Department of Marketing Newsletter

Chair’s Message

“It’s been a busy and exciting Summer and Fall so far in 2016! Hope you enjoy reading about some of the highlights in this F16 Newsletter!”

Murali
Marketing launched the new Center for Sales and Customer Development in September 2016.

**FACULTY**

**Lisa Scheer** was Mentor-in Residence, University of Giesen, Giesen, Germany, May 18-19, 2016. Research consulting and feedback on student research. Advice about collaboration, giving and receiving constructive criticism, planning research for the review process.

**Lisa Scheer** was Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, May 23-24, 2016: Research consulting in one-on-one discussions with professors and doctoral students.

**Srinath Gopalakrishna** was appointed to the Editorial Review Board of *Journal of Marketing*

**Detelina Marinova** was appointed to the Editorial Board of *Journal of Marketing Research*

**Lisa Scheer and Murali Mantrala** were invited Faculty Fellows at American Marketing Association-Sheth Foundation Doctoral Consortium at London Business School in July 2016

**S. Ratneshwar** was appointed Professor Emeritus of the Trulaske College of Business

**Murali Mantrala** was reappointed by TCoB Dean to the Sam M. Walton Distinguished Professorship in Marketing

**Shaoming Zou** was reappointed by TCoB Dean to the Robert J. Trulaske, Sr. Professorship in Marketing

**Detelina Marinova** received the John A. Riggs Teaching Award from the Crosby MBA Program

**Marsha Richins** received the 2016 Shelter Insurance Company’s Award for Teaching Excellence in Marketing

**Marsha Richins** was chosen for Champion of Applied Learning Award by students of the Crosby MBA Program

**Niladri Syam** received the 2016 Outstanding Teaching Award from the Trulaske execMBA program

**Josh Bax** (Shelter Insurance Company) received the Special Award for Excellence in Marketing Education at the Inaugural Trulaske Faculty Success Celebration Event on March 15, 2016

**Courtney Cothren** was appointed as full-time assistant teaching professor of marketing (Replacing retiring associate teaching professor of marketing John Bennett)

**Murali Mantrala** was appointed Honorary Visiting Professor of Guangdong University of Finance and Economics, Guangzhou, China
**RESEARCH & PUBLICATIONS**

**JOURNAL ARTICLES**


Inauguration Banquet
On September 22, 2016, the new center officially launched with the Grand Inauguration Banquet at Tiger Hotel, which featured a Keynote Address by John Carter, President of Nationwide Retirement Plans.

The CSCD, led by directors Wayne Keene, Associate Teaching Professor, and N. Syam, Robert J. Trulaske, Sr. Professor and Associate Professor of Marketing, serves as a dynamic environment for preparing future leaders in the sales profession by enhancing educational, research, and professional opportunities for students and faculty at Mizzou. Housed in the Department of Marketing under the leadership of Murali Mantrala, Marketing Department Chair, the CSCD is built on a solid curriculum with well-established programs for students.

Industry Workshop with representatives from the following partner companies: AT&T, E&J Gallo, Enterprise, Huhtamaki and Toyota.

The event ended with a Keynote Address by Bob Sanders, President & CEO of AXIOM Sales Force Development, LLC Titled: “The Future of Sales Force Development”.

To our alumni, industry partners and academic colleagues,

On September 22 and 23rd, 2016, we celebrated the outstanding alumni who laid the foundation and gave life to the Mizzou brand of sales--- not transactions for the sake of personal enrichment, but rather deeply held relationships with the goal of solving problems and developing the best in others.

We welcomed our campus partners and faculty who saw the opportunity to join, as ONE Mizzou, in this endeavor to further the mission and vision of the State’s Flagship University.

We welcomed our industry partners who value the talent and drive of our students as well as desiring to team with our outstanding faculty to generate and disseminate knowledge.

We welcomed our colleagues from Universities who, like Mizzou, desire to elevate the sales profession and the pursuit of knowledge in the discipline.

This endeavor has always been about teamwork and developing the best in each other.

On behalf of the Chair of the Marketing Department, Murali Mantrala and my fellow CSCD Director, Niladri Syam, I thank everyone for their contributions to this point and look excitingly to the transformative opportunities that lay before us.

Wayne Keene,
Director, Center for Sales and Customer Development
Mantrala with the head of cutting-edge robotics company at Dongguan Industrial Park, China, in June 2016.

SHELTER INSURANCE PRESENTATION

On February 19, 2016, Srinath Gopalakrishna, Andrew Creceles, and Ashutosh Patil presented “Drivers of Prospecting and Conversion Effectiveness in New Customer Acquisition” to executives with Shelter Insurance.

