

RESEARCH PUBLICATIONS

Peer Reviewed Journal Articles

Swaminathan, Vanitha, Cait Lamberton, Srihari Sridhar, and Detelina Marinova, (2023), "Paradigms for Progress: An Anomaly-First Framework for Paradigm Development," *Journal of Marketing*, 87(6), 816-25.

Arnold, Todd and Detelina Marinova (2023), "Disrupting the Organizational Frontline," *Journal of Service Research*, 26 (August), 303-09.

Sridhar, Srihari., Cait Lamberton, Detelina Marinova, Vanitha Swaminathan (2023), "JM: Promoting Catalysis in Marketing Scholarship," 87(1) *Journal of Marketing*, 1-9.

Singh, Sunil, Detelina Marinova and Jagdip Singh (2020), "B2B E-Negotiation and Influence Tactics," *Journal of Marketing*, 84 (March), 47-68.

- Finalist for the **2020 Shelby D. Hunt/Harold H. Maynard Award**

Tang, Yihui (Elina) and Detelina Marinova (2020), "When Less is More: The Downside of Customer Knowledge Sharing within NPD Teams in B2B Industries," *Journal of the Academy of Marketing Science*, 48(2), 288-307.

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 15th, 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

Book Chapters

Balducci, Bitty and Detelina Marinova, (2022), “Voice in Customer Loyalty Research,” *Handbook of Research on Customer Loyalty*, Debbie Keeling, Ko de Ruyter and David Cox, Eds, Edward Elgar Publishers.

Singh, Jagdip, Detelina Marinova and Stephen Brown (2022), “Myth and Reality: Boundary Spanning Work in B2B Frontlines,” in *Handbook on Business-to-Business Marketing*, Gary Lilien and Rajdeep Grewal, Eds, Edward Elgar Publishing.

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*).

Peer Reviewed Proceedings

Wang, W., Li, C., Hu, L., Pang, B., Balducci, B., Marinova, D., Gordon, M., & Shang, Y. (2024). "Recognizing and Predicting Business Communication Outcomes Using Local LLMs," IEEE 25th International Conference on Information Reuse and Integration for Data Science (IRI). (Forthcoming)

Li, Zhuping, Detelina Marinova and Stephen Samaha (2023), “Customer Data Privacy, Security, and Vulnerability,” *Summer AMA Conference*, Chicago IL, Customer-voiced Data-vulnerability in Service Interactions

Li, Can, Wenbo Wang, Matt Gordon, Detelina Marinova, Bitty Balducci and Yi Shang, (2023), “How Well Can Language Models Understand Politeness,” *IEEE Conference on Artificial Intelligence*.

Li, C., Wang, W., Balducci, B., Marinova, D., & Shang, Y. (2021). "Predicting Conversation Outcomes Using Multimodal Transformer," Paper presented at the 2021 International Joint Conference on Neural Networks (IJCNN).

Hodges, Brady, Frank Lin, Detelina Marinova, Jagdip Singh, (2023) “When Silence Speaks: The Persuasive Interplay of Textual and Contextual Cues in Live Web Chat Sales Interactions,” *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, March 2-4.

Li, Can, Wenbo Wang, Bitty Balducci, Lingshu Hu, Detelina Marinova and Yi Shang, (2022) “Predicting Conversation Outcomes Using Multimodal Transformer,” *International Joint Conference on Neural Networks (IJCNN)*.

Li, Can, Wenbo Wang, Bitty Balducci, Lingshu Hu, Detelina Marinova and Yi Shang, (2022), “Deep Formality: Sentence Formality Prediction with Deep Learning,” *IEEE International Conference on Information Reuse and Integration for Data Science*.

Peng, Z, Wenbo Wang, Bitty Balducci, Detelina Marinova and Yi Shang, (2018), “Toward Predicting Communication Effectiveness” *IEEE Third International Conference on Data Science in Cyberspace (DSC)*

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.

Research in Progress (*selected*)

Zhu, Sandy, Detelina Marinova and Jagdip Singh, “Managing Hospital Frontlines for Financial and Patient Welfare,” revise and resubmit at the Journal of Marketing Research

Balducci, Bitty, Detelina Marinova and Jagdip Singh, “Voice in Customer-Firm Interactions,” revising for 3rd round of review, Journal of Marketing Research.

Lin Frank, Detelina Marinova and Jagdip Singh, “Letting Customers Win in Live-Chat B2C Sales Negotiations,” being revised for submission to Journal of the Academy of Marketing Science.

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.

Ordenes, Francisco, Detelina Marinova and Dennis Herhausen, “Frontline Experiences,” manuscript in preparation for submission.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Peer Reviewed Paper Presentations

Li, Zoe, Detelina Marinova, Mike Nguyen, and Stephen Samaha (2023), “Customer-Voiced Data Vulnerability in Service Interactions,” *AMA Summer Educators’ Conference, August 5, 2023*.

Marinova, Detelina (2022) “B2B CRM and Methodological Approaches,” *AMA Sheth Consortium*, Austin, TX, June 29- July 2, 2022.

Marinova, Detelina (2020) “Interactions for Better Health Outcomes,” *Marketing in the Healthcare*

Sector: Journal of Marketing Special Issue Introduction at the AMA Summer Educators' Conference, August 18, 2020.

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,” *14th 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 27th Annual Haring Symposium*, Indiana University, Bloomington, IN.

