

Vita

ELLEN BOLMAN PULLINS

Department of Marketing & International Business
College of Business Administration
University of Toledo
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Appointments & Experience

Schmidt Research Professor of Sales & Sales Management (Jan.2005-present); and *Professor*, University of Toledo, August 2008-present.
Director of the Edward Schmidt School of Professional Sales (Aug. 2011-Aug. 2014);
Associate Professor, University of Toledo, August 2002-January 2008.
Assistant Professor, University of Toledo, September 1996-August 2002.
Graduate Associate, Ohio State University, 1992-96, 1985-86
Industry Experience, detailed on last page, 1987-1992

Education

- Ph.D. The Ohio State University, Columbus, Ohio.
Date of Degree: August, 1996 (MA.B.A. August, 1995).
Dissertation: "The Effect of Situational and Dispositional Motivation on the Initiation of Cooperative Tactics in Buyer-Seller Relationships."
Committee: Peter Dickson, Curt Haugtvedt, Leslie Fine and Roy Lewicki.
- M.B.A. Wright State University, Dayton, Ohio.
June, 1991. Concentration: Marketing.
- M.A. The Ohio State University, Columbus, Ohio.
December, 1986. Major Area: Communication.
Minor Area: Organizational Behavior.
Thesis: "The Effects of Systematically Evaluated Leadership Training on Group Satisfaction and Productivity."
- B.Sc. Ohio University, Athens, Ohio.
June, 1985. Major Area: Interpersonal Communication.

RESEARCH AND SCHOLARSHIP

Research Interests

Primary research interests include sales management and customer response to personal selling. Specific interests include motivation, loyalty and behaviors in the sales context and international sales context.

Peer Reviewed Journals

Tarafdar, M., Pullins, E. and Ragu-Nathan, T.S. (2015) "Examining the Relationship between Technostress and Technology-enabled Performance in the Professional Sales Context" *Information Systems Journal*, 25(2), 103-132.

Neeley, Concha, Stacey Schetzle, Michael L. Mallin, and Ellen B. Pullins (2014), "Intergenerational Effects in Recruiting Salespeople," at *American Journal of Business*, 29(2), 146-156.

Gammoh, Bashar, Michael L. Mallin, and Ellen B. Pullins (2014), "The Impact of Salesperson-Brand Personality Congruence on Salesperson Brand Identification, Motivation and Performance Outcomes," *Journal of Product & Brand Management*, 23 (7), 487-498.

Pullins, Ellen Bolman, Monideepa Tarafdar and T. S. Ragu-Nathan (2014) Examining Impacts of Technostress on the Professional Salesperson's Behavioral Performance, *Journal of Personal Selling and Sales Management*, 34(1), 51-69.

Gammoh, Bashar, Mallin, Michael., Pullins, Ellen Bolman (2014) Antecedents and Consequences of Salesperson Identification with the Brand And Company, *Journal of Personal Selling and Sales Management*, 34(1), 3-18.

Agnihotri, Raj; Bonney, Leff; Dixon, Andrea Leigh; Erffmeyer, Robert; Pullins, Ellen Bolman; Sojka, Jane Z.; West, Vicki. (authors in alphabetical order). Developing a Stakeholder Approach for Recruiting Top-Level Sales Students. *Journal of Marketing Education*. Apr2014, Vol. 36 Issue 1, p75-86.

Pullins, Ellen Bolman, Michelle Roehm and Stacey Schetzle, "Valuing the Salesperson: Assessing Financial Consequences of B2B Customer Loyalty," submitted to *Journal of Selling and Major Account Management*

Hollet-Haudebert, S., Fournier, C., Poujol, J., and Pullins, E. (2015) Designing Sales Contests in Call Centers: Understanding Inside Salespeople's Preferences for Compensation, *Journal of Selling*, 15(1), 56-68.

Pentina, Iryna, Ellen Bolman Pullins and John Wilkinson (forthcoming) , "Comparing drivers of social media marketing adoption by salespeople in Australia and the USA: A pilot study," *International Journal of Information Systems and Management* 1(1/2), 146-165.

Pullins, Ellen, David Stutton, and Iryna Pentina (2012) "The Role of Creativity in Sales: Current Research and Future Directions," *Journal of Ethics and Entrepreneurship*, 2(1), 73-86.

Pullins, Mallin, Buehrer, Jones, (2011) "How Salespeople Deal With Intergenerational Relationship Selling" *Journal of Business & Industrial Marketing*, Vol., 26, Issue 6, 443-455: **Article Awarded Highly Commended Paper Designation.**

Panagopolous, Lee, Pullins, Avlontis, Brassier, Guenzi, Humenberger, Kwiatek, Loe, Oksanen-Ylikopski, Peterson, Rogers & Weilbaker, (2011), "Internationalizing Sales Research: Current Status, Opportunities and Challenges," *Journal of Personal Selling and Sales Management*.

Waldeck, Nancy, Ellen Bolman Pullins, and Melissa Houlette, (2010), "Media Usage as a Factor of Student Perceptions for Professional Sales Careers," *Journal of Personal Selling and Sales Management*.

Pullins, Ellen Bolman, David Strutton, & Iryna Pentina, (forthcoming), "Necessity is the Mother of Invention: Why salesperson creativity is more important now than ever and what we can do to encourage it," *Journal of Selling and Major Account Management*.

Zalocco, Ronald E., Ellen Bolman Pullins, and Michael Mallin (2009) "A Reexamination of B2B Sales Performance," *Journal of Business and Industrial Marketing*, 24 (8), 598-610.

