



## **Research Accomplishments**

### Forthcoming Publications

Longenecker, Clinton O. and **Michael L. Mallin** (2019), "Key Leadership Skills Of Great Sales Leaders", forthcoming in *Developing and Learning in Organizations*.

Magnotta, Sarah and **Catherine M. Johnson** (forthcoming), "The Role of Sales Team Intragroup Conflict on Critical Job Outcomes," *Industrial Marketing Management*.

**Pullins, Ellen Bolman**, Thomas W. Sharkey and **Susan Ann Shultz** (forthcoming). "Current Trends and Environmental Changes Impacting Sales Practice." *Journal of Selling*, accepted January 2019.

### Publications

**Mallin, Michael L., Ellen B. Pullins, Susan Shultz** (2019), "The Case for Sales Leadership Development and Education: What Sales Managers are Saying," *Journal of Selling*, 19 (2), pp. 91-103.

Gleim, Mark, **Catherine M. Johnson**, and Stephanie Lawson Brooks, (2019), "Sharers and Sellers: A Multi Group Examination of Gig Economy Workers' Perceptions," *Journal of Business Research*, 98 (May), 142-152.

Munoz, Laura and **Mallin, Michael L.** (2019), "Unethical sales behavior neutralization: the impact of salesperson role variables and moderating effects of role relationship orientation", *Journal of Business & Industrial Marketing*, Vol. 34 No. 1, pp. 62-79.

Timo, Ari Alamäki & Ellen Bolman Pullins (2019) Fostering collaborative mind-sets among customers: a transformative learning approach, *Journal of Personal Selling & Sales Management*, 39:1, 42-59.

**Mallin, Michael L.** (2018), "Towards a Framework for Evaluating Sales Managers," *The Journal of Selling*, 18 (1), pp. 5-17.

**Johnson, Catherine M.**, Ayesha Tariq, and Thomas L. Baker, (2018), "Gucci to Green Bags: Conspicuous Consumption as a Signal for Prosocial Behavior," *Journal of Marketing Theory and Practice*, 26(4), 339-356.

Gammoh, Bashar S., **Michael L. Mallin**, **Ellen B. Pullins**, and **Catherine M. Johnson**, (2018), "The Role of Salesperson Brand Selling Confidence in Enhancing Important Sales Management Outcomes: A Social Identity Approach," *Journal of Business & Industrial Marketing*, 33(3), 277-290. **Winner: Emerald Publishing 2019 Highly Commended Paper Award**

Karen E. Flaherty, Felicia Lassk, Nick Lee, Greg W. Marshall, William Moncrief, Jay Mulki and **Ellen Bolman Pullins\*** (2018), Sales scholarship: honoring the past and defining the future (Key takeaways from the 2018 American Marketing Association Faculty Consortium: New Horizons in Selling and Sales Management). *Journal of Personal Selling & Sales Management*, 38 (4), 413-421. \*Authors listed in alphabetical order.

Kaski, Timo, Jarkko Niemi and **Ellen Pullins** (2018), "Rapport building in authentic B2B sales interaction," *Industrial Marketing Management*, 69, 235-252.

Hatem, Bata, Iryna Pentina, Monideepa Tarafdar, and **Ellen Bolman Pullins** (2018), "Mobile social networking and salesperson maladaptive dependence behaviors," *Computers in Human Behavior*, 81, 235-249.

Deeter-Schmelz, Dawn R., Andrea L. Dixon, Robert C. Erffmeyer, Kyoungmi (Kate) Kim, Raj Agnihotri, Michael T. Krush, **Ellen Bolman Pullins** (2018). "Attracting Students to Sales Positions: The Case of Effective Salesperson Recruitment Ads," *Journal of Marketing Education*, 00, 1-21.

Waldeck, Nancy, **Ellen Pullins** and MaryJane Blink, (2018), "Perceptions of Professional Sales Careers: The Impact of Various Sources for Information," *Journal of Selling*, 18(1), 70-87.

