

Riley G. Dugan  
Department of Management and Marketing  
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University of Dayton  
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## Professional Positions

***Department Head; Management and Marketing***

University of Dayton; Dayton, Ohio  
Jan 2023-Present

***Associate Professor of Marketing (with tenure)***

University of Dayton; Dayton, Ohio  
August 2020-Present

***Assistant Professor of Marketing***

University of Dayton; Dayton, Ohio  
July 2014-July 2020

## 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:**

Personality and Sales Performance

Marketing and Sales Education

Social Influence

Digital and Social Media

**Refereed Publications:**

Dugan, R.G., Chaker, N., Nowlin, E., Deeter-Schmelz, D., Rangarajan, D., Agnihotri, R. & Itani O. (2022) "Crises and Opportunities in Sales: Implications and Future Research Agenda for Personal Selling and Sales Management" (**Forthcoming at Journal of Personal Selling & Sales Management**)

Dugan, R.G., Ortiz Ubal, V. & Scott M. (2022) "Sales Well-being: A Salesperson-focused Framework for Individual, Organizational, and Societal Well-being" (**Forthcoming at Journal of Personal Selling & Sales Management**)

Kalra, A., Dugan, R.G. & Agnihotri, R. (2022) "A Little Competition Goes a Long Way: Substitutive Effects of Emotional Intelligence and Workplace Competition on Salesperson Creativity" **Marketing Letters 33(3), 393-413**

Dugan, R.G., Clarkson, J.J. & Beck, J.T. (2021) "When Cause Marketing Backfires: Differential Effects of One-for-One Promotions on Hedonic and Utilitarian Products" **Journal of Consumer Psychology, 31(3), 532-550**

Lee, N.Y., Dugan, R.G., Rouziou, M., & Anwar, A. (2021) "Give me One but not the Other: The Substitution Effects of Supervisor's Organizational Status and Salesperson Internal Networking on Performance Growth Trajectories" **Journal of Personal Selling and Sales Management, 41(1), 28-38**

Dugan, R.G., Rangarajan, D., Davis, L., Bolander, W., Pullins, E.B., Deeter-Schmelz, D., LeBon, J., Agnihotri (2020) "Sales Management, Education, and Scholarship Across Cultures: Early Findings from a Global Study and an Agenda for Future Research" **Journal of Personal Selling and Sales Management, 40(3), 198-212**

Dugan, R.G., Bolander, W., & Rouziou, M. (2020) "The Case for Hiring Neurotic Salespeople: A Longitudinal Growth Modeling Analysis" **Journal of Business Research, 116, 123-136**

Rangarajan, D., Dugan, R.G., Rouziou, M. & Kunkle, M. (2020) "People, Process, and Performance: Setting an Agenda for Sales Enablement Research" **Journal of Personal Selling & Sales Management, 40(3), 213-220**

Clarkson, J.J., Dugan, R.G., Schulz, C., & Rahinel, R. (2020) "Influencing those who Influence Us: The Role of Expertise in the Emergence of Minority Influence" **Journal of Experimental Social Psychology, 89**

Rouziou, M. & Dugan R.G. (2019) "An Introduction to an Old Acquaintance: Using Bayesian Inference in Sales Research" **Journal of Personal Selling & Sales Management, 40(2), 114-131**

Dugan, R.G., Rouziou, M. & Hochstein B. (2019) "It is better to be Loved than Feared: Machiavellianism and the Dark Side of Internal Networking" **Marketing Letters, 30(3), 261-274**

Bolander W., Satornino C., Allen A. Hochstein B., & Dugan R.G. (2019) "Who to Hire and How to Coach Them: A Longitudinal Analysis of Newly Hired Salesperson Performance" **Journal of Personal Selling & Sales Management**, 40(2), 78-94 (Winner of the 2020 Marvin Jolson Award for the best contribution to sales practice)

Dugan R.G., Zhang C., Kellaris J. & Sweeney R. (2019) "Taming the Elephant in the (class)room: Exploring root Causes of Student Boredom" **Marketing Education Review** 29(4), 220-235

Dugan R.G., Hochstein B., Rouziou M., & Britton B. (2019) "Gritting their Teeth to Close the Sale: The Positive Effect of Salesperson Grit on Job Satisfaction and Performance" **Journal of Personal Selling & Sales Management** 39 (1), 81-101

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 & 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 & 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:**

Dugan, R.G. 2022. Making friends and money: The 5 stages of internal and external relationship development. In *Pathways to Research in Business and Economics*. Boston, MA: EBSCO

Clarkson, J.J., Beck, J., Otto, A.S. & Dugan R.G. 2019. Methods of public influence. In F.R. Kardes, P.M. Herr, & N. Schwarz (eds.) *Handbook of Research Methods in Consumer Psychology*, pp. 192-207. New York: Routledge

