

Ashish Kalra

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ACADEMIC POSITION

2021-Present	UNIVERSITY OF DAYTON Assistant Professor of Marketing
2018-2020	LASALLE UNIVERSITY Assistant Professor of Marketing

EDUCATION

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)

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

PEER REVIEWED PUBLICATIONS

Gabler, Colin, and **Ashish Kalra**, “How ethical leaders foster salesperson creativity: Exploring the roles of social power, job autonomy, and internal competitive work environment”, *Journal of Marketing Theory and Practice* (forthcoming).

Kalra, Ashish, Nawar Chaker, Rakesh Singh, Omar Itani, and Raj Agnihotri (2023), “A desire for success: Exploring the roles of personal and job resources in determining the outcomes of salesperson social media use”, *Industrial Marketing Management*, 113, 202-214.

Kalra, Ashish, Omar Itani, and Sijie Sun (2023), “Turning role conflict into performance: Assessing the moderating role of self-monitoring, manager trust, and manager identification”, *Journal of Service Theory and Practice*, 33(3), 436-461.

Kalra, Ashish, Omar Itani, and Amin Rostami (2023), “Can salespeople use social media to enhance brand awareness and sales performance? The role of manager empowerment and creativity”, *Journal of Business and Industrial Marketing*, 38(8), 1738-1753.

Kalra, Ashish, Na Young Lee, and Riley Dugan (2023), “Exploring antecedents and outcomes of salesperson change agility: a social exchange theory perspective”, *Journal of Marketing Theory and Practice* (forthcoming).

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****

CONFERENCE PROCEEDINGS

Kalra, Ashish, Omar Itani, and Sijie Sun, “Role conflict, job satisfaction and performance: Assessing the contingent role of salesperson self-monitoring and trust in manager”, *AMA Winter Marketing Educator Conference 2021*: St. Petersburg, Florida (February 2021).

Itani, Omar S., Jen Riley, and **Ashish Kalra**, “Value co-creation through socialcrm: The role of salesperson knowledge and needs”, *AMA Summer Marketing Educator Conference 2020*: San Francisco, California (August 2020).

Kalra, Ashish, Vishag Badrinarayanan, Raj Agnihotri, Vinay Sharma, and Rajat Agrawal, “Towards Abundant Sales Organizations: How workplace spirituality and innovative climate foster customer-related outcomes”, *Academy of Marketing Science Conference*: Coral Gables, Florida (May 2020).

Rostami, Amin, **Ashish Kalra**, and Raj Agnihotri, “When it becomes too much”: The effect of internal competition on effort and performance and the moderating role of self-monitoring”, *Society of Marketing Advances Conference 2019*: New Orleans, Louisiana (November 2019).

Agnihotri, Raj, **Ashish Kalra**, Michael Krush, and Prabhat Dwivedi, ““A little something of everything”: Exploring the unconventional relationship between job stressors and salespeople’s

service adaptive behavior”, *AMA Summer Marketing Educator Conference 2019*: Chicago, Illinois (August 2019).

Itani, Omar, Hayam Alnakhli, and **Ashish Kalra**, “The differential impact of two forms of Identification: Investigating the moderating role of individual cultural orientation”, *Society of Marketing Advances Conference 2018*: West Palm Beach, Florida (November 2018).

Kalra, Ashish, Ayesha Tariq, and Pamela Richardson, “Role of frontline employees in creating customer champions”, *Society of Marketing Advances Conference 2018*: West Palm Beach, Florida (November 2018).

Kalra, Ashish, Wyatt Schrock, and Franklin Velasco, “Connections that sell”: Assessing the determinants of salesperson’s ambidextrous behavior”, *Society of Marketing Advances Conference 2018*: West Palm Beach, Florida (November 2018).

Kalra, Ashish, Lauren Brewer, and Omar Itani, “Effect of service provider’s facial attractiveness on customer outcomes”, *Society of Marketing Advances Conference 2017*: Louisville, Kentucky (November 2017).

Agnihotri, Raj, Sudha Mani, Prabhakar Kothandaraman, and **Ashish Kalra**, “Social Media Enabled Social Capital: The Role of Salesperson Time Management and Organization Innovation Climate”, *AMA Summer Marketing Educator Conference 2017*: San Francisco, California (August 2017).

Kalra, Ashish, and Amin M. Rostami, “Competition as a double-edged sword”, *National Conference in Sales Management 2017*: St. Louis, Missouri (April 2017).

Kalra, Ashish, and Lauren Brewer, “Service providers’ attractiveness: fact or fiction?”, *Academy of Business Research Conference 2016*: San Antonio, Texas (November 2016).

Kalra, Ashish, Pam Richardson-Greenfield, Han Ma, and Sijie Sun, “Disgust and Music: Can retail environment buffer the emotion of disgust?”, *Society of Marketing Advances Conference 2016*: Atlanta, Georgia (November 2016).

Ma, Han, Sijie Sun, **Ashish Kalra**, and Pam Richardson-Greenfield, “Love me, love my company: The role of pay-it-forward in service context”, *Society of Marketing Advances Conference 2016*: Atlanta, Georgia (November 2016).

Richardson-Greenfield Pam, Han Ma, Sijie Sun, and **Ashish Kalra**, "A Measure of Retailer Likeability: Scale Development and Validation", *Society of Marketing Advances Conference 2016*: Atlanta, Georgia (November 2016).

Kalra, Ashish, Omar Itani, and Raj Agnihotri, “The Good and the Bad of Competitive Coworkers: Performance Impact through Creativity and Emotional Exhaustion”, *AMA Summer Marketing Educator Conference 2016*: Atlanta, Georgia (August 2016).

Omar Itani, **Ashish Kalra**, Raj Agnihotri, and Colin B. Gabler, “Bounday spanning employees’ pro-social disposition and B2B relationships: Lessons from India”, *AMA Summer Marketing Educator Conference 2016*: Atlanta, Georgia (August 2016).

Itani, Omar, **Ashish Kalra**, and Eddie Inyang, “Ethical climate and job satisfaction: The mediating role of salesperson’s team orientation and organizational workplace isolation”, *Global Sales Science Institute*: Ghent, Belgium (June 2016).

Kalra, Ashish, “Color and Prejudice: The effect of color on willingness to pay and willingness to accept”, *Marketing Management Association Conference*: Chicago, Illinois (April 2016).

Kalra, Ashish, Han Ma, and Sijie Sun, “The moderating role of environmental extraversion on job stress and job performance in multilevel marketing context”, *National Conference in Sales Management*: Milwaukee, Wisconsin (March 2016).