**Mallin, Michael L.**, Bashar S. Gammoh, **Ellen B. Pullins**, and **Catherine M. Johnson**, (2017), "A New Perspective of Salesperson Motivation and Salesforce Outcomes: The Mediating Role of Salesperson – Brand Identification," *Journal of Marketing Theory and Practice*, 25(4), 357-374.

Lorenz, Melanie P., **Catherine M. Johnson**, and Livia L. Barakat (2017), "An Exploration of Frequent Service Failures in the Brazilian Airline Industry," *Latin American Business Review*, 18(1), 19-45.

**Mallin, Michael L.** (2017), "When Performance Improvement Coaching for your Salesperson Goes Badly: A Conceptual Approach to Dealing with Negative Reactions," *Development and Learning in Organizations*.

**Mallin, Michael L.** and Charles B. Ragland (2017), "Power-Base Effects on Sales Person Motivation and Performance: A Contingency View", *Journal of Business to Business Marketing*, 24 (2), pp. 99-121. (Selected as **Best Paper among all 2017 articles in Journal of Business to Business Marketing**.)

Kaski, Timo, Pia Hautamaki, **Ellen Bolman Pullins**, and Heidi Kock (2017), "B2B Buyer versus Salesperson Expectations for Initial Meetings," *Journal of Business and Industrial Marketing*, 32 (1), 46-56.

**Pullins, Ellen**, Hanna Timonen, Timo Kaski, and Mari Holpainen (2017), "An Investigation of the Theory-Practice Gap in Professional Sales" *Journal of Marketing Theory and Practice*, 25(1), 17-38.

Agnihotri, Raj, Dawn Deeter-Schmelz, Andrea Dixon, Robert Erffmeyer, Michael Krush and **Ellen Pullins** (alphabetical; 2016) "The Sales Center: A Structure Addressing Multiple Dynamics Facing Business Schools," *Journal of the Academy of Business Education*, 17 (winter), 172.183.

Alhouti, Sarah, **Catherine M. Johnson**, and Betsy Holloway (2016), "Corporate Social Responsibility Authenticity: Investigating its Antecedents and Outcomes," *Journal of Business Research*, 69(3), 1242-1249.

Alhouti, Sarah, **Catherine M. Johnson**, and Giles D'Souza (2016), "The Complex Web of Values: The Impact on Online Privacy Concerns and Purchase Behavior," *Journal of Electronic Commerce Research*, 17(1), 22-35.

**Mallin, Michael L.** (2016), "Developing Proactive Salespeople – A Study and Recommendations for Sales Management," *Development and Learning in Organizations*, 30 (4), pp. 9-12. (Selected as a [Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence](#).)

**Mallin, Michael L** (2015), "Advice to New Real Estate Reps: 'Be Proactive'", *Keller Center Research Report*, 8 (3), pp. 17-22.

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

Hollet-Haudebert, Sandrine, Christophe Fournier, Juliet Poujol and **Ellen Bolman Pullins** (2015) Designing Sales Contests in Call Centers: Understanding Inside Salespeople's Preferences for Compensation, *Journal of Selling*, 15(1), 56-68.

Panagopoulos, Nikolaos G., **Catherine M. Johnson**, and David L. Mothersbaugh (2015), "Does Choice of Sales Control Conceptualization Matter? An Empirical Comparison of Existing Conceptualizations and Directions for Future Research," *Journal of Personal Selling & Sales Management* 35(3), 221-246. [Winner: 2015 Journal of Personal Selling & Sales Management James M. Comer Award for the Best Contribution to Selling and Sales Management Theory.](#)

Alhouthi, Sarah, Timothy D. Butler, **Catherine M. Johnson**, and Lenita Davis (2014), "Unwanted Pursuit Behavior: Understanding Salespeople's Desire to Pursue and Desire to Avoid Customers" *Journal of Marketing Theory and Practice*, 22(4), 385-400.

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*, Vol. 23 No.7, pp.543-553.

**Mallin, Michael L.**, Charles B. Ragland, and Todd A. Finkle (2014), "The Proactive Behavior of Younger Salespeople: Antecedents and Outcomes," *Journal of Marketing Channels*, Vol. 21, pp. 268-278.

