

LISA K. SCHEER

Emma S. Hibbs Distinguished Professor & Professor of Marketing University of Missouri

Professor of Strategic Business-to-Business-Management, University of Graz, Austria

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EDUCATION

Ph.D., 1990, Northwestern University, Evanston, Illinois, Marketing (Minor: Organization Behavior)
M.B.A., 1982, University of Missouri, Columbia, Missouri, Marketing
B.S.B.A., 1981, University of Missouri, Columbia, Missouri, Marketing & Logistics, *summa cum laude*

ACADEMIC EXPERIENCE

Academic Positions at University of Missouri in Columbia, Missouri:

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| September 2009 – present | Emma S. Hibbs Distinguished Professor & Professor of Marketing |
| September 2003 – August 2009 | Emma S. Hibbs Distinguished Professor & Associate Professor |
| September 1996 – 2003 | Associate Professor of Marketing |
| January 1989 – August 1996 | Assistant Professor of Marketing |

Academic Affiliate Position at University of Graz in Graz, Austria:

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| March 2020 – present | Professor of Strategic Business-to-Business Management |
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Administrative Positions at University of Missouri in Columbia, Missouri:

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| August 2008 – present | Marketing Ph.D. Program Coordinator |
| August 1999 – August 2003 | Department of Marketing Chairperson |
| August 2000 – August 2003 | Assistant Marketing Ph.D. Program Coordinator |
| August 1992 – August 1998 | Sam M. Walton Scholarships in Business Program Coordinator |

BUSINESS/PROFESSIONAL EXPERIENCE

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| 2016 – 2020 | Consultant, Central Banccompany, Jefferson City, Missouri |
| 2017 – 2018 | Consultant, Bryan Cave, Jefferson City, Missouri |
| 2016 – 2018 | Consultant, Thompson Coburn LLC, St. Louis, Missouri |
| 2007 – 2016 | Consultant, Central Bank of Boone County, Columbia, Missouri |
| June 2005 – Dec 2006 | Board of Directors, OMD Corporation, Jefferson City, Missouri |
| May 1983 – July 1984 | Assistant Traffic Manager, Schnuck Markets, Bridgeton, Missouri |
| 1977 – 1981 | Scheer Transfer Company, New Haven, Missouri |

RESEARCH INTERESTS

Implementation of marketing strategy in interorganizational relationships, with specific emphasis on dependence, trust, loyalty, fairness, relationship-building, performance, and negative outcomes in both interpersonal (buyer-salesperson) and interfirm relationships.

AWARDS AND RECOGNITION

External Discipline-Based Research Awards & Recognition

2022 Research Award, AMA Marketing Strategy SIG for “An Unacknowledged Beneficiary of a Firm’s Online Reviews: The Firm’s Supplier.”

2022 Excellence in Research Award, AMA Sales-SIG for “Salesperson Dual Agency in Price Negotiations,” *Journal of Marketing*, 85(2), 89-109.

2021 Shelby D. Hunt/Harold H. Maynard Award Finalist. The Hunt/Maynard Award recognizes the article published in the *Journal of Marketing* that made the most significant contributions to marketing theory in the calendar year.

2022 Haring Legacy Distinguish Speaker, 52nd Haring Symposium, Kelley School of Business, Indiana University. April 8, 2022.

2021 Routledge/Taylor & Francis Society for Marketing Advances (SMA) Distinguished Scholar – one person honored per year with this designation, 21st person honored.

The “Lisa Scheer Research Award” – Honored by having the Marketing Strategy Consortium Research Awards named in my honor for organizing and chairing the 1st Marketing Strategy Consortium in 2018 and for my longtime contributions to professional development of doctoral student and early-career scholars within the discipline. It was announced in June 2022 that the American Marketing Association Strategy SIG had committed to sponsoring this award in the future.

2018 Lifetime Achievement Award from the AMA Interorganizational Special Interest Group for “sustained record of research excellence and originality . . . major contributions to our understanding, . . . a sustained record of service to the field through her work on numerous editorial review boards and in many other ways.” “She has also been a mentor to many PhD students both at her university and in the larger field as well, including her role as organizer and lead counselor at ISBM PhD camps as well as the developer of the first Marketing Strategy Doctoral Consortium held at the University of Missouri.”

2012 ISBM Fellow, Institute for the Study of Business Markets. One of approximately 30 individuals currently so designated.

2014 Louis W. Stern Research Award for significant contribution and impact in marketing channels theory and research. Awarded by the AMA Foundation for Palmatier, Scheer and Steenkamp (2007).