Mallin, Michael, and Ellen Bolman Pullins, (2009) "The Moderating Effect of Control Systems on the Relationship between Commission and Salesperson Intrinsic Motivation in a Customer Oriented Environment," *Industrial Marketing Management*, 38, 769-777.

Buehrer, Richard, Elina Oksanen-Ylikoski, Nickolaus Panagopolous, and Ellen Bolman Pullins (alphabetical order; 2007), "Expanding International Sales Education," *Journal of Selling and Major Account Management*, 7 (3), 8-17.

Chou, Amy, Ellen Pullins, and Sylvain Senecal, (2007) "Empowerment of Technology Belief and Sales Task Performance," *Journal of Selling and Major Account Management*, 7(2), 20-29.

Sylvain Senecal, Ellen Bolman Pullins, and Richard E. Buehrer (2007) "The extent of technology usage and salespeople: An exploratory investigation," *Journal of Business and Industrial Marketing*, 22 (1) 52-61.

Mallin, Michael L. and Ellen Bolman Pullins (2006), "A Framework of Situational Salesforce Leadership Using Sales Control and Trust," *Journal of Selling & Major Account Management*, Volume 6, Issue 2 (Spring 2006), pp 6-18.

Senecal, Sylvain, Richard E. Buehrer, and Ellen Bolman Pullins, (2005), "Sales Force Technology Usage — Reasons, Barriers, and Support: An Exploratory Investigation," Industrial Marketing Management, 34, 389-398.

Pullins, Ellen Bolman, David A. Reid and Richard E. Plank, (2004), "Gender Issues in Buyer-Seller Relationships: Does Gender Matter in Purchasing?," Journal of Supply Chain Management: A Global Review of Purchasing and Supply, 40 (3).

David A. Reid, Ellen Bolman Pullins, Richard E. Plank and Richard E. Buehrer, (2004) "Measuring buyers' perceptions of conflict in business-to-business sales interactions," Journal of Business & Industrial Marketing, 19 (4), 236-249.

McBane, Donald A., Ellen Bolman Pullins, & David A. Reid (2003), "SalesLitDB: A classification system and index of personal selling and sales management articles" Journal of Personal Selling and Sales Management, 23 (2), 113-121.

Ellen Bolman Pullins and Leslie Fine (2002), "How the performance of mentoring activities impacts the mentor's job outcomes" Journal of Personal Selling and Sales Management, XXII (4), 245-257.

Mantel, Susan Powell, Ellen Bolman Pullins, David A. Reid, and Richard Buehrer (2002), "A Realistic Sales Experience: Providing Feedback by Integrating Buying, Selling, and Managing Experiences," Journal of Personal Selling and Sales Management, XXII (1), 33-40.

Reid, David, Ellen Bolman Pullins and Richard Plank (2002), "The Impact of Purchase Situation on the Sales Communication-Outcome Relationship In Business Markets," Industrial Marketing Management, 31, 205-213.

Roehm, Michelle, Ellen Bolman Pullins, and Harper A. Roehm, Jr. (2002), "Cultivating Brand Loyalty for Consumer Packaged Products," Journal of Marketing Research, XXXIX (May), 202-213.

Pullins, Ellen Bolman (2001), "The Interaction of Reward Contingencies and Causality Orientation on the Introduction of Cooperative Tactics in Buyer-Seller Negotiations," Psychology and Marketing 18(12), 1241-1257.

Leigh, Thomas, Ellen Pullins and Lucette Comer (2001), "The Top Ten Sales Articles of the 20th Century," Journal of Personal Selling and Sales Management, XXI (3), 217-227.

Pullins, Ellen B. (2001), "An Exploratory Investigation of the Relationship of Sales Force Compensation & Intrinsic Motivation," Industrial Marketing Management, 30 (5), 403-413. (lead article)

Pullins, Ellen Bolman, Curtis P. Haugtvedt, Peter R. Dickson, Leslie M. Fine & Roy J. Lewicki (2001), "Individual Differences in Intrinsic Motivation & the Use of Cooperative Negotiation Tactics," Journal of Business and Industrial Marketing, 15 (7), 466-478. (lead article)

Plank, Richard, David Reid and Ellen Pullins, (1999), "Perceived Trust in Business-to-Business Sales: A New Measure," Journal of Personal Selling and Sales Management, XIX, Summer, 69-79.

Fine, Leslie M. and Ellen Bolman Pullins, (1998), "Peer Mentoring Dyads in the Industrial Sales Force: Does Gender Matter?" Journal of Personal Selling and Sales Management, XVIII, Fall, 89-103.

Pullins, Ellen Bolman, Leslie M. Fine and Wendy L. Warren (1996), "Identifying Peer Mentors in the Sales Force: An Exploratory Investigation of Willingness and Ability," Journal of Academy of Marketing Science, 24 (2), 125-136.

Petrick, Joseph A. and Ellen B. Pullins (1992), "Organizational Ethics Development and the Expanding Role of the Human Resources Professional," Health Care Supervisor, 11(2), 52-61.

Invited Publications

Andrea L. Dixon, PhD, Raj Agnihotri, PhD, Leff Bonney, PhD, Robert Erffmeyer, PhD, Ellen Bolman Pullins, PhD, Jane Z. Sojka, PhD and Vicki West, June 2014, Attracting Talent from University Sales Programs to Grow Your Real Estate Agency, *Keller Research Report*, 7 (2), 1-6 Baylor University.

