



## RESEARCH PUBLICATIONS

### Peer Reviewed Journal Articles

Singh, Sunil, Detelina Marinova and Jagdip Singh (2020), “B2B E-Negotiation and Influence Tactics,” *forthcoming*, Journal of Marketing. <https://doi.org/10.1177/0022242919899381>.

Tang, Yihui (Elina) and Detelina Marinova (2020), “When Less is More: The Downside of Customer Knowledge Sharing within NPD Teams in B2B Industries,” *forthcoming*, Journal of the Academy of Marketing Science. [10.1007/s11747-019-00646-w](https://doi.org/10.1007/s11747-019-00646-w)

Marinova, Detelina, Sunil Singh and Jagdip Singh (2018), “Frontline Problem-Solving Interactions: A Dynamic Analysis of Verbal and Nonverbal Cues,” Journal of Marketing Research, 55 (April), 178-192.

- Featured in Harvard Business Review, IdeaWatch (January-February 2018) “Sorry’ is Not Enough.”

Balducci, Bitty and Detelina Marinova (2018), “Unstructured Data in Marketing Management,” Journal of the Academy of Marketing Science, 46(July), 557-590.

Singh, Sunil, Detelina Marinova, Jagdip Singh, and Kenneth Evans (2018), “Customer Query Handling in Sales Interactions.” Journal of the Academy of Marketing Science, 46 (September), 837-856.

Marinova, Detelina, Irina Kozlenkova, Leona Cuttler and JB Silvers (2017), “To Prescribe or Not to Prescribe? Consumer Access to Life Enhancing Products,” Journal of Consumer Research, 43(February), 806-24.

Marinova, Detelina, Goutam Challagalla, Ko de Ryuter, Ming-Hui Huang and Matt Meuter (2017), “Getting Smart: Learning from Technology Empowered Frontline Interactions,” Journal of Service Research, Special Issue on Organizational Frontline Research, 20 (1), 29-42.

Lund, Donald and Detelina Marinova (2014), “Managing Revenue across Retail Channels: The Interplay of Service Performance and Direct Marketing,” Journal of Marketing, 78 (September), 99-118.

- *Equal contribution*

Marinova, Detelina and Jagdip Singh (2014), “Consumer Decision to Upgrade or Downgrade a Service Membership,” Journal of the Academy of Marketing Science, 42 (November) 596-618.

- *Equal contribution*

Singh, Jagdip and Detelina Marinova (2013), “Stemming Performance Losses in Service Innovation Implementation – a Frontline Perspective,” Marketing Review St. Gallen, 5, 10-20.

Ye, Jun, Detelina Marinova and Jagdip Singh (2012), “Bottom-up Learning in Marketing Frontlines: Conceptualization, Processes and Consequences,” Journal of the Academy of Marketing Science, November (40), 821-44.

Silvers JB, Detelina Marinova, Mary Beth Mercer, Alfred Connors and Leona Cuttler, (2010) “A National Study of Physician Recommendations to Initiate and Discontinue Growth Hormone for Idiopathic Short Stature,” Pediatrics, 126 (September), 468-76. (Impact factor: 5.47)

Cuttler, Leona, Detelina Marinova, Mary Beth Mercer, JB. Silvers and Alfred Connors (2009), “Patient, Physician and Consumer Drivers: Referrals for Short Stature and Access to Specialty Drugs,” Medical Care, 47 (August) 858-65. (Impact factor: 3.08)

Marinova, Detelina, Jun Ye and Jagdip Singh (2008), “Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency and Customer Satisfaction,” Journal of Marketing 72 (March), 28-45.

➤ *Equal contribution*

Ye, Jun, Detelina Marinova and Jagdip Singh (2007), “Strategic Change Implementation and Performance Loss in the Front Lines,” Journal of Marketing 71 (October), 156-71.

➤ *Equal contribution*

Marinova, Detelina (2004), “Actualizing Innovation Effort: The Impact of Market Knowledge Diffusion in a Dynamic System of Competition,” Journal of Marketing, 68 (July), 1-20.