**Practitioner Publications:**

*Bolander, W., Satornino, C., Allen, A., Hochstein, B., & Dugan, R. (2022) "What to Look for in your Next Sales Hire" Keller Center Research Report 15(1), 13-17*

*Dugan, R., Hochstein, B., & Rouziou, M. (2019) "The Benefits and Drawbacks of Grit: Perseverance is Good up to a Point" Talent and Development Magazine (A publication of the Association for Talent and Development) 73(7), 44-48*

*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., & Satornino, 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:**

*Ashish Kalra, Na Young Lee, & Riley Dugan "Exploring Antecedents and Outcomes of Salesperson Change Agility: A Social Exchange Theory Perspective" (Under 3<sup>rd</sup> Round Review at Journal of Marketing Theory and Practice)*

Riley Dugan & Na Young Lee "Selling on Value: Using the Purposeful Choreography as the Basis of an Innovative Sales Role Play" (**Under Review at Marketing Education Review**)

Daniel Bradbury, Melissa Clark, Maria Rouziou, Riley Dugan, & Willy Bolander "The Times, they are a-Changin': A Review of the Longitudinal CSR Literature and an Agenda for Future Research" (**Under review at the Journal of Business Ethics**)

**Working Papers:**

Valter Vieira, Raj Agnihotri, & Riley Dugan "The Impact of CI Dispersion and Organizational Tenure on the Relationship between Competitive Intelligence and Sales Performance: A Meta-analytic Review" (Preparing for submission to Marketing Letters)

Ali Anwar, Maria Rouziou, Nicole Coviello, & Riley Dugan "A Social Identity Perspective on Social Capital in Cross-functional Ties: Insights from Sales, Marketing, and R&D" (Preparing for submission to International Journal of Research in Marketing)

**Conference Proceedings and Presentations:**

Bolander, W, Dugan, R.G., Pugh, H.\* , & Gremler D. (2020) Change is the only Constant: The Application and Interpretation of Longitudinal Growth Models in Service Research (**Frontiers in Service Research Conference, Wellesley, MA**)

Na Young Lee\* & Riley Dugan (2020) Do Salespeople always get by with a Little Help from their Friends?: Exploring the Effects of Internal Networking and Supervisor's Organizational Status on Performance Growth Trajectories (**American Marketing Association Winter Educator's Conference, San Diego, CA**)

Lenita Davis, Willy Bolander, & Riley Dugan\* (2019) Survey Says: Preliminary Results from the Global Sales Panel Initiative (**Special Session at American Marketing Association, Summer Educator's Conference, Chicago, IL**)

Riley Dugan, Chun Zhang, James Kellaris, & Ric Sweeney\* (2019) Boredom: The Nemesis of Engagement (**American Marketing Association International Collegiate Conference, New Orleans, LA; Winner of the Best Faculty Paper Award**)

Dugan, R.G., Bolander, W., & Rouziou, M.\* (2019) Don't Worry, be Happy: A Longitudinal Growth Modeling Analysis of Neurotic Salespeople (**Global Sales Science Institute Conference, Panama City, Panama**)

Riley Dugan\* Sales Track Discussion Leader (**Academy of Marketing Science, 2019, Vancouver, BC**)

Peasley, M.\* , Bolander, M., & Dugan, R.G. (2019) A Winning Sales Formula for Maximizing Sales Performance through Multi-Dimensional Effort (**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 (***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 (***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 2020 – Current	<i>Associate Professor</i> , University of Dayton Department of Management and Marketing
Fall 2014 – Summer 2020	<i>Assistant Professor</i> , University of Dayton Department of Management and Marketing
Summer 2011 - June 2014	<i>Instructor</i> , University of Cincinnati Marketing Department



Fall 2010 – June 2014

*Graduate Assistant, University of Cincinnati*

**Courses Taught:**

***University of Dayton***

MKT 301 Principles of Marketing

MKT 313 Sales Negotiation

MKT 413 Value Analysis in Major Sales Engagements

MBA 681 Negotiation

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***

**Independent Studies:**

Danielle Weickert; MBA Student; Spring 2020

**Contributions to Textbooks:**

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

Service

**National Service:**

Co-Chair for Research, *American Marketing Association Sales SIG* February 2019-Current  
Vice Chair for Recognition and Awards, *American Marketing Association Sales SIG* May 2016-Aug. 2018

**Reviewer:**

Member of Editorial Review Board at *Journal of Personal Selling & Sales Management*, 2021-current  
(2020 Reviewer of the Year)

Member of Editorial Review Board at *Marketing Education Review*, 2012-current (2015 Reviewer of the Year)

Ad Hoc Reviewer for *Harvard Business Press* (Case Reviewer)