Mallin, Michael L. and Ellen Bolman Pullins (2013), "Intergenerational Relationship Selling for Real Estate," published in The Keller Center Research Report, Vol. 6, Issue 2. Retrieved from:
<http://www.baylor.edu/business/kellercenter/index.php?id=92980>

Pullins, Ellen (2013) "Global Selling and Sales Management: The Need for Research Focused Internationally." *Journal of Selling and Major Account Management* 12 (2) 7-8.(Guest Editorial; special issue editor)

Dixon, Andrea, Ellen Pullins and Lenita Davis.(2012) Sales Channels: White Paper -Report to 3M Corporation, St. Paul Minneapolis.

Pullins, Ellen & Richard Buehrer (2008), Professional Selling Gets an MBA, *Selling Power Magazine*, April, 15.

Pullins, Ellen & Michael Mallin (2008), Millennial Salespeople Face Challenges, *Selling Power Magazine*, April, 21.

Ellen Bolman Pullins, Michelle Roehm (2003), "Valuing the Salesperson: Salesperson Equity and Purchasing Agent Loyalty," Institute for the Study of Business Markets, Working Paper Series, Penn State.

Huller, J.P. and Ellen Pullins (1994), "Evaluating a Sales Training Program: Hobart Corporation," in D.L. Kirkpatrick (Ed.), Evaluating Training Programs, SF: Berrett & Koehler, 172-178.

Ellen Pullins, (1999) "Peer Mentoring Relationships Among Real Estate Salespeople," Center for Real Estate Education and Research, OSU, Research Report No. 66.

Peer Reviewed National Conference Proceedings

Waldeck, Nancy, Subhadip Roy and Ellen Bolman Pullins (2013), "A Cross-cultural Examination of Media Effects on Students Expectations for Sales Careers" in the Proceedings of the 6th Annual Conference of the Global Sales Science Institute, Aalen Germany.

Honeycutt, Earl, Rodriguez, Michael, Pullins, Ellen (2012), Cross-Cultural Equivalence: the Case of Global Sales Training, Published in the 6th Annual Proceedings of the Global Sales Science Institute, Turku, Finland.

Tarafdar, Monideepa, Pullins, Ellen and Ragu-Nathan, T.S, (2011) Examining Impacts of Technostress on the Professional Salesperson's Performance, *Proceedings of the Americas Conference on Information Systems, Detroit*

Ellen Bolman Pullins, David Strutton, Iryna Pentina (2010), "The Role of Creativity in Sales: Current Research and Future Directions," in *Advancing Sales: measuring and refining for sales research, education and practice*, Global Sales Science Institute: Poznan, Poland.

Mallin, Michael L., Ellen B. Pullins, Richard E. Buehrer (2009), "Cross-Cultural Perspectives of Consequences From Perceptions of Age Discrimination Among Salespeople," *The Global Sciences Sales Institute Conference Proceedings*, (June). Peer reviewed conference article.

Mallin, Michael L., Ellen B. Pullins, Richard E. Buehrer (2009), "Consequences From Perceptions of Age Discrimination Among Younger Salespeople," *National Conference in Sales Management Proceedings*, Ellen B. Pullins ed., (March). Peer reviewed conference article

Fournier, Christophe, Stephane Ganassali and Ellen Bolman Pullins (2008), "Dissertations in Sales: A Comparison of France and the U.S." in Scholarship and Practice in Sales and Sales Management: Reconciling the Two Worlds, Global Sales Science Institute Proceedings, June, Athens, Greece.

Pullins, Ellen "Continuous Development in Sales Education: The UT Case (powerpoint)," in Scholarship and Practice in Sales and Sales Management: Reconciling the Two Worlds, Global Sales Science Institute Proceedings, June, Athens, Greece.

Reid, David A., Ellen Bolman Pullins & Richard E. Plank, (1998), "The Impact of Purchasing Situation on the Behavior-Sales Performance Relationship Revisited," in Humphreys, M.A. (Ed.), National Conference in Sales Management Proceedings: Professional Sales and Sales Management Practices leading toward the 21st Century, 166-178.

Cooper, Martha, John Gardner and Ellen Bolman Pullins, (1997) "A Benchmark Bibliometric Approach to Identifying the State of Theory Development in Relationship Marketing." Relationship Marketing Conference Proceedings, Dublin, Ireland: AMA.

Harris, Krista Matheny, Leslie M. Fine, Ellen Bolman Pullins and Wendy L. Warren (1996), "The Salesforce Mentor/Protege Relationship: An Exploratory Qualitative Investigation," 1996 Winter Educator Conference: Marketing Theory and Applications, 7, AMA, 189-195.

Pullins, Ellen Bolman and Leslie M. Fine (1994), "Communication Competence: A Foundation for Integration in Buyer-Seller Interaction Research," Summer Educator's Conference: Enhancing Knowledge Development in Marketing, Chicago: AMA, 131-137.

Pullins, Ellen Bolman, Leslie M. Fine and Wendy L. Warren (1994), "Measuring the Ability and Willingness to Mentor in the Sales Organization," 1994 AMA Winter Educator's Conference: Marketing Theory and Applications, 5, Chicago: AMA, 152-158.

Peer Reviewed National Conference Abstract

Ellen Pullins, Timo Kaski, Hautamäki Pia, Heidi Kock and Anni Piispanen, "Abstract of Comparisons of BtoB Buyer versus Salesperson Expectations for an Initial Sales Meeting," Global Sales Science Institute Proceedings, June 2015, Hiroshima, Japan

Ellen Pullins, Andrea Dixon, and Lenita Davis, "Abstract of When to Fragment? Developing a New Theoretical Framework for Sales Channels in a Dynamic Environment," Global Sales Science Institute Proceedings, June 2015, Hiroshima, Japan

Pentina, Iryna, Piotr Kwiatek and Ellen Pullins (2013), "Antecedents of Adopting Social Media Marketing for Sales: Comparing Emerging and Developed Economies" in the Proceedings of the 6th Annual Conference of the Global Sales Science Institute, Aalen Germany.