- Lead article in issue
- Featured in *Marketing News*, August 15<sup>th</sup>, 2004
- Featured in *Marketing NPV Journal*, April 2005

Chandrashekar, Murali, Frederick Russ, Kevin McNeilly, and Detelina Marinova (2000), “From Uncertain Intentions to Actual Behavior – A Threshold Model of ‘Whether’ and ‘When’ Salespeople Quit,” Journal of Marketing Research, 37 (November), 463-79.

➤ Equal contribution

### **Peer Reviewed Proceedings**

Tang, Elina and Detelina Marinova (2017), “From Managerial Cognition to Innovation Success: The Role of Market Knowledge Sharing and Shared Accurate Market Knowledge,” *AMA Winter Educators’ Conference Proceedings*, Orlando FL.

Zhu, Sandy, Detelina Marinova and Jagdip Singh (2015), “Quality-Efficiency Trade-offs in Service Organizations: A SFA-based Approach with Application in Health Care Services,” *AMA Winter Educators’ Conference Proceedings*, San Antonio TX.

➤ Best Overall Conference Paper Award

Wu, Yuchen, Jagdip Singh, Gary Rhoads and Detelina Marinova (2015), “Nonlinear Effects of Frontline Store Manager’s Entrepreneurial Role Performance: Retail Profit and Revenue Analysis Using Item Response Theory,” *AMA Winter Educators’ Conference Proceedings*, San Antonio TX.

Wu, Yuchen, Jagdip Singh, Gary Rhoads and Detelina Marinova (2015), "Entrepreneurship in Retailing: Conceptualization, Operationalization and Validity" *Academy of Management Conference Proceedings, Vancouver, Canada.*

Rhoads, Gary, Jagdip Singh and Detelina Marinova (2014), "Frontline Store Manager's Entrepreneurial Orientation for Merchandising and Service Role Performance: Scale Development and Validation," *Academy of Marketing Science Biennial World Marketing Congress, Lima, Peru.*

Marinova, Detelina, Irina Kozlenkova, Leona Cuttler and JB. Silvers (2013), "Consumer Quest for Life Enhancing Treatments: The Role of Agency in New Product Adoption," *AMA Winter Educators' Conference Proceedings, Las Vegas, Nevada.*

Singh, Jagdip, Gary Rhoads and Detelina Marinova (2013), "Understanding Retail Manager Effectiveness Using Entrepreneurship Theory: Focus, Tension and Consequences," *Academy of Management Conference, Orlando Florida.*

Singh, Sunil, Detelina Marinova, and Jagdip Singh (2012), "Patterns of Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," *AMA Winter Educators' Conference Proceedings, Tampa Florida.*

Lund, Donald and Detelina Marinova (2009), "The Financial Consequences of Service Quality and its Impact on Advertising Effectiveness," *AMA Winter Educators' Conference, Tampa, Florida.*

Singh, Jagdip, Sanjukta Kusari, Detelina Marinova and Dan Cohen (2009), "Agency and Trust Mechanisms in Sales Management," in Special Session on "Agency Challenges in Marketing Partnerships: Design, Relationship, and Selection Solutions, *AMA Winter Educators' Conference, Tampa, Florida.*

Ye, Jun, Detelina Marinova and Jagdip Singh (2008), "Deliberate Learning in the Frontlines of Service Organizations," *Academy of Management Conference Proceedings, Anaheim, California.*

➤ Best Paper Proceedings

Ye, Jun, Detelina Marinova and Jagdip Singh (2008), "Change Strategies and Ambiguous Roles: Managing Frontline Performance and Psychological Wellbeing in Fast Moving Service Organizations," *AMA Winter Educators' Conference Proceedings, Austin, Texas.*

➤ Best Overall Conference Paper Award

Kusari, Sanjukta, Jagdip Singh, Dan Cohen and Detelina Marinova (2006), "Salesperson Cognition and Behaviors: The Complementary and Conflicting Roles of Trust and Control," *AMA Summer Educators' Conference Proceedings, Chicago, Illinois.*