Ad Hoc Reviewer for *Sage Publishing* (Textbook Reviewer)

Ad Hoc Reviewer for *Journal of Marketing Research*

Ad Hoc Reviewer for *Journal of International Marketing*

Ad Hoc Reviewer for *Journal of Retailing*

Ad Hoc Reviewer for *Journal of Public Policy & Marketing*

Ad Hoc Reviewer for *Journal of Service Research*

Ad Hoc Reviewer for *European Journal of Marketing*

Ad Hoc Reviewer for *Journal of Business Research*

Ad Hoc Reviewer for *Journal of Marketing Theory and Practice*

Ad Hoc Reviewer for *Journal of Marketing Education*

Ad Hoc Reviewer for *Journal of Business and Industrial Marketing*

Ad Hoc Reviewer for *Journal for Advancement of Marketing Education*

Ad Hoc Reviewer for *Journal of Selling*

American Marketing Association (AMA) Sales SIG Teaching Award Competition 2022

American Marketing Association (AMA) Sales SIG Doctoral Dissertation Competition 2019

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:**

SBA Undergraduate Committee Chair, Fall 2020-Current

Marketing Search Committee Chair, University of Dayton (Winter 2020; Summer 2021)

Management and Marketing Tenure and Heuristics Committee, Summer 2019

Schaefer Chair of Marketing Search Committee Member, University of Dayton 2018-2019; 2022

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; Spring 2021)

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; 13<sup>th</sup> place in Nation, 2015 International Collegiate Sales Competition; 11<sup>th</sup> place in Nation, 2016 Toledo Invitational Sales Competition; 14<sup>th</sup> place in Nation; 2016 National Collegiate Sales Competition; 17<sup>th</sup> place in Nation, 2016 International Collegiate Sales Competition; 14<sup>th</sup> place in Nation, 2017 International Collegiate Sales Competition ; 15<sup>th</sup> place in Nation; 2019 Running with Bulls Sales Competition; 7<sup>th</sup> place in Nation**)

**External Tenure Reviewer:**

Heather Kirkwood; SUNY-Farmingdale; Winter 2022

Catherine Johnson; University of Toledo; Summer 2020

## Awards/Other

**Grants and Awards:**

2021 American Marketing Association (AMA) Sales Special Interest Group (SIG) Excellence in Teaching Award

*Journal of Personal Selling & Sales Management (JPSSM)*; 2020 Reviewer of the Year

2020 *JPSSM* Marvin Jolson Award for scholarly contribution to sales practice

\$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 Interviews

"Has the Pandemic hastened a "cashless" future?" Appeared online (and over the air) at *WYSO-NPR* on March 17, 2021

"Local boutiques adapt to pandemic, changing fashion world" Appeared in the *Dayton Daily News*; February 12, 2021

"Next few months could be do or die for retail stores" Appeared in the *Dayton Daily News*; February 1, 2021

"Cyber Monday may not be like previous years, still projected to bring in billions" Appeared in the *Dayton Daily News*; November 29, 2020

"Is Black Friday dead? What you need to know" Appeared in the *Dayton Daily News*; October 14, 2020

"Stein Mart loss has Kettering center eyeing "all spectrums" to replace largest tenant" Appeared in the *Dayton Daily News*; August 31, 2020

"Retailers seeing large amounts of returns after 2019 holidays" Appeared in the *Dayton Daily News*; January 11, 2020

"Shoppers plan to start Thanksgiving rush early today" Appeared in the *Dayton Daily News*; November 28, 2019

"Technology at the forefront of holiday shopping" Appeared in the *Dayton Daily News*; November 27, 2019

"Holiday shopping: What shoppers need to know this year" Appeared in the *Dayton Daily News*; November 24, 2019

"Holiday shopping already underway as November kicks off" Appeared in the *Dayton Daily News*; November 02, 2019

"American Express Credit Cards" Featured on *wallethub.com* on May 9, 2019

"Grocers become more sustainable in times of increasing competition" Appeared in the *Dayton Daily News*; April 17, 2019

"Retail Apocalypse claims stores that can't adapt, while others thrive" Appeared in the *Dayton Daily News*; March 08, 2019

"Booze, Bowling, and Roller Coasters: The Future for Dayton Area Malls" Appeared in the *Dayton Daily News*; February 25, 2019

"Retail Trends Drive Changes at Local Malls" *Appeared on Dayton WHIO-TV News*; February 6, 2019

"Polk County just Propped up one Des Moines Mall, but what's the Future of Retail after Malls?" Appeared in the *Des Moines Register*; January 18, 2019

"Gift Cards and Returns: What to Expect on this Busy Day for Shopping" Appeared in the *Dayton Daily News*; December 26, 2018

"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](http://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](http://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  
5<sup>th</sup> Grade Teacher; Roma, Texas