Pentina, Iryna, Pullins, Ellen and Wilkinson, John (Dec., 2012) Adoption of social media marketing by salespeople: A pilot study exploring roles of social influence and personal innovativeness in Australia and the United States. Accepted at the Australian/New Zealand Marketing Association Conference. December 2012, Adelaide Australia.

Concha Allen, Michael L. Mallin, Ellen Bolman Pullins (2012), Intergenerational Recruiting, Published in the *6th Annual Proceedings of the Global Sales Science Institute*, Turku, Finland.

Tarafdar, Monideepa, Pullins, Ellen and Ragu-Nathan, T.S, (2011), Examining Impacts of Technostress on Innovation and Performance: The Professional Sales Context, *Tenth HCI Workshop, Shanghai*.

The Impact of Supply Chain Management on Salesperson, accepted as conference abstract and presented by Sufian Qrunfleh, with Sufian Qrunfleh, at DSI, November 2008.

Pullins, Ellen, Michelle Roehm, and Harper Roehm (2007), "Valuing the Salesperson: Assessing Financial Consequences of B2B Customer Loyalty", *Academy of Marketing Science Proceedings*, Coral Gable, FL.

Mallin, Michael, Ellen Pullins, Richard Buehrer, and Deirdre Jones (2007), "The Millennial Salesperson Challenge: A Research Agenda for Intergenerational Selling" *National Conference on Sales Management Proceedings*, Irvine, CA.

Amy Chou, Ellen Pullins and Sylvain Senecal, (November 2006), "Empowerment of Technology Belief and Sales Task Performance," *Decision Sciences Proceedings*, (Refereed Conference Abstract).

Mallin, Michael and Ellen Bolman Pullins (2006), "Commission Compensation, Control Systems, and Salesperson Motivation," Proceedings of the National Conference in Sales Management: Professional Sales and Sales Management Practice for the 21st Century, Mark C. Johlke, Ed., Kennesaw State University Press, 27-29.

Pullins, Ellen Bolman, (2002), "Sales Training 101: Best Practices for Keeping Track of Rapid Change In Selling," Jon M. Hawes, Ed., National Conference In Sales Management Proceedings, Akron: Fisher Institute for Professional Selling.

Reid, David A., Ellen Bolman Pullins, Richard E. Plank, Richard E. Buehrer, and Thomas Blackshear, (2001), "A Scale for Measuring Perceived Sales Interaction Conflict In Business-to-Business Sales," Jon M. Hawes, Ed., National Conference In Sales Management Proceedings, Akron: Fisher Institute for Professional Selling.

Pullins, Ellen and Michelle Peterman (1999), "The Impact of Salesperson Cognitive Association Strength and Favorability on Purchase Agent Loyalty Behaviors," 1999 Winter AMA Educators' Conference: Marketing Theory and Applications, 10, Chicago, 227.

Pullins, Ellen (1999), "Career Rejuvenation and Increased Feelings of Worth for Disengaging Salesperson Peer Mentors," National Conference in Sales Management Proceedings, ISU, 128.

Fine, Leslie M. and Ellen Bolman Pullins (1997), "Peer Mentoring Dyads in the Industrial Salesforce: does gender Matter," AMA Summer Educator's Conference: Enhancing Knowledge Development in Marketing, 8, Chicago: AMA, 134.

Pullins, Ellen (1997), "Which Salespeople Will Cooperate?: An Investigation of an Autonomy Causality Orientation on the Use of Integrative Negotiation Tactics," AMA Winter Educator's Conference: Marketing Theory and Applications, 8, Chicago: AMA, 12-13.

Pullins, Ellen, Leslie Fine and David Sheppherd, "Gender Differences in Selling: Reviewing the Literature, 1980-1994" AMA Winter Educator's Conference: Marketing Theory and Applications, 6, Chicago: AMA, 230.

Presentations

"Understanding Sales Competencies," with Dixon, Krush, Deeter, Erffmeyer, in a special session at American Marketing Association Educator's Conference, August 2015, Chicago.

"Comparing the European Best Seller Competition to US National Competitions," with Lissa Karisto, in a special session at the Global Sales Science Institute 8th Annual Conference, June 2015, Hiroshima Japan.

"Engaging Students in Sales Education," a workshop at the Sales Educator's Academy, June 2015, Orlando, Florida.

"Rapport Building: Research, Teaching and Practice," with Groza, Jarkko, Davis, Kaski, in a special session at the National Conference in Sales Management, March 2015, Houston.

"Understanding Distribution Channel Differences between Country Groups Based on Freedom, Economic and Technology Differences," with Andrea Dixon in a special session at the Global Sales Science Institute 6th Annual Conference, June 2013, Aalen Germany.

"Is Sales Education Ready for the Global Stage? The Role of International Topics & Study Abroad" presented at the Sales Educator's Academy, May, 2012, Orlando, FL

"Next Generation Professional Selling and Business Development: Building on What You Know", Presented to SSOE at National Sales Meeting, Feb. 9, 2012, Perrysburg, Ohio.

"Internationalizing the Sales Curriculum" presented at the Sales Educator's Academy, June 2011, Orlando, FL

"Best Practice in Sales and Sales Management Education," presented at the New Horizons Conference in Sales & Sales Management, Orlando, FL, July 2007.