Kusari, Sanjukta, Jagdip Singh, Dan Cohen and Detelina Marinova (2005) "Trust and Control Mechanisms in Organizational Boundary Spanners' Cognitions and Behaviors," *Academy of Management Conference Proceedings, Honolulu, Hawaii.*

➤ Best Paper Proceedings

Marinova, Detelina, Ye Jun and Jagdip Singh (2004), "Balancing Multiple Goals: An Intensity and Divergence Modeling Approach," *American Marketing Association Summer Educators' Conference, Boston,*

MA.

Ye, Jun, Jagdip Singh, and Detelina Marinova (2003), "Change Sans Tears: Understanding Change Processes for Frontline Employees in Service Organizations," *Academy of Management Conference Proceedings*, Seattle, WA.

### **Book Chapters**

Singh, Jagdip, Detelina Marinova and Stephen Brown (2012) "Boundary Work and Customer Connectivity in B2B Frontlines," in Handbook on Business-to-Business Marketing, Gary Lilien and Rajdeep Grewal, Eds, Edward Elgar Publishing (*invited chapter*).

### **Research in Progress** (*selected*)

Marinova, Detelina, Jagdip Singh, Josh Egbuka and Kwan Lim, "Microblogs as Frontlines of Customer Problem Handling," manuscript in preparation for submission to Journal of Marketing Research.

Balducci, Bitty, Detelina Marinova and Jagdip Singh, "Voice in Customer-Firm Interactions," manuscript in preparation for submission to Journal of Marketing.

Zhu, Sandy, Detelina Marinova and Jagdip Singh, "Quality-Efficiency Trade-offs in Service Organizations: A SFA-based Approach with Application in Health Care Services," revise and resubmit at Journal of Marketing.

## **CONFERENCE PRESENTATIONS AND PROCEEDINGS**

### **Peer Reviewed Paper Presentations**

Ordenes, Francisco and Detelina Marinova (2020) "Frontline Experience and Its Customer Impact" *AMA Winter Educators' Conference*, San Diego, CA, February 14-16.

Ordenes, Francisco and Detelina Marinova (2019) "A Longitudinal Analysis of Frontline Experiences and their Implications for Customer Satisfaction." *Marketing Science Conference*, Rome, Italy, June 20-22.

Lin, Frank, Detelina Marinova, Jagdip Singh, (2019), "Letting Customers Win in WebChat Sales," *Thought Leadership on the Sales Profession Conference*, Stanfrod, CA, May 30-31, 2019.

Balducci, Bitty, Detelina Marinova, Jagdip Singh (2018), "The Role of Voice in B2B Cold Calling Effectiveness," *ISBM Conference*, Boston MA.

Lin, Frank, Detelina Marinova, Jagdip Singh, (2018), "When Deals and Sales Converge in Webchat Platforms," *Frontiers in Service Conference*, Austin, TX, September 6-9.

Lin, Frank, Detelina Marinova, Jagdip Singh, (2018), "Letting Customers Win in WebChat Sales," *OFR Symposium*, New Orleans, LA, February 21-22.

Marinova, Detelina, Jagdip Singh, Kwan Lim and Yiwen Chen (2017) "Managing Customer

Complaints in Microblog Interactions,” *Frontiers in Service Conference*, New York, NY, June 22- 25.

Marinova, Detelina, Jagdip Singh, Yiwen Chen and Kwan Lim, (2017) “Microblogs as Frontlines of Customer Problem Handling: Does it Work?” *OFR Symposium*, Orlando, FL February 15-17.

Tang, Elina and Detelina Marinova, (2017) “From Managerial Cognition to Innovation Success: The Role of Market Knowledge Sharing and Shared Accurate Market Knowledge,” *AMA Winter Educators’ Conference*, Orlando FL, February 16-19.

