

## **Ashish Kalra**

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## **ACADEMIC POSITION**

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**2021-Present**                      **UNIVERSITY OF DAYTON**  
Assistant Professor of Marketing

**2018-2020**                        **LASALLE UNIVERSITY**  
Assistant Professor of Marketing

## **EDUCATION**

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**2018**                                **UNIVERSITY OF TEXAS AT ARLINGTON (UTA)**  
PhD Marketing

**2011**                                **UNIVERSITY OF DELHI**  
Master of Arts in Economics

**2009**                                **UNIVERSITY OF DELHI**  
Bachelor of Commerce (Honors)

## **RESEARCH AREAS** (alphabetical order)

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Digital Marketing, Organizational Frontline Employees, Relationship Marketing, Sales and Services Marketing

## **PEER REVIEWED PUBLICATIONS**

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**Kalra, Ashish**, Elten Briggs, and Wyatt Schrock (2023), “*Exploring the synergistic role of ethical leadership and sales control systems on salesperson social media use and sales performance*”, *Journal of Business Research*, 154, 113344.

Itani, Omar, **Ashish Kalra**, and Jen Riley (2022), “Complementary effects of CRM and social media on customer co-creation and sales performance in B2B firms: The role of salesperson self-determination needs”, *Information & Management*, 59(3), 103621.

**Kalra, Ashish**, Riley Dugan, and Raj Agnihotri (2022), ““A little Competition Goes a Long Way”: Substitutive Effects of Emotional Intelligence and Workplace Competition on Salesperson Creative Selling”, *Marketing Letters*, 33(3), 399-413.

Itani, Omar, **Ashish Kalra**, Nawar Chaker, and Rakesh Singh (2021), ““Because you are a part of me”: Assessing the effects of salesperson social media use on job outcomes and the moderating roles of moral identity and gender”, *Industrial Marketing Management*, 98, 283-298.

Agnihotri, Raj, **Ashish Kalra**, Chen Hoazhe, and Patricia Daugherty (2021), “Utilizing Social Media in a Supply Chain B2B Setting: A Knowledge Perspective”, *Journal of Business Logistics*, 43(2), 189-209.

**Kalra, Ashish**, Raj Agnihotri, and Elten Briggs (2021), “The role of frontline employees’ competitive intelligence and intra-organizational social capital in driving customer outcomes”, *Journal of Service Research*, 24(2), 269-283.

**Kalra, Ashish**, Rakesh Singh, Raj Agnihotri, Sandeep Puri, and Narendra Kumar (2020), “Assessing the drivers and outcomes of behavioral self-leadership”, *European Journal of Marketing*, 55 (4), 1227-1257.

**Kalra, Ashish**, Raj Agnihotri, Sunali Talwar, Amin Rostami, and Prabhat K. Dwivedi (2020), “Effect of Internal Competitive Work Environment on Working Smart and Emotional Exhaustion: The Moderating Role of Time Management”, *Journal of Business and Industrial Marketing*, 32 (2), 269-280.

Itani, Omar S., Rania El Haddad, and **Ashish Kalra** (2020), “Exploring the Role of Extrovert-Introvert Customers’ Personality Prototype as a Driver of Customer Engagement: Does Relationship Duration Matter?”, *Journal of Retailing and Consumer Services*, 53 (March), 101980.

Briggs, Elten, **Ashish Kalra**, and Raj Agnihotri (2018), “Contrasting effects of salespeople’s emotions appraisal ability in a sales-oriented environment”, *Journal of Business and Industrial Marketing*, 33(1), 84-94.

**Kalra, Ashish**, Raj Agnihotri, Nawar Chaker, Rakesh K. Singh, and Barttanu K. Das (2017), “Connect within to connect outside: Effect of salespeople’s political skills on relationship performance”, *Journal of Personal Selling and Sales Management*, 37(4), 332-348.

Michael Krush, Raj Agnihotri, Gerrard Macintosh, and **Ashish Kalra** (2017), “Social influencers of salesperson creativity: Exploring effects of networking behavior on creativity”, *Marketing Management Journal*, 27(1), 31-47. **\*\*2018 Article of the Year Award\*\***