"Relationship Selling and Networking," presented at the Women in Economic Development Conference, Toledo, Ohio, September 2008.

"Trends in Selling and Sales Management," presented to Roots Manufacturing, Coimbatore India, May 2008.

"An Investigation of Men & Women in Buyer-Seller Relationships," American Marketing Association, February 2000, with David Reid & Richard Plank (Peer Reviewed, National).

"Salesperson Assistance as an Impact on Brand Equity," Society for Consumer Psychology, February, 2000 (Peer Reviewed, National).

"An Exploratory Investigation of the Relationship of Sales Force Compensation and Intrinsic Motivation," American Marketing Association, Boston, August 1998 (Peer Reviewed, National).

"Relationship Marketing, Negotiation & Sales," March 1998 International Coffee Hour, UT (Invited, University).

"Sizing up the Customer," 1998 Ohio Roadside Marketing Conference, Toledo, Ohio, February 1998 (Invited, Regional).

"Peer Mentoring Dyads in the Industrial Sales Force: Does Gender Matter?" (with Leslie Fine), American Marketing Association, August 1997, Chicago IL (Peer Reviewed, National).

"Mentoring: Current Applications," MBA Corporate Mentoring Program, Ohio State University, January 1996 (Invited, University).

"Attitude Strength and Question Order Effects," Midwestern Psychological Association Conference (with Curt Haugtvedt and Harper Roehm), May, 1995, Chicago (Peer Reviewed, Regional).

"A Social Identity Explanation for Consumer Behavior," Paper presented at Albert Haring Symposium, Bloomington, IN, April, 1994 (Invited, Regional).

"Organizational Training and Credibility: Evaluation of Impact," Paper presented at the Central States Speech Communication Association (with John Gibbons, also Gayle Wissinger and Sue DeWine), Cincinnati, 1985 (Peer Reviewed, Regional).

Under Review

Pullins, Timonen, Kaski, and Holopainen “Bridging the Theory-Practice and Knowing-Doing Gaps in Professional Sales” Invited to revise and resubmit at the *Journal of Marketing Theory and Practice*, June 2015.

In Progress

Progress on Pullins, Dixon and Davis “Explicating Global Sales Channels: Developing a Framework for Furthering Research and Practice in Sales Channel Strategy” Currently analyzing over 7000 cells plus 104 qualitative interviews from 12 countries: 3 papers in progress: Method, Theory and Practical pieces.

With Monideepa and Phuoc Pham: technostress’ impact on role stress change.

With Mika Gabrielsson, Jonna Koponen, Saara Julkunen, What is the interplay between culture and customer relationship development in the context of international B2B solution selling? - Multiple case study

Sales Center Best Practice targeted toward JABE, to be submitted by October 2015.

SDL approach to understanding complex service selling targeted to IMM with Timo Kaski and Hanna Timonen.

A sales position typology. Targeting JPSSM, with Dixon, Agnihotri, Erffmeyer, Deeter and Krush.

Salesperson stereotypes of buyer and buyers of salespeople. Targeting JPSSM with Kaski.

Peer Review Positions

Special Issue Editor, *Journal of Selling and Major Account Management*, Issue on Global Sales and Sales Management.

Proceedings Editor, National Conference in Sales Management, both 2008 and 2009.

Editorial Review Board, Journal of Personal Selling and Sales Management, 2002-present; Ad Hoc Reviewer, Journal of Personal Selling and Sales Management, 1997-2002.

Editorial Review Board, *Journal of Selling and Major Account Management*, Fall 2008 to present.

Editorial Review Board, *International Journal of Information Systems and Supply Chain Management*, January 2007-present..

Ad Hoc Reviewer, Industrial Marketing Management; Journal of Business Research, European Journal of Marketing, Journal of Academy of Marketing Science.

Reviewer:

*AMS Dissertation Competition, preliminary & final round reviewing, 2006

*Society for Marketing Advances (National) 1995 to 2000

*American Marketing Association (National): Buyer Behavior Track, Winter 1996; Doctoral SIG Papers, Summer 1996; Sales/Sales Mgmt Track, 1999-2006, 2008.

*National Conference on Sales Management (National) 1997-2002

*Academy of Marketing Science, 1999, 2005, 2006, 2008.

*SCP-Sheth Foundation Dissertation Competition, 2000-2002

Additional Research Experience

RA Assignments, 6 quarters, with Leslie Fine, Martha Cooper and Peter Dickson, Department of Marketing, OSU.

1984-1985. Undergraduate Research Assistant for Sue DeWine, Chair, School of Interpersonal Communication, Ohio University.

TEACHING

Courses Taught

The University of Toledo, Fall, 1996 to present:

- Executive Communication Essentials, Core Undergraduate
- EMBA Strategic Marketing Management
- International Sales Negotiation, Undergraduate
- PHD Seminar in CRM & Marketing, Graduate level
- Strategic Marketing & Analysis, Graduate Level
- Sales Force Management & Strategy, Graduate Level
- Industrial Marketing, Graduate Level
- Personal Selling, Undergraduate Level
- Financial Services Selling, Undergraduate Level
- Sales Management, Undergraduate Level
- Business Marketing, Undergraduate Level
- Principles of Marketing, Undergraduate Level
- Independent Study, Graduate and Undergraduate Levels

Advise Honors Theses: Niki Slee, Sarah Marquard and Ashley Schaeffer, Emily Toomey.