Marinova, Detelina, Goutam Challagalla, Ko de Ryuter, Ming-Hui Huang and Matt Meuter (2016), “Getting Smart: Learning from Technology Empowered Frontline Interactions,” *AMA Winter Educators’ Conference*, Las Vegas, NV, February 26-28.

Marinova, Detelina, Goutam Challagalla, Ko de Ryuter, Ming-Hui Huang and Matt Meuter (2016), “Getting Smart: Learning from Technology Empowered Frontline Interactions,” *OFR Symposium, Florida State University*, March 3-5.

Marinova, Detelina, Sunil Singh and Jagdip Singh (2015), “Problem-Solving in the Frontlines: Dynamic Language and Body Cue Analysis,” *AMA Winter Educators’ Conference*, San Antonio, TX, February 13-15.

Marinova, Detelina, Goutam Challagalla, Ko de Ryuter, Ming-Hui Huang and Matt Meuter (2015), “Technology-Empowered Frontline Interactions,” *Organizational Frontlines Research Symposium*, Stillwater, OK, April 16-19.

Zhu, Sandy, Detelina Marinova and Jagdip Singh (2015) “Quality-Efficiency Trade-offs in Service Organizations: A SFA-based Approach with Application in Health Care Services,” *AMA Winter Educators’ Conference Proceedings*, San Antonio TX.

Singh, Sunil, Detelina Marinova and Jagdip Singh (2015) “Email B-2-B Sales Negotiations: Influence Strategies as Textual Cues,” *INFORMS Marketing Science Conference*, Baltimore, MD, June 17-19.

Singh, Sunil, Detelina Marinova Jagdip Singh (2015), “Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies” Invited presentation at “AMS Annual Conference, Denver, Colorado.

Wu, Yuchen, Jagdip Singh, Gary Rhoads and Detelina Marinova (2015) “Nonlinear Effects of Frontline Store Manager’s Entrepreneurial Role Performance: Retail Profit and Revenue Analysis Using Item Response Theory,” *AMA Winter Educators’ Conference Proceedings*, San Antonio TX.

Wu, Yuchen, Jagdip Singh, Gary Rhoads and Detelina Marinova (2015), “Entrepreneurship in Retailing: Conceptualization, Operationalization and Validity” *Academy of Management Conference*, Vancouver, CA, August 9-12.

Rhoads, Gary, Jagdip Singh and Detelina Marinova (2014), “Frontline Store Manager’s Entrepreneurial Orientation for Merchandising and Service Role Performance: Scale Development and Validation,” *Academy of Marketing Science Biennial World Marketing Congress*, Lima, Peru, August 5-8.

Marinova, Detelina, Irina Kozlenkova, Leona Cuttler and JB. Silvers (2013), “Consumer Quest

for Life Enhancing Treatments: The Role of Agency in New Product Adoption,” *AMA Winter Educators’ Conference Proceedings*, Las Vegas, Nevada.

Singh, Jagdip, Gary Rhoads and Detelina Marinova (2013), “Understanding Retail Manager Effectiveness Using Entrepreneurship Theory: Focus, Tension and Consequences,” *Academy of Management Conference*, Orlando Florida.

Singh, Sunil, Detelina Marinova, and Jagdip Singh (2012), Patterns of Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study,” *AMA Winter Educators’ Conference Proceedings*, Tampa Florida.

Lund, Donald and Detelina Marinova (2009), The Financial Consequences of Service Quality and its Impact on Advertising Effectiveness,” *AMA Winter Educators’ Conference*, Tampa, Florida.

Singh, Jagdip, Sanjukta Kusari, Detelina Marinova and Dan Cohen (2009),” Agency and Trust Mechanisms in Sales Management,” in Special Session on “Agency Challenges in Marketing Partnerships: Design, Relationship, and Selection Solutions, *AMA Winter Educators’ Conference*, Tampa, Florida.

Ye, Jun, Detelina Marinova and Jagdip Singh (2008),”Deliberate Learning in the Frontlines of Service Organizations,” *Academy of Management Conference Proceedings*, Anaheim, California.