Gammoh, Bashar, **Michael L. Mallin**, and **Ellen B. Pullins** (2014), "Antecedents and Consequences of Salesperson-Brand Identification," *Journal of Personal Selling & Sales Management*, 34 (1), pp. 3-18.

**Mallin, Michael L.** and Laura Serviere-Munoz (2014), "An Exploratory Study of the Role of Neutralization on Ethical Intentions Among Salespeople", *Marketing Management Journal*, 23 (2), pp 1-20.

Schetzle, Stacey, Concha Allen, **Michael L. Mallin**, and **Ellen B. Pullins** (2014), "Intergenerational Recruiting: The Impact of Sales Job Candidate Perception of Interviewer Age," *American Journal of Business*, 29 (2), pp. 146-163.

Longenecker, Clint O., **Michael L. Mallin**, and Charles Ragland (2014), "The Sales Manager Development Gap: Are Leaders Equipped to Walk the Walk?", *Journal of Selling & Major Account Management*, 13 (2), pp. 64-70.

Longenecker, Clint O., Charles B. Ragland, and **Michael L. Mallin** (2014), "Developing High Performance Sales Managers: Key Practices for Accelerating Growth", *Development and Learning in Organizations*.

Serviere-Munoz, Laura and **Michael L. Mallin** (2014), "Protect and Prevent: Neutralizations and Unethical Sales Behavior," Keller Center Research Report, 7 (1), March.

Mayo, Michael and **Michael L. Mallin** (2014), "Antecedents and Anticipated Consequences of Salesperson Superstitious Behavior," *Journal of Business & Industrial Marketing*, 29 (3), pp. 227-237.

Agnihotri, Raj; Bonney, Leff; Dixon, Andrea Leigh; Erffmeyer, Robert; **Pullins, Ellen Bolman**; Sojka, Jane Z.; West, Vicki. (authors in alphabetical order; 2014). Developing a Stakeholder Approach for Recruiting Top-Level Sales Students. *Journal of Marketing Education*, 36 (1), 75-86.

**Pullins, Ellen Bolman**, Michelle Roehm and Stacey Schetzle (2014), "Valuing the Salesperson: Assessing Financial Consequences of B2B Customer Loyalty," *Journal of Selling*, 14(1), 31-43.

Pentina, Iryna, **Ellen Bolman Pullins** and John Wilkinson (2013), "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.

**Mallin, Michael** and **Ellen Pullins** (2013), "Intergenerational Relationship Selling for Real Estate," *Keller Center Research Report*, 6 (2), pp. 10-17.

Pentina, Iryna, Bashar Gammoh, Lixhuan Zhang, and **Michael L. Mallin** (2013), "Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks," *International Journal of Electronic Commerce*, 17 (3), pp. 63-86.

Seviere-Munoz, Laura and **Michael L. Mallin** (2013), "How Do Unethical Sales People Sleep at Night? The Role of Neutralizations in the Justification of Unethical Sales Intentions," *Journal of Personal Selling & Sales Management*, 23 (3), pp. 289-306.

**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)

**Michael L. Mallin** and Laura Seviere-Munoz (2012), "The Entrepreneurial Nature of Salespeople: How they Justify Unethical Behaviors," *Journal of Ethics and Entrepreneurship*, 2 (1), pp 37-54.

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

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

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

Panagopoulos, Lee, **Pullins**, Avlonitis, 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*, 31(3), 219-242.

Todd A. Finkle and **Michael L. Mallin** (2011), "Ethical Considerations of Sales Channel Selection in the Field of Entrepreneurship," *Journal of Ethics & Entrepreneurship*, 1 (1), pp. 27-41.

**Ellen B. Pullins, Mallin, Michael L., Richard E. Buehrer, and Deirdre E. Jones** (2011), "The Millennial Salesperson Challenge: A Qualitative Investigation of Intergenerational Selling," *Journal of Business and Industrial Marketing*, Vol. 26 Iss: 6, pp.443 – 455. (Selected as a *Highly Commended paper in the 2012 Emerald Literature Network Awards for Excellence*.)