Graduate Teaching Associate, Department of Marketing, The Ohio State University, 1992-1996:

*Marketing Management

*Cases in Marketing Strategy

*Teaching Assistant to Roger Blackwell, Introduction to Marketing

Graduate Teaching Associate, Department of Communication, The Ohio State University, 1985-1986, full course responsibility for Small Group Communication, Persuasive Communication, The Task Group and Organizational Communication Courses.

Graduate Faculty

Member of the UT Graduate Faculty

Faculty Mentor for Joe Jones, PhD Student, 2001-2002.

Faculty Mentor for Allen Cox, PhD Student, 2003-2004

Faculty Mentor for Jeong Jung, PhD Student, 2005.

Faculty Mentor for Sufian Qrunfleh, PhD Student, 2006-2008

Faculty co-Mentor for Subhadip Roy, PhD Fellow, PPGM India, 2006-7

Dissertation Committee Member, Rupak Raunier, 2004.

Dissertation Committee Member, Greg Rawski, 2005.

Teaching Evaluations

Overall Evaluation “very good” to “outstanding” with ranges from 3.50 to 4.95 on a 1 to 5 point scale, where 5=“outstanding.”

Winner of Teaching Awards at both The Ohio State University and University of Toledo.

GRANTS AND GRANT PROPOSALS

Grants

CIES Fulbright Visiting Scholar Program for Hagaa Helia University
Visiting Scholar Award, Award received January 2014 for Spring 2015

Finnish Tekes' "Fiiliksestä fyrkkaa" programme Grant currently being developed with Hagaa Helia University, Aalto University of Science, and University of Helsinki (714,670 Euros)

Marketing Science Institute Grant, \$5000 for "Explicating Global Sales Channels: Developing a Framework for Furthering Research and Practice in Sales Channel Strategy" with Andrea Dixon and Lenita Davis

3M Corporation Grant, \$5000 for "Explicating Global Sales Channels: Developing a Framework for Furthering Research and Practice in Sales Channel Strategy" with Andrea Dixon and Lenita Davis

BIE Grant, Department of Education, misc. projects: GSSI \$600 in Feb 2009, \$500 in Feb. 2010, curriculum development support, etc.

Kohler Travel Grant, \$400, Feb. 2010, for travel to GSSI in Poznan, Poland.

Kohler Travel Grant, \$500, Feb., 2009, for travel to Global Sales Science Conference in Clermont-Ferrand, France.

Kohler Travel Grant, \$900, November 2007, for travel to Conference on Business & Marketing in Central & Eastern Europe, Vienna Austria.

ISBM, "Valuing the Salesperson: Salesperson Equity and Purchase Agent Loyalty Behaviors," Institute for the Study of Business Markets, Penn State, with Michelle Roehm, \$5,000, 2001-2003.

URAF "Valuing the Salesperson: Salesperson Equity and Purchasing Agent Loyalty Behavior," Summer Stipend: \$10,000; supplemented by the College of Business, \$3,000, Summer 2001.

College of Business Faculty Summer Awards, Summer 2000, "Introducing a Construct of Salesperson Equity," \$8000.

*URAFP, "The Impact of Salesperson Cognitive Association Strength and Favorability on Customer Loyalty Behaviors," \$6894; supplemented by *Management Challenge and ISOM Challenge Grants*, for research funds, \$4436, Summer 1999.*

Center for Real Estate Education & Research, The Ohio State University, \$3,920, for research costs, peer mentoring among real estate agents, 1998-1999.

Management Challenge Grant, \$9,571, for the study of peer mentoring in the sales force, Summer 1998.

ISOM Academic Challenge Grant, \$9396, for the study of source confusion in technology adoption., Summer 1997

Center for Teaching Excellence Teaching Enhancement Award, with David Reid, \$895, Summer 1999.

OSU Graduate Student Alumni Association Dissertation Grant, \$1132, Winter 1995.

Travel Grant Awards, Marketing Department, The Ohio State University, University of Toledo Faculty Development, *Management Challenge*, *ISOM Challenge*, and *University Small Grants for Faculty Research*.

Kohler Faculty International Grant, University of Toledo, for “A Benchmark Bibliometric Approach to Identifying the State of Theory Development in Relationship Marketing,” \$300, Summer, 1997.

PROFESSIONAL AFFILIATIONS AND SERVICE

College & University Service

- *Academic Leadership Steering Committee, Fall 2012 – present (elected)
- *Co-Chair, Women’s Student Development Network, Fall 2011 – present
Developed the concept and launched.
- *Chair, Undergraduate Program Committee, Fall 2012 – present.
- *HLC University Accreditation Team, Core Criterion 2, 2009-2012
- *Chair, COBI Diversity Committee, 2009-2011.
- *Chair, College Personnel Committee, 2009-2012 (elected)
- *Masters Program Committee Member, 2008-2009.
- *Outstanding Jr. Faculty Award Committee, 2008.
- *PhD Search Committee, Spring 2008
- *SPACI Committee Member, 2006-2009
- *Chair, Masters Program Committee, summer 2007-spring 2008
Major revisions to both EMBA and regular MBA curriculum
- *Chair, Rules and Elections Committee, Fall 2007-spring 2008.
- *Transition Team, Business Technology Integration, 2007.
- *Outstanding Junior Faculty Award Committee, 2007.
- *University Research Council, 2005-2006
- *Chair, College Undergraduate Curriculum Committee, 2005-2007
- *College Assessment Committee, 2005-2006
- *PhD Curriculum Committee, CBA, 2005-2007.
- *College Rules & Election Committee, 2005-2006.
- *Branding Study Task Force, CBA, 2005-2006.
- *PhD Director Search Committee, Spring 2005.
- *Brunner Service Award Selection Committee, January 2005-2006.
- *Sales School Steering Committee, January 2004-present.
- *Schmidt School Director Recruiting Committee, January 2004-2005.
- *CBA Outstanding Research Award Selection Committee, 2004-present.
- *Committee for Teaching & Research Excellence, Chair, Sept. 2003-May 2005.
- *Faculty Affairs Committee, May 2003-2004, elected.
- *Transition Team to new Dean, CBA, June 2003-May 2004.