➤ Best Paper Proceedings

Marinova Detelina and Jagdip Singh (2008), “To Upgrade, Downgrade or Maintain? A Model for Consumer Decisions in Not-for Profit Contexts,” *AMA Winter Educators’ Conference*, Austin, Texas.

Ye, Jun, Detelina Marinova and Jagdip Singh (2008), “Change Strategies and Ambiguous Roles: Managing Frontline Performance and Psychological Wellbeing in Fast Moving Service Organizations,” *AMA Winter Educators’ Conference Proceedings*, Austin, Texas.

➤ Best Overall Conference Paper Award

Kusari, Sanjukta, Jagdip Singh, Dan Cohen and Detelina Marinova (2006), “Salesperson Cognition and Behaviors: The Complementary and Conflicting Roles of Trust and Control,” *AMA Summer Educators’ Conference Proceedings*, Chicago, Illinois.

Sivakumar, Soumya, Jagdip Singh and Detelina Marinova (2005), “Dynamics and Consequences of Compliance, Retention and Profitability for Adverse Customers: A Conceptual Framework,” *14<sup>th</sup> Annual AMA Frontiers in Services Conference*.

Kusari, Sanjukta, Jagdip Singh, Dan Cohen and Detelina Marinova (2005) “Trust and Control Mechanisms in Organizational Boundary Spanners’ Cognitions and Behaviors,” *Academy of Management Conference Proceedings*, Honolulu, Hawaii.

➤ Best Paper Proceedings

Marinova, Detelina, Jagdip Singh and Deepak Sirdeshmukh (2004), “JUMPing through Uncertainty in Consumer Trust Judgments,” *Marketing Science Conference*, Erasmus University, Rotterdam, Netherlands.

Marinova, Detelina, Ye Jun and Jagdip Singh (2004), "Balancing Multiple Goals: An Intensity and Divergence Modeling Approach," *American Marketing Association Summer Educators' Conference*, Boston, MA.

Ye, Jun, Jagdip Singh, and Detelina Marinova (2003), "Change Sans Tears: Understanding Change Processes for Frontline Employees in Service Organizations," *Academy of Management Conference Proceedings*, Seattle, WA.

- Fifth Place winner at the Research Showcase, Case Western Reserve University

Rotte, Kristin, Detelina Marinova, and Murali Chandrashekar (2001), "To 'e' or not to 'e': Marketing Actions, Uncertainty Resolution and Adoption of an Innovation in an Electronic Business-to-Business Market," *Marketing Science Conference*, Wiesbaden, Germany.

Marinova, Detelina and Murali Chandrashekar (2000), "Actualizing Innovation and Performance: Uncovering the Effects of Knowledge and Learning in a Dynamic System of Market Evolution," *Marketing Science Conference*, Los Angeles, CA.

Chandrashekar, Murali and Marinova, Detelina (2000), "From Covert Judgment to Overt Responses: The Impact of Uncertain Intentions on the Probability and Timing of Behavior," *Marketing Science Conference*, Los Angeles, CA.

Marinova, Detelina and Murali Chandrashekar (1998), "Between Strategic Intent and Inertia: Tracing Individual Knowledge Structure Evolution in Organizations," *American Marketing Association Winter Educators' Conference*, Austin, TX.

Marinova, Detelina, Murali Chandrashekar, Beth Walker, James Ward and Peter Reingen (1997), "Antecedents and Consequences of Group Processes: Individual Preference Evolution in a Dynamic Group Setting," *Marketing Science Conference*, Berkeley, CA.

Marinova, Detelina (1997), "Selection and Transformation Processes in Knowledge Structure Evolution," *the 27<sup>th</sup> Annual Haring Symposium*, Indiana University, Bloomington, IN.