2010 Jan-Benedict E. M. Steenkamp Award for Long-Term Impact for significant long-term contribution to marketing knowledge. Awarded by European Marketing Academy and *International Journal of Research in Marketing* for Geyskens, Steenkamp, Scheer and Kumar (1996).

AMA Doctoral Consortium Faculty Fellow – 2002, 2008, 2010, 2011, 2012, 2014, 2015, 2018, 2020 (cancelled), 2021, 2022

Marketing Strategy Consortium Faculty Fellow – 2018, 2019, 2020 (cancelled), 2021, 2022

SMA Doctoral Consortium Faculty Fellow – 2021

EMAC Doctoral Colloquium Faculty Fellow – 2019

2019 ISBM Doctoral Support Award (awarded 2020) to doctoral student Divya Anand.

Haring Symposium, Northwestern University's representative & presenter – 1987

Marketing Science Institute Dissertation Proposal Award – 1987 (declined)

University of Missouri Trulaske College of Business Research Awards

Distinguished Research Achievement Award – 2021

Winemiller Award – 2019

Distinguished Research Achievement Award – 2011

Faculty Research Award – 2008

Richard G. Miller Summer Scholar Award – 2008, 2009

Harry Hall Trice Faculty Research Award – 1999

Teaching Awards

2022 "Mizzou 18" Mentor. The Mizzou 18 Award recognizes 18 outstanding graduate and professional students from the 4 universities in the University of Missouri system for their academic achievement, leadership, and service to Mizzou and the community. Marketing PhD student Divya Anand was honored with this award. Each award recipient names one mentor who is also honored for helping to develop the leaders of tomorrow.

B&PA Marketing Professor of the Year – 1994

B&PA O'Brien Excellence in Teaching Award Nominee – 1994

MU Alumnae Anniversary Award Nominee – 1992, 1994, 1996, 1997

MU Honors Convocation Faculty Mentor – 1996, 1997

MBA Faculty Mentor – 1997

MU Graduate Faculty Mentor Award Nominee – 2002

Service & Other Awards

Alumni Citation of Merit, Robert J. Trulaske, Sr. College of Business, University of Missouri – 2008

Walker Faculty Service Award – 2019

Faculty Service Award – 2011

B&PA Outstanding Faculty Service Award – 1999

PUBLICATIONS

Peer Reviewed Journals – Discipline-Based Scholarship – Publications in AACSB Refereed Academic Research Journals for "SA & SP" Marketing Faculty

- Colleen E. McClure, Justin M. Lawrence, Todd J. Arnold and Lisa K. Scheer (2022), "The Opportunities and Costs of Highly Involved Organizational Buyers." ***Journal of the Academy of Marketing Science***, forthcoming.
- Sebastian Forkmann, Jonathan Webb, Stephan Henneberg, and Lisa K. Scheer (2022), "Boundary Spanner Corruption: A Potential Dark Side of Multi-level Trust in Marketing Relationships," ***Journal of the Academy of Marketing Science***, 50(5), 889-914.
- Justin M. Lawrence, Lisa K. Scheer, Andrew T. Crecelius and Son K. Lam (2021), "Salesperson Dual Agency in Price Negotiations," ***Journal of Marketing***, 85(2), 89-109. Featured in the Texas A&M Sales Leadership Institute's Knowledge Series on LinkedIn. Finalist for the Shelby D. Hunt/Harold H. Maynard Award which recognizes the article published in the *Journal of Marketing* that made the most significant contributions to marketing theory in the calendar year. Citations: Web of Science 1; Google Scholar 1.
- George John and Lisa Scheer (2021), "Commentary: Governing Technology-Enabled Omnichannel Transactions," ***Journal of Marketing***, 85(1), 126-130. Citations: Web of Science 1; Google Scholar 2.
- Justin M. Lawrence, Andrew T. Crecelius, Lisa K. Scheer and Son K. Lam (2019), "When it Pays to have a Friend on the Inside: Contingent Effects of Buyer's Advocacy on B2B Suppliers." ***Journal of the Academy of Marketing Science***, 47(5), 837-857. Citations: Web of Science 4; Google Scholar 7.
- Justin M. Lawrence, Andrew T. Crecelius, Lisa K. Scheer and Ashutosh Patil (2019), "Multichannel Strategies for Managing the Profitability of Business-to-Business Customers." ***Journal of Marketing Research***, 56(3), 479-97. Citations: Web of Science 12; Google Scholar 26.
- Andrew T. Crecelius, Justin M. Lawrence, Ju-Yeon Lee, Son K. Lam and Lisa K. Scheer (2019), "Effects of Channel Members' Customer-centric Structures on Supplier Performance." ***Journal of the Academy of Marketing Science***, 47(1), 56-75. Citations: Web of Science 4; Google Scholar 7.
- Lisa K. Scheer (2019), "Three Challenging Trends for Marketing Strategy – and B2B – Doctoral Education." ***Journal of Business and Industrial Marketing***, 35(4), 619-621. Citations: Web of Science 2; Google Scholar 7.
- Lisa K. Scheer, C. Fred Miao and Robert J. Palmatier (2015), "Dependence and Interdependence in Marketing Relationships: Meta-Analytic Insights." ***Journal of the Academy of Marketing Science***, 43(6), 694-712. Citations: Web of Science 52; Google Scholar 97.

