TRULASKE COLLEGE OF BUSINESS FULL-TIME FACULTY
2021-2022

NAME	DOCTORAL INSTITUTION	YEAR APPOINTED	RANK	TEACHING AREAS	RESEARCH INTERESTS
DEPARTMENT OF MARKETING					
Bei, Julien	University of North Carolina at Chapel Hill	2019	Assistant Professor	Retail Marketing, Principles of Marketing	Online Marketplaces, Retail Management, Channel Competition, Digital Marketing; Methodological: Applied Econometrics, Machine Learning, Deep Learning
Cothren, Courtney	N/A	2016	Associate Teaching Professor	Consumer Behavior, Marketing Management, Retail Marketing, Personal Selling, Procurement	Sales, Retail, Educational/corporate partnerships, Experiential learning
Eapen, Tojin	University of North Carolina at Chapel Hill	2020	Assistant Professor	Marketing Management, e-Marketing, R for Marketing Analytics	Idea Management, User Experience, New Product Development, Gamification, Innovation
Essing, Katie	N/A	2020	Assistant Teaching Professor	e-Marketing, Retail Marketing, Principles of Marketing, Services, Integrated Marketing Communications	Retail, Sales, Gamification, Digital Marketing, Customer Experience, Educational/corporate partnerships, Experiential learning

Gopalakrishna, Srinath	Purdue University	1996	Professor	Business-to-business marketing, sales force management, marketing analytics	Business marketing communications, trade shows, sales management, marketing models
Hodges, Brady	Texas A&M University	2019	Assistant Professor	Global Marketing, Marketing Management	Consumer Behavior, Behavioral Pricing, Psycholinguistics, Semiotics, Cross-cultural Consumer Behavior
Kim, Shinhye	Washington State University	2018	Assistant Professor	Marketing Research, Marketing Management	Customer relationship management, customer engagement, sales management
Marinova, Detelina	University of Cincinnati	2007	Professor	Marketing analytics, marketing strategy and management	Sales and service interactions, frontline management, unstructured data, machine learning, healthcare marketing, innovation
Poor, Joel	University of California-Irvine	2002	Associate Teaching Professor	Introductory marketing principles, services marketing	Marketing Education
Rajendran, Suchi	Pennsylvania State University	2017	Assistant Professor	Supply Chain Analytics	Supply chain analytics, big data analytics, healthcare delivery systems, multiple criteria decision making and quality assurance

Name	University	Year	Title	Teaching Areas	Research Areas
Richins, Marsha L.	University of Texas-Austin	1992	Professor	Marketing research, Applied Statistics	Materialism and marketing activities, consumption motives, credit overuse
Scheer, Lisa K.	Northwestern University	1989	Professor	Marketing strategy, Research methods	B2B relationships, marketing strategy, relationship marketing
Srinivas, Sharan	Pennsylvania State University	2017	Assistant Professor	Business analytics, Applied predictive modeling, Service systems engineering and management, Systems simulation, Applied operations research	Service systems engineeering and management, supply chain management, manufacturing & service operations management using emerging technologies, health informatics, drone-based logistics for last-mile deliveries
Syam, Niladri	University of Texas-Dallas	2014	Associate Professor	AI and Machine Learning in Marketing and Sales, Sales analytics, marketing analytics, competitive marketing strategy, pricing strategy, supply chain analytics	AI and Machine Learning in Marketing, Game theoretic and analytical modeling, Salesforce management, Competitive strategy, Product customization, Product co-creation

Vatterott, Anthony	University of Missouri-St. Louis	2022	Assistant Teaching Professor	Personal Selling, Sales management	Salesforce management, Supply chain coordination, consumer behavior, sentiment analysis, learning and doing, knowledge management, process optimization, global value chains, operations strategy, econometrics, technology transfer, disruptive adaptation
Zou, Shaoming	Michigan State University	1997	Professor	International marketing, marketing management	International marketing, international business