## **OTHER CONFERENCE ACTIVITIES**

**Co-Chair:** *2020 Organizational Frontline Symposium* (Pre-AMA event), February 13-14, San Diego.

**Special Session Chair:** "B2B Sales Interactions: Use of Technology and Analytics" *2018 ISBM Conference*, Boston MA.

**Marketing Strategy Track Co-Chair,** *2012 AMA Summer Educator's Conference*, Chicago, Illinois.

**Session Chair** "Service Performance Outcomes," *2010 AMA Winter Educators' Conference*, New Orleans, Louisiana.

**Special Session Chair** "Retaining and Upgrading Customers in B-to-B and B-to-C Service Relationships," *2008 AMA Winter Educators' Conference*, Austin, Texas.

**Special Session Chair and Discussant** "Fostering Service Relationships," *2005 AMA Winter Educators' Conference*, San Antonio, Texas.

**Special Session Organizer and Co-Chair**, “The Impact of Group Dynamics on Organizational Learning, Conflict Management and Innovation Generation” *AMA Winter Educators’ Conference*, Austin, Texas.

## **PROFESSIONAL ACTIVITIES**

**Associate Editor**      Journal of Marketing Research (August 1, 2018 – July 1, 2020)  
Journal of Service Research (January, 2019 – present)

**Guest Associate Editor**  
Journal of Marketing (Fall 2019)  
Journal of Marketing Research (Spring 2018)

### **Editorial Review Board**

Journal of Marketing (July 1, 2018 – July 1 2020)  
Journal of Marketing Research (July 1, 2016 – present)  
Journal of the Academy of Marketing Science (2015- present)  
Journal of Retailing (2015- present)  
Journal of Service Research (July 2017- present)

**Reviewer**              *Academic Journals, Conferences, Competitions*

Journal of Marketing,  
Journal of Marketing Research,  
Management Science,  
Journal of the Academy of Marketing Science,  
Journal of Retailing,  
Marketing Letters,  
Journal of Service Research,  
International Journal of Research in Marketing  
Journal of Interactive Marketing  
APA – Technology, Mind and Society  
AMA John A. Howard Dissertation Competition,  
ISBM Dissertation Competition,  
AMA Winter Educators’ Conference

*External Agencies, Promotion and Tenure Reviewing*

Canada Research Chairs Program  
University of Massachusetts  
Iowa State University

## GRANTS

- 2018- 2020 Marketing Science Institute Grant (\$8,400) for project “Microblogs as Frontlines of Customer Problem Handling,” (Grant 4000396); Co-PI with Jagdip Singh, Joshua Egbuka, and Kwan Lim.
- 2017 Robert J. Trulaske, Sr. College of Business Large Grant (\$5000) for project “Communicating to Engage: Modeling Voice Data with Deep Learning Algorithms.”
- 2015 Robert J. Trulaske, Sr. College of Business Small Grant (\$2499) for project “Drivers of Service Quality and Cost Productivity: A Study of Health Care Services”
- 2013- 2019 Marketing Science Institute/SEI “Thought Leadership on the Sales Profession Research Competition Winner (\$10,000) for project “Email Negotiations in B2B selling: Dynamic Use of Textual Cues as Influence Strategies,” Co-PI with Jagdip Singh and Sunil Singh.
- 2013- 2014 Marketing Science Institute Grant (\$8,000) for project “Change in Customer Satisfaction: Underlying Dynamics of Frontline Displayed Behavior during Problem Solving Interactions, (Grant 4-177); Co-PI with Jagdip Singh and Sunil Singh
- 2013-2014 Robert J. Trulaske, Sr. College of Business Small Grant (\$2420) for project “Drivers of Service Quality and Cost Productivity: A Study of Health Care Services”
- 2005-2011 National Institute of Health Grant (\$1,300,000) to study adoption of Growth Hormone for idiopathic short stature children; Co-Investigator with L.Cuttler (PI) and J.B. Silvers.
- 2011-2012 Robert J. Trulaske, Sr. College of Business Small Grant (\$6000) for project “Productivity and Quality Knowledge Generation in the Front Lines of Service Organizations”
- 2009-2010 Robert J. Trulaske, Sr. College of Business Large Grant (\$3096) for project “Joint Effects of Service Performance and Advertising on Revenue Expansion: The Role of Service Delivery Channel”
- 2008-2009 Robert J. Trulaske, Sr. College of Business Large Grant (\$4360) for project “From Micro-Level Process to Macro-Level Outcomes: Market Learning and Sharing in NPD Teams”
- 2005 Weatherhead School of Management research grant (\$5000) for project “Customer Upgrade and Downgrade Decisions in Not for Profit Services” - co-sponsored and financially supported by the Cleveland Zoological Society