- Rajdeep Grewal, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman & Shrihari Sridhar (2015), "Business-to-Business Buying: Challenges and Opportunities," ***Customer Needs and Solutions***, 2, 193-208. (Originating from an ISBM mini-conference of thought leaders in the B2B domain.) Citations: Web of Science 5; Google Scholar 97.
- Donald J. Lund, Lisa K. Scheer and Irina Kozlenkova (2013), "Culture's Impact on the Importance of Fairness in Interorganizational Relationships." ***Journal of International Marketing***, 21 (4), 21-43. (Featured in American Marketing Association's *Marketing Insights*, January-February 2014, p. 48.) Citations: Web of Science 32; Google Scholar 54.
- Alberto sa Vinhas, Sharmila Chatterjee, Shantanu Dutta, Adam Fein, Joseph Lajos, Scott Neslin, Lisa Scheer, William Ross and Qiong Wang (2010), "Channel Design, Coordination, and Performance: Future Research Directions." ***Marketing Letters***, 21 (3), 223-37. (Arising from the Erin Anderson Memorial Business-to-Business Research Conference, Wharton Business School, Philadelphia, Pennsylvania, October 17, 2008.) Citations: Web of Science 22; Google Scholar 61.
- Lisa Scheer, Omar Shehryar and Charles Wood (2010), "How Budget Constraints Impact Consumers' Response to Discount Presentation Formats." ***Journal of Product and Brand Management***, 19 (3), 225-32. Citations: Web of Science 1; Google Scholar 11.
- Lisa K. Scheer, C. Fred Miao and Jason Garrett (2010), "The Effects of Supplier Capabilities on Industrial Customers' Loyalty: The Role of Dependence." ***Journal of the Academy of Marketing Science***, 38 (1), 90-104. Citations: Web of Science 69; Google Scholar 141 (multiple forms).
- Todd J. Arnold, Timothy D. Landry, Lisa K. Scheer and Simona Stan (2009), "The Role of Equity and Work Environment in the Formation of Salesperson Distributive Fairness Perceptions," ***Journal of Personal Selling and Sales Management***, 29 (1, Winter), 61-80. Citations: Web of Science 16; Google Scholar 26.
- Palmatier, Robert W., Lisa K. Scheer, Kenneth R. Evans and Todd J. Arnold (2008), "Achieving Relationship Marketing Effectiveness in Business-to-Business Exchanges." ***Journal of the Academy of Marketing Science***, 36 (2 June), 174-90. Citations: Web of Science 127; Google Scholar 282.
- Fang, Eric (Er), Robert W. Palmatier, Lisa K. Scheer and Ning Li (2008), "Trust at Different Organizational Levels." ***Journal of Marketing***, 72 (March), 80-98. Citations: Web of Science 134; Google Scholar 304 (multiple forms).
- Palmatier, Robert W., Lisa K. Scheer, Mark B. Houston, Kenneth R. Evans and Srinath Gopalakrishna (2007), "Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes." ***International Journal of Research in Marketing***, 24 (3 September), 210-23. Citations: Web of Science 144; Google Scholar 319.
- Palmatier, Robert W., Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (2007), "Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty," ***Journal of Marketing***

Research, 44 (May), 185-99. (Featured in May 1, 2007 *Marketing News* and June 2007 *Marketing Thought Leaders Newsletter*, American Marketing Association.) Citations: Web of Science 293; Google Scholar 689 (multiple forms).

Lisa K. Scheer, Nirmalya Kumar and Jan-Benedict E. M. Steenkamp (2003), "Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships," ***Academy of Management Journal***, 46 (3), 303-16. Citations: Web of Science 137; Google Scholar 269.

Nirmalya Kumar, Lisa K. Scheer and Philip Kotler (2000), "From Market Driven to Market Driving," ***European Management Journal***, 18 (2), 129-42. (Featured in *The Antidote: The Independent Guide to Issues Currently on the Management Agenda*, 28, 12-14.) Citations: Web of Science 186; Google Scholar 673 (multiple forms).