- *Graduate Studies Committee, Chair, 2001-2002; member 2002-2003.
- *Provost Search Committee, UT, Summer-Fall 2001.
- *DeJute Selection Committee, 2002-May 2005.
- *Visiting Instructor Selection Committee, 2002-2003.
- *Outstanding Instructor Selection Committee, 2002, 2003.
- *FYI Task Force, MBA Curriculum Task Force, 2000-2001.
- *Scholarship Committee, Spring 2000.
- *Rocketfest Committee, Spring-Summer 2000.
- *Enrollment and Retention Committee, UT, 1997-2000; Chair, 1998-1999.
- *EMBA Advisory Committee (and Marketing Sub-Committee); Spring 1999-Spring 2000.
- *Savage & Associates Center for Advanced Sales & Marketing, Board of Directors, UT, Spring 1997-Spring 2003.
- *MBA Curriculum Redesign Committee, UT, 1997-1998.
- *Scholarship Screening, Leadership UT program, UT, Winter 1998.
- *Numerous FYI career presentations, approximately 3-4 per year.
- *Campus Visit Days, career presentations.

Department Service

- *Department Graduate Curriculum Committee 2008-present.
- *Department Undergraduate Curriculum Committee, 2011-2012.
- *Department Personnel Committee, 2002-present
- *Chair, Committee for 6300 exemption assessment, Fall 2008.
- *Department Assessment Committee, 2008-2009.
- *Marketing Department Undergraduate Curriculum committee, 2006-2007.
- *Marketing Department Search Committee, April 2004-present (multiple searches).
- *Chair, Marketing Department Graduate Curriculum Committee, January 2004-2006.
- *Departmental Accreditation Committee, September 2003-December 2003.
- *Task for for the Standardization of BUAD 6300, Fall 2003.
- *Chair, Principles of Marketing Standardization Task Force, 2002-2003.
- *Department Personnel Committee, 2002-present.
- *IMES Department, Marketing Recruiting Committee, 2001-2002.
- *IMES Department, IS Curriculum Committee, 2001-2002.
- *Founding Faculty Advisor, UT Mu Kappa Tau National Honorary, May 1998-present.
- *Pi Sigma Epsilon Faculty Advisor, 1996-present.
- *Sales Interest Group, active involvement in curriculum and strategic planning processes, internships and scheduling, May 1999-Summer 2000.
- *Marketing Interest Group (Curriculum Sub-Committee, May 1999-Spring 2000).
- *Undergraduate Admissions Committee, UT, 1996-1997.

Professional Service

Vice Chair for Conference Programming, Global Sales Science Institute, 2012-present.

Vice Chair for Elections, Sales Special Interest Group, American Marketing Association, July 2013-July 2014.

*Executive Director, National Conference in Sales Management, 2011-2013

*President of the Sales Special Interest Group, American Marketing Association, July 2012-July 2013.

*Vice Chair for Conference Programming, Global Sales Science Institute, 2012-present.

*Vice President, Sales Special Interest Group, American Marketing Association, July 2011-June 2012.

*Vice Chair of Elections, Global Sales Science Institute, 2010-2012.

*Chair, Global Sales Science Institute, 2007-2010.

*Conference Chair, National Conference on Sales Management, 2009-2011.

*Track Chair for the Sales & Relationship Marketing Track for the American Marketing Association, Winter 2010 Educator's Conference.

*Vice Chair for Finance and Development, American Marketing Association, Sales SIG, Aug. 2008-Aug. 2010.

*Proceedings Editor for the National Conference on Sales Management, 2008 and 2009 conferences.

*Conference Co-Chair for the Academic Workshop in the State of Selling and Sales Management in the EU, Helsinki Finland, May 2007.

*Track Chair for Special Interest Group Sessions, American Marketing Association Summer Educator's Conference, August 2006.

*Past President and Head of the Nominating Committee, Selling & Sales Management SIG, American Marketing Association, August 2003-July 2004.

*Track Chair, Special Sessions, National Conference on Sales Management, April 2004, March 2005 and March 2007 conferences.

*Journal of Personal Selling & Sales Management, Editorial Review Board, July 2002-present.

*Chair, Sales Special Interest Group, AMA, August 2002-August 2003, (elected).

*Vice Chair for Elections and Planning, Sales Special Interest Group, American Marketing Association, August 2001-August 2002 (elected).

*Vice Chair of Conference Programming, Sales Special Interest Group, American Marketing Association, August 1999-August 2001 (elected).

*Selling and Sales Management Track Co-Chair, Society for Marketing Advances 2000 Conference, August 1999-November 2000.

*Network Editor, Sales Professional Network, Sales Practice Area, 1998-2001.

*Chair, Ad Hoc Committee on developing Sales Management Curriculum standards for undergraduates, Sales Professional Network, 1997-1998.