2002 Weatherhead School of Management research grant (\$1500) to study the adoption of new industrial products; co-sponsored by Lubrizol.

## **TEACHING EXPERIENCE**

### **University of Missouri Robert J. Trulaske College of Business**

Undergraduate Courses	Marketing Management Teaching evaluation - latest 2 year average (4.6/5 maximum)
MBA Courses	Advanced Marketing Management Teaching evaluation - latest 2 year average (4.4/5 maximum)  Advanced Marketing Analytics – latest class (4.6/5 maximum)
PhD Courses	Marketing Strategy Applied Modelling Techniques in Marketing

### **Case Western Reserve University Weatherhead School of Management**

Undergraduate Courses	Marketing Research (2006) Course/instructor evaluation (4.47/4.71, 5 maximum)
MBA Courses	Product and Brand Management (2000-2006) Course/instructor evaluation – latest 2 year average (4.25/ 4.31)  Marketing Research for Decision-Making (2002-2006) Course/instructor evaluation – latest 2 year average (4.09/4.20)
Ph.D. Courses	Marketing Strategy (2005) Course/instructor evaluation (n/a)

## DOCTORAL STUDENT ADVISING AND DISSERTATION COMMITTEES

Jun Ye	Dissertation Committee (placement at University of Oregon) <i>Winner of 2007 Academy of Academy of Marketing Science Mary Kay Dissertation Competition.</i>
Soumya Sivakumar	Dissertation committee (placement at Virginia Commonwealth University) <i>Honorable Mention in 2005 MSI Alden G. Clayton Dissertation Proposal Competition</i>
Bige Saatcioglu	Program committee (placement at HEC Paris)
Sanjukta Kusari	Dissertation committee
Shrihari Sridhar	Dissertation committee (currently at Texas A&M University)
Beibei Dong	Dissertation committee (currently at Lehigh University)
Don Lund	Dissertation committee (currently at Louisiana State University)
Elina Tang	Dissertation committee (currently at University of Illinois-Chicago)
Irina Kozlenkova	Dissertation committee, (currently at University of Virginia)
Sunil Singh	Dissertation Chair, (placement at University of Nebraska- Lincoln) <ul style="list-style-type: none"><li>• <i>2017 OFR Symposium Young Scholar Award</i></li><li>• <i>2015 ISBM Dissertation Competition Award Winner</i></li><li>• <i>2015 AMA Sales SIG Dissertation Competition Award Winner</i></li><li>• <i>2015 AMS Dissertation Competition Finalist</i></li></ul>
Vamsi Kanuri	Dissertation committee (currently at University of Notre Dame)
Sandy Zhu	Dissertation committee (placement at Cleveland State University)
Andrew Crecelius	Dissertation committee (currently at Iowa State University)
Justin Lawrence	Dissertation committee (currently at Oklahoma State University)
Yeji Lim	Dissertation committee (placement California State University)
Li Chen	Dissertation committee (placement Suffolk University)
Bitty Balducci	Dissertation Chair (placement Washington State University)
Frank Lin	Dissertation Chair
Josh Egbuka	Dissertation committee
Divya Anand	Dissertation committee

## MASTER'S THESIS COMMITTEES

Zeshan Peng	Master's Thesis Committee (Computer Science)
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## SERVICE ACTIVITIES

### University of Missouri

2009- present	Marketing Distinguished Speaker Seminar Series Coordinator
2014-present	Wash U –MU Research Camp Coordinator
2007-2010 2012-present	PhD Program Committee
2015- 2018	Robert J. Trulaske College of Business, Strategic Development Board