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

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*, 30(4), 343-353.

**Pullins, Ellen Bolman**, David Strutton, & Iryna Pentina, (2010) "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*, 9(3), 20-35.

**Michael L. Mallin**, Finkle, Todd A. (2010), "Apple Inc.: Product Portfolio Analysis," *Journal of the International Academy of Case Studies*, 16 (7), pp. 31-40.

**Michael L. Mallin**, Finkle, Todd A. (2010), "Instructor Notes for Apple Inc.: Product Portfolio Analysis," *Journal of the International Academy of Case Studies*, 16 (8), pp. 49-58.

**Mallin, Michael L.** and Michael Y. Hu (2010), "The Impact of Managerial Trust and Control on Salesperson Performance" *Journal of Selling & Major Account Management*, 9 (2), 39-55.

**Mallin, Michael L.**, Susita Asree, Anthony C. Koh, and Michael Y. Hu (2010), "Antecedents to Managerial Trust and Sales Control in Malaysian Salesforce," *International Business Review*, Vol 19, 292-305.

**Michael L. Mallin, Deirdre E. Jones, and Jennifer Cordell** (2010), "The Impact of Learning Context on Intent to Use Salesforce Automation Technology: A Scenario-based versus Task-based Comparison," *The Journal of Marketing Education*, 32 (2), 214-223.

Mayo, Michael and **Michael L. Mallin** (2010), "The Impact of Sales Failure on Attributions Made by 'Resource Challenged' and 'Resource Secure' Salespeople," *Journal of Marketing Theory & Practice*, 18 (3), 253-268.

**Mallin, Michael L.**, Edward A. O'Donnell, and Michael Y. Hu (2010), "The Role of Uncertainty and Sales Control in the Development of Sales Manager Trust," *Journal of Business and Industrial Marketing*, 25 (1).

**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 Science Sales Institute Conference Proceedings* 6/8/09.

**Buehrer, Richard E.**, (I). "Has the Skill Set of the Ideal Salesperson Changed? If So How?" In *Pursuit*, April 2009, Vol.6, Issue 4.

**Buehrer, Richard E.** "Has the Skill Set of the Ideal Salesperson Changed? If So How?" In *Pursuit*, April 2009, Vol.6, Issue 4.

Zallocco, Ronald E., **Ellen B. Pullins**, and **Michael L. Mallin** (2009), "A Re-examination of B2B Sales Performance," *Journal of Business and Industrial Marketing*, 24 (7/8), 598-610.

**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). Presented at Conference

**Jones, Deirdre E, Michael L. Mallin, Jennifer L Cordell** (2009), "Salesforce Training is a Journey not a Destination: The Impact of Learning Context on Intent to Use Salesforce Automation Technology," *2009 National Conference in Sales Management Proceedings*, Ellen Bolman Pullins, ed., (March 2009). Presented at Conference

**Mallin, Michael L. and Ellen B. 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 (7).

Finkle, Todd A. and **Michael L. Mallin**, (2009), "Steve Jobs and Apple, Inc.," *Journal of the International Academy of Case Studies*, 1-37.

Finkle, Todd A. and **Michael L. Mallin** (2009), "Instructor's Notes for Steve Jobs and Apple, Inc.," *Journal of the International Academy of Case Studies*, 1-15.

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

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

**Mallin, Michael L. and Ellen Bolman Pullins** (2008), "The Moderating Effect of Control Systems on the Relationship Between Commission and Salesperson Intrinsic Motivation in a Customer Oriented Environment", forthcoming in Industrial Marketing Management.

**Mallin, Michael L.** and Edward A. O'Donnell, and Michael Y. Hu (2008), "How Do I Trust Thee? Let me Control the Way: The Role of Sales Control in the Development of Sales Manager Trust," Journal of Selling and Major Account Management, 7 (4).

**Mallin, Michael L.** and Susan K. DelVecchio (2008), "Perceived Usefulness and SFA Tools: An Agency Theory Perspective", Journal of Business and Industrial Marketing, 23 (7).