For several years now, the Marketing Department has had a strong, active, ongoing collaboration with Shelter Insurance that has generated tremendous benefits for faculty and doctoral student research. Shelter has also been an impressive and proactive collaborator in the classroom, especially with Undergraduate Sales Management projects that involve access to data and with giving our students the opportunity to work on real business problems.

In attendance at this presentation were Frank Thompson, Vice President of Marketing; Anna Hargis, Advertising Director; and Trent Gaines, Manager for Agency Development.
**PhD CORNER**

**CURRENT PhD STUDENTS**

- Bitty Balducci
- Li Chen
- Yiwen Chen
- Josh Egbuka
- Stephen Hampton
- Omid Kamran-Disfani
- Justin Lawrence
- Yeji Lim
- Sunil Singh

**AWARDS**

Vamsi Kanuri’s dissertation (Advisor: Murali Mantrala) was runner-up for the 2016 Best Dissertation Award of the Academy of Marketing Science in May 2016.

**PLACEMENTS**

Andrew Crecelius (Advisor: Srinath Gopalakrishna) appointed to a tenure-track assistant professor of marketing position at the University of Alabama at Birmingham beginning in Fall 2016.

Fengxia (Sandy) Zhu (Advisor: Shaoming Zou) appointed at Cleveland State University as a tenure-track assistant professor of marketing in Fall 2016.

Sunil Singh (Advisor: Detelina Marinova) has now formally accepted a tenure-track Assistant Professor of Marketing position at the University of Nebraska-Lincoln, starting in Fall 2017.

Hearty congratulations to all of our PhD Students who were placed this year. This keeps up the fine record of doctoral student placements by the Marketing department over the last dozen years!

-Murali Mantrala, Marketing Chair

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**Omid Kamran-Disfani** at AMA Sheth Foundation Doctoral Consortium in Photo with Marketing Gurus Philip Kotler and Jagdish Sheth.

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**Celebrating Andrew Crecelius’ successful Dissertation Defense with fellow PhD Students, Omid Kamran-Disfani, Justin Lawrence, Yeji Lim, and Dr. Srinath Gopalakrishna.**
SALES EXCELLENCE PROGRAM
Led by Professor Wayne Keene
Spring 2016 Sales Excellence
Recipients’ Photos with Guest Speaker
John Carter

INDUSTRY/ACADEMIC COLLABORATIONS

December 2015 Enterprise Sales Role
Play Case Competition in
Marketing 4410 Personal Selling
Winning Team

Inaugural University of Toledo
Invitational Sales Competition

Wayne Keene’s Team
Redish Raguthu & Alexa Mowbray
February 2016

Allison Yoakum
Jared Day

Halie Hart
Shayna Painter

Breon Woods
Dear Murali:

How have you been recently? I just got my Full Professor approval with an Endowed Professorship earlier this week. Let me take this opportunity to thank you for your and other Mizzou colleagues’ help when I was there. I have always treated Mizzou as my academic home!

I will take a one-year leave to Hong Kong starting this July. Let me know if you want to visit that part of the world.

Best, Eric

Spring 2016 Enterprise Role Play Competition Winning Team

Spring 2016 Target Case Competition Participants
Led by Retail Marketing 4250 Professors Don Meyer & Katie Essing

Spring 2016 Target Case Competition Winning Team

HAPPY BIRTHDAY DR. MANTRALA!
CURRENT ADVISORY BOARD MEMBERS

John Abshear—Energizer Holdings, Inc.
Shalyce Adamson—American Century Inv.
Tiffany Alexander—Nestle Purina NA
Cathy Atkins—Inside Columbia Magazine
Mike Baker—Advantage Waypoint
Jeff Brandt—Brandt’s Ace Hardware
John Brase—Procter & Gamble
Gary Coles—Trulaske College of Business
Katie Essing—Downtown Community Improvement District, known as “The District”
Jaret Gordon—AstraZeneca
Brian Hansen—Tandem Diabetes Care
Mark Johnson—Valassis Sales & Marketing Svcs, Inc.
Mark Kiehl—AT&T Business Solutions
Sarah Kiehl—Spectrum Brands
Kurt Lindsey—Hormel Foods Sales, LLC.
Luke Manier—Rockwell Automation
Ryan McMasters—Cushman & Wakefield
Lisa Montgomery—Mizzou Bookstore
Stacey Osborn—Royal Canin
Ben Reiling—Coca-Cola North America
Kemyell Rieves—Procter & Gamble
Sarah Royalty Tredo—Takeda Pharmaceuticals
Eric Schupp—Amgen
Jared Spader—AgCall Inc.
Kemp Strickler—Hallmark Cards, Inc.
David Thomas—Shelter Insurance Companies
Tom Wells, Jr.—Leggett & Platt
Wade Wheeler—State Farm Insurance
Mary Wilkerson—Central Bank