OTHER CONFERENCE ACTIVITIES

Special Session Co-Chair: "Managing B2B Sales Dynamics: From Strategies to Success," 2024 AMA Winter Educators' Conference, St Pete Beach FL.

Panelist in Special Session: "An Academic-Practitioner Dialogue on Managerial Service," 2024 AMA Winter Educators' Conference, St Pete Beach FL.

Special Session Co-Chair: "Customer Data Privacy, Security, and Vulnerability" 2023 AMA Summer Educators' Conference, San Francisco, CA.

Co-Chair: 2021, *Organizational Frontline Symposium* (Pre-AMA event), February 18, 2021.

Co-Chair: 2021 *Advanced Marketing Strategy track* of the *EMAC Doctoral Colloquium*, May 23-25, Online.

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

Co-Editor Journal of Marketing (February 1, 2022- July 1, 2025)

Co-Editor Journal of Service Research, **Special Issue "Frontlines in Change"**

Associate Editor Journal of Marketing (March 19, 2020 – July 1, 2022)
Journal of Marketing Research (August 1, 2018 – July 1, 2022)
Journal of Service Research (January, 2019 – July 1, 2022)

Guest Associate Editor

Journal of Marketing (Fall 2019)
Journal of Marketing Research (Spring 2018)

Editorial Review Board

Journal of Marketing (July 1, 2018 – 2020)
Journal of Marketing Research (July 1, 2016 – 2018)
Journal of the Academy of Marketing Science (2015- 2022)
Journal of Retailing (2015- present)
Journal of Service Research (July 2017- 2019)

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
Georgia State University

GRANTS

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|-------------|---|
| 2020 – 2021 | MU Tier 3 Research Grant (\$30,000): “Communicating to Engage: Modelling Voice Data With Machine Learning; PI; Yi Shang and Matthew Gordon (Co-PIs) |
| 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 Marketing Research (2006)
Courses 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)
*Winner of 2007 Academy of Academy of Marketing Science Mary Kay
Dissertation Competition.*

Soumya Sivakumar Dissertation committee (placement at Virginia Commonwealth University)
Honorable Mention in 2005 MSI Alden G. Clayton Dissertation Proposal Competition

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)

- *2015 ISBM Dissertation Competition Award Winner*
- *2015 AMA Sales SIG Dissertation Competition Award Winner*
- *2015 AMS Dissertation Competition Finalist*
- *2017 OFR Symposium Young Scholar Award*

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) <ul style="list-style-type: none"> • <i>2020 ISBM Dissertation Competition Award Winner</i> • <i>2020 AMA Sales SIG Dissertation Competition Award Winner</i> • <i>2020 OFR Symposium Young Scholar Award</i>
Frank Lin	Dissertation Chair (placement California Polytechnic University) <ul style="list-style-type: none"> • <i>2021 AMA Sales SIG Dissertation Competition Award Winner</i>
Josh Egbuka	Dissertation committee
Divya Anand	Dissertation committee (placement University of Kentucky)
Mike Nguyen	Dissertation Chair (Post-Doctoral Position -University of Southern California)
Zhuping (Zoe) Li	Dissertation Chair
Kalynn Coy	Dissertation Committee
David Gao	Program Committee
Majid Nikyar	Program Committee

DOCTORAL and MASTER'S THESIS COMMITTEES – OTHER DISCIPLINES

Wenbo Wang	Doctoral Committee (Computer Science)
Can Li	Dissertation Committee (Computer Science, placement Microsoft)
Lingshu Hu	Master's Thesis Committee (Computer Science)
	Doctoral Committee
Zeshan Peng	Master's Thesis Committee (Computer Science)

SERVICE ACTIVITIES

University of Missouri

2023	University of Missouri – System, Recruiting Committee for Vice Chancellor of Marketing and Communication (John Denker recruited and appointed)
2022 – 2023	Department of Marketing, Assistant and Associate Professor Recruiting Committee
2020 – 2021	Trulaske College of Business Promotion and Tenure Committee (Chair)
2021 – present	Trulaske College of Business Promotion and Tenure

	Committee (Member)
2020 – present	Department Promotion and Tenure Committee (Chair)
2020 – present	Trulaske College of Business Research Excellence Committee (Chair 2020-2021 and subsequently member)
2019- 2021	Trulaske College of Business Budget Committee (Member)
2009- present	Marketing Distinguished Speaker Seminar Series Coordinator
2014-present	Wash U–MU Research Camp Coordinator
2007-2010 2012-present	PhD Program Committee (Member)
2015- 2018	Robert J. Trulaske College of Business, Strategic Development Board
2016-2017	MBA Program Policy Committee (Chair), Robert J. Trulaske College of Business
2016-2019	MBA Program Policy Committee (member)
2014- 2019	College of Business Research Database Committee (Member)
2015	Assistant Dean and Director of the MBA program, Robert J. Trulaske College recruiting committee
2016	Assistant Teaching Professor Recruiting Committee
2016-2019	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 and founder, “Association of Trulaske Business Women” student organization at the Trulaske College of Business
2018- present	Faculty Advisor, “Crosby Analytics Society”

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

2022, 2023, 2024	<i>AMA Sheth Doctoral Consortium</i> Faculty
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 Sheth 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

Invited Talks

2023 - 2024 Iowa State University, Boston College, University of Kansas, Oklahoma State University, Indiana University Research Camp, University of South Carolina Research Camp, University of Tennessee, Fordham University