O'Donnell, Edward A., **Michael L. Mallin**, and Michael Y. Hu (2008), "The Impact of Governance on the Development of Trust in Buyer-Seller Relationships", Marketing Management Journal, 18 (2), pp. 77-93.

**Mallin, Michael L.**, Anthony C. Koh, and Susita Asree (2008), "Uncertainty Avoidance In Sales Management: A Comparison Of Salesforce Control and Trust Strategies in The U.S. and Malaysia," Journal of International Business Research Practice, Vol. 1, Issue 1.

**Buehrer, Richard E., Michael L. Mallin and Deirdre E. Jones** (2007), "Are You Willing to Relocate? Recruiting the College Student in Today's Mobile Work Environment," Journal of Selling & Major Account Management, Vol. 7, Issue 1 (Winter 2007).

Finkle, Todd A, Phil Stetz, and **Michael L. Mallin** (2007), "Perceptions of Tenure Requirements and Research Records of Entrepreneurship Faculty Earning Tenure: 1964-2002," Journal of Entrepreneurship Education, Vol. 10 (Fall), pp. 101-125.

**Buehrer, Richard E.** (I) (2007). "The University Sales Center Alliance," Selling Power Magazine, June 2007, pp. 13.

**Mallin, Michael L.** and Todd A. Finkle (2007), "Social Entrepreneurship and Direct Marketing," Direct Marketing, an International Journal, 1 (2), 68-77.

**Buehrer, Richard E., 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 Michael Mayo (2006), "Why Did I Lose? A Conservation of Resources View of Salesperson Failure Attributions," *Journal of Personal Selling & Sales Management*, Volume 26, Number 4 (Fall 2006), pp.345 – 357.

**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*, 6 (2), 6-18

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

**Buehrer, Richard E.**, University of Toledo, book review: *The Fundamentals of Business-to-Business Sales and Marketing* by John M. Coe, McGraw-Hill Publishing Inc., New York. *Journal of Business & Industrial Marketing* (October, 2004).

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

Mantel, S., **Ellen Pullins**, David Reid, and **Richard E. Buehrer**, (2002) (R). "Creating a hypothetical sales world: Gaining experience in three sales roles—customer, salesperson, and manager." *The Journal of Personal Selling & Sales Management*, (Spring 2002, vol.12, n3).

**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.

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.

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

**Buehrer, Richard E.**, "Retention programs: Are they effective in retaining your employees?" *International HR Journal*, (Spring 2001, v.10n1, p.15-19).

**Buehrer, Richard E.**, "Workforce retention strategies: Their use and perceived effectiveness." *HR Advisor*, (March/April 2001, v.7n2. p. 27-31).

**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 20<sup>th</sup> 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.

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

Caldwell, S., **Buehrer, R.**, and Conroy, M. (R) (1998, January/February). "A Flex-plan for you." Journal of Compensation & Benefits, RIA Group publishing, New York, p. 46-47.

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.

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 21<sup>st</sup> Century, 166-178.

Conroy, M., **Buehrer, R.**, and Caldwell, S. (R) (1997, November/December). "Flextime Revisited: The need for a resurgence of flextime." Journal of Compensation & Benefits, RIA Group Publishing, New York, p. 36-39.

**Buehrer, R.**, Caldwell, S., and Conroy, M. (R) (1997, November/December). "Is flextime for you? Questions employers need to ask. Journal of Compensation & Benefits, RIA Group Publishing, New York, p. 37.

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.

**Buehrer, R.**, Caldwell, S., Conroy, M., & Paquette, P. (1996, March) "Ohio Economic Opportunity Survey: A Report", Educational Resources Information Center, Office of Educational Research and Improvement, U.S. Department of Education, 49 pages.

**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.

Conroy, M., **Buehrer, R.**, Caldwell, S. (1995, December). "Other Ohio versus Three Cs: Are all getting their fair share? Ohio Economy Quarterly, 9 pages.

**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.

**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.

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.

Petrack, 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.