018

Consulting Engagements

Gartner Inc. (Fort Myers, Florida) Spring 2017

Crown Equipment Corporation (New Bremen, Ohio) Summer-Fall 2016

Professional Experience

Grant Thornton, LLP 2008-2010

Assurance Associate; Denver, Colorado

SurgicalEnergetics, LLC 2006-2008

Staff Accountant; Cincinnati, Ohio

Teach for America 2004-2006

5th Grade Teacher; Roma, Texas