*Session Chair, GSSI, June 2008, Athens, Greece

- *Session Chair, NCSM, Dallas, TX, March 2008 (two sessions).
- *Session Chair & Presentor: AMA Special Session, Past-Present-Future of Sales Research, St. Pete Beach, February, 2006.
- *Session Chair & Facilitator, National Conference on Sales Management, Meet the Editor Panel, Minneapolis, March 2006.
- *Session Facilitator, Special Session on Research, National Conference on Sales Management, April 2003.
- *Session Facilitator, Research Roundtable, and Session Moderator for Industry Panel, National Conference on Sales Management, April 2003.
- *Session Chair & Research Introduction, "Special Millenium Session on Top 10 Sales Articles" Society for Marketing Advances, Nov. 2000.
- *Session Chair, "Applying our Thinking about Brand Equity in New and Interesting Directions," Society for Consumer Psychology, February 2000.
- *Session Chair, American Marketing Association, February, 2000
- *Discussant, American Marketing Association, February, 2000
- *Session Chair, American Marketing Association, February, 1999
- *Session Chair, National Conference on Sales Management, April 1999
- *Session Chair, Winter AMA Conference, February 1996
- *Sales Paper Discussant, SMA Conference, November 1995

Community Service

- *Otsego Parent Teacher Organization, Communication Chair, Aug. 2008-present

- *Salvation Army (and Office of Student Activities)
 - Coordinate Departmental Adopt-a-Family Program, 3 years 2002-2006.

- *Trinity United Methodist Church, Bowling Green, Sunday School Teacher, Fall 2007-present. Education Committee Member, Fall 2007-present.

- *Active member of Bowling Green First United Methodist Church.
 - Prayer Partner, 2003 - 2006
 - Nursery Caregiver, 1999-2006
 - Toddler/Preschool Room Teacher, summer 2003; summer 2004
 - YAMS member, 2002-2006.

- *American Heart Association
 - Soliciter, 2003-2004

- *Ohio State Alumni Association Lifetime Member and Member, Wood County Chapter (1997-).

- *United Way Solicitor, Fall 2000; Fall 2003, Fall 2006.

- *Regular and active contributor to Charitable organizations, for example, UT Family Campaign 2001, 2002; Salvation army; Goodwill of Wood County; American Heart Association; American Cancer Association; Alzheimer's Association.

Other Service

- *Hosted Women's Networking Breakfast at New Horizons Conference, July 2007, Orlando, FL.
- *Attended AMA Faculty Consortium on Sales and Sales Management, July 1999
- *Doctoral Student Representative to the Faculty, OSU, 1994-96
- *Social Behavior Interest Group, OSU, Mktg. Coordinator, 1994-95
- *Completed Human Subjects Training, Fall 2007.

Professional Memberships

American Marketing Association
-Selling & Sales Management (Sales) special interest group (SIG)

Academy of Marketing Science

Society for Marketing Advances

Global Sales Science Institute

Pi Sigma Epsilon, Lifetime Member since 1996

Awards and Distinctions

2014 Don McBane Service Award, Special Recognition for service to the field, American Marketing Association Sales Special Interest Group, awarded August 2014.

Fullbright Scholar, Finland, Spring 2015, Haaga Helia University

Emerald Literari Highly Commended Paper Designation

Brunner Service Award, College of Business Administration, University of Toledo, May 2004.

Listed in Marquis Who's Who in America, 2004.

College of Business Research Award, University of Toledo, May 2003.

DeJute Undergraduate Teaching Award, College of Business, University of Toledo, May 2001.

Outstanding Paper Award, April 2001, National Conference on Sales Management, for "A Measure of Sales Interaction Conflict In Business-to-Business Selling" with Reid, Plank, Buehrer, and Blackshear.

Marketing Teaching Associate of the Year, 1993-1994, American Marketing Association, Ohio State Chapter, voted on by all OSU marketing students

American Marketing Association Doctoral Consortium Representative, The Wharton School, University of Pennsylvania, Summer, 1995.

Davidson Fellowship, OSU, Spring 1996, \$3500

Bartels Fellowship, OSU, Summer 1994, Summer 1995, \$3000

Beta Gamma Sigma National Honorary

The Honor Society of Phi Kappa Phi

Mu Kappa Tau National Honor Society in Sales and Marketing

INDUSTRY EXPERIENCE

Hobart Corporation, Troy, Ohio

1991-1992, Project Leader, Sales Training & Development
1988-1990, Program Developer, I,II, Program Development
1987-1988, Training Evaluation Specialist, Performance Training

Responsibilities: Created/implemented marketing & communication programs for the salesforce, service & independent dealers. Developed/conducted training including management & sales training. Meeting planning and execution, strategic planning, department planning, budgeting and cost analysis.

Performance Training Professionals, Troy, Ohio

Consulting, 1990-1992, Self-study for National Association of Food Equipment Manufacturers & Train-the-Trainer program for National Society of Sales Training Executives.

Executive Education

ESSPS Professional Sales Certificate Instructor, June 2011-present

Presented at SSOE International Business Development Conference, Feb., 2012

EMBA Instructor, Marketing Strategy, Winter Quarter 2011.

Presented at the Hylant National Sales Meeting, Sep. 2007.

University of Toledo Continuing Education Program: "Strategic Sales Management;" "Listening to the Voice of the Customer;" and "Sales Training and Development."

"The Sales Plan", Strategic Marketing Program, Arabic Executives, one day session, August 1997, 1998, 1999.

"Win-Win Negotiations," Scottish Executive MBA Program, half day session with Drs. Mantel and Reid, February, 1997, 1998, 1999.

"Listening to the Customer," Ssangyong Executive Training, one day session, August 1997.

"Relationship Marketing and Negotiations," UT EMBA program, half day session, July 1998; May 1999.