2016-2017	MBA Program Policy Committee (Chair), Robert J. Trulaske College of Business
2016-present	MBA Program Policy Committee (member)
2014- present	College of Business Research Database Committee
2015	Assistant Dean and Director of the MBA program, Robert J. Trulaske College recruiting committee
2016	Assistant Teaching Professor Recruiting Committee
2016-2018	Marketing Tenure Track Faculty Recruiting Committee
2016-2017	Big Data Tenure Track Faculty Recruiting Committee (Cross-disciplinary))
2011 – 2014	Senior Faculty Recruiting Committee
2007-2011	Diversity Committee, Chair (2009-2010)
2012 – present	Faculty Advisor, “Association of Trulaske Business Women” student organization at the Trulaske College of Business

### **Case Western Reserve University**

2004 - 2005	Marketing PhD Program Task Force Committee
2002 - 2003	Faculty Advisor, Marketing Club, Weatherhead School of Management
2001- 2005	Marketing Research Seminar Series coordinator
2001	MAPS Research Seminar Series coordinator
2000- 2004	Recruiting Committee, Marketing Department

### **AWARDS AND RECOGNITIONS**

2019	<i>Journal of Retailing</i> , Outstanding Reviewer Award
2018	<i>Journal of Marketing</i> Outstanding Reviewer Award
2019	John A. Riggs, Jr., MBA Teaching Award (core course; student-voted), Robert J. Trulaske College of Business, University of Missouri.
2019	Distinguished Research Achievement Award, Robert J. Trulaske College of Business, University of Missouri
2019	Shelter Insurance Teaching Excellence Award in Marketing, Robert J. Trulaske College of Business, University of Missouri
2019	Trulaske College of Business Summer Scholar Award
2018-2019	Richard G. Miller Summer Scholar Award

2017 Champion of Applied Learning Award (student-voted), Crosby MBA Program, Robert J. Trulaske College of Business, University of Missouri.

2017 Mid-Career Research Achievement Award, Robert J. Trulaske College of Business, University of Missouri.

2017 Winemiller Excellence Award

2016 John A. Riggs, Jr., MBA Teaching Award (elective course; student-voted), Robert J. Trulaske College of Business, University of Missouri.

2015 Vanguard Award for Innovative Teaching and Use of Technology (student-voted), Robert J. Trulaske College of Business, Crosby MBA Program, University of Missouri.

2015-2016 Richard G. Miller Summer Scholar Award

2014 Winner of Marketing Science Institute/SEI Thought Leadership on the Sales Profession Research Competition for project “Email Negotiations in B2B selling: Dynamic Use of Textual Cues as Influence Strategies,” Co-PI with Jagdip Singh and Sunil Singh.

2014 Shelter Insurance Teaching Excellence Award in Marketing, Robert J. Trulaske College of Business, University of Missouri.

2013 John A. Riggs, Jr., Excellence in MBA Teaching Award (student-voted), Robert J. Trulaske College of Business, University of Missouri.

2004 Nominated for 2004 Teaching Excellence Award, MBA program, Weatherhead School of Management, Case Western Reserve University.

2000-2001 Chandrashekar, Murali, Frederick Russ, Kevin McNeilly, and Detelina Marinova, (2000) “From Uncertain Intentions to Actual Behavior – A Threshold Model of ‘Whether’ and ‘When’ Salespeople Quit,” Journal of Marketing Research, 37 (November), 463-79.

Junior Faculty Best Paper Award, Weatherhead School of Management, Case Western Reserve University

1998 ISBM Business Marketing Fellow  
Dissertation Research Support Winner (\$5,000 grant)

1998 AMA Doctoral Consortium Fellow

1998 University of Cincinnati Summer Research Fellowship

1997 Haring Symposium Representative, Indiana University

1995-1998 University of Cincinnati, College of Business Siddall Scholarship