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1998), "Interdependence, Punitive Capability, and the Reciprocation of Punitive Action in Channel Relationships," ***Journal of Marketing Research***, 35 (May), 225-35. *Alphabetic authorship*. Citations: Web of Science 181; Google Scholar 446 (multiple forms).

Inge Geyskens, Jan-Benedict E. M. Steenkamp, Lisa K. Scheer and Nirmalya Kumar (1996), "The Effects of Trust and Interdependence on Relationship Commitment: A Trans-Atlantic Study," ***International Journal of Research in Marketing***, 13, 303-17. Citations: Web of Science 592; Google Scholar 2010 (multiple forms).

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Perceived Interdependence on Dealer Attitudes," ***Journal of Marketing Research***, 32 (August), 348-56. *Alphabetic authorship*. Citations: Web of Science 913; Google Scholar 2588 (multiple forms).

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Supplier Fairness on Vulnerable Resellers," ***Journal of Marketing Research***, 32 (February), 54-65. *Alphabetic authorship*. Citations: Web of Science 731; Google Scholar 2180 (multiple forms).

Lisa K. Scheer and Louis W. Stern (1992), "The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer," ***Journal of Marketing Research***, 29 (February), 128-42. Citations: Web of Science 170; Google Scholar 497 (multiple forms).

Peer Reviewed Proceedings – Scholarly Meetings

- Divya Anand and Lisa Scheer (2020), "Implementing Strategic Marketing Changes: Minimizing Channel Partners' Negative Responses," *AMA Winter Educators' Conference Proceeding*.
- Stephen Hampton and Lisa K. Scheer (2019), "Customer Process Clarity in Fragmented Service Contexts," *AMA Summer Educators' Conference Proceedings 2019*.
- Lisa K. Scheer (2018), "Service Infusion or Service Transition? Service Growth Strategies for Manufacturers," *Proceedings of the 47th European Marketing Academy Conference*.
- Donald J. Lund, John D. Hansen, Thomas E. DeCarlo and Lisa K. Scheer (2012), "An Experimental Examination of Buyers' Responses to Relationship Failures," *AMA Summer Educators' Conference Proceedings 2012*.
- Irina Kozlenkova, Lisa Scheer and Donald Lund (2011). "Exploration of Fairness Perceptions in a Cross-Cultural Setting," *Proceedings of the 40th European Marketing Academy Conference*.
- Donald Lund, Irina Kozlenkova and Lisa Scheer (2011). "The Central Role of Process, Task and Relationship Conflict in Marketing Relationships," *Proceedings of the 40th European Marketing Academy Conference*.
- Maik Hammerschmidt, Tomas Falk, Jeroen J. L. Schepers and Lisa K. Scheer (2011), "Exploring Spillover Effects of Post-Sale Services in Vertical Service Delivery Networks," *Marketing Theory and Applications*, Vol. 22, Raji Srinivasan and Leigh McAlister, eds., Chicago, IL: American Marketing Association, 310-11.
- Lisa K. Scheer (2004). "How Does Culture Impact the Assessment of Outcome Fairness in Marketing Channel Relationships?" *Proceedings of the 33rd European Marketing Academy Conference*.
- Lisa K. Scheer and William R. Smith, Jr. (1996), "The Antecedents of Relationship Termination Costs," *Enhancing Knowledge Development in Marketing*, Vol. 7, Cornelia Dröge and Roger Calantone, eds., Chicago, IL: American Marketing Association, 136-41. Citations: Google Scholar 2.
- Lisa K. Scheer and William R. Smith, Jr. (1996), "The Case for a Bi-Dimensional Model of Relationship Dependence," *Contemporary Knowledge of Relationship Marketing*, Atul Parvatiyar and Jagdish N. Sheth, eds., Atlanta, GA: Emory University, 79-88. Citations: Web of Science 3. Google Scholar 7.
- Lisa K. Scheer and William R. Smith, Jr. (1996), "Countertrade Dimensions and Marketing Implications," *Marketing Theory and Applications*, Vol. 7, Edward A. Blair and Wagner A. Kamakura, eds., Chicago, IL: American Marketing Association, 251-57.
- Charles Wood and Lisa K. Scheer (1996), "Incorporating Perceived Risk into Models of Deal Assessment and Purchase Intent," *Advances in Consumer Research*, Vol. 23, Kim P. Corfman and John G. Lynch,

eds., Provo, UT: Association for Consumer Research, 399-404. Citations: Web of Science 71; Google Scholar 245.

Lisa K. Scheer (1993), "Fairness and Influence: Building on a Classical Foundation," in *Marketing Theory and Applications*, Vol. 4, Rajan Varadarajan and Bernard Jaworski, eds., Chicago, IL: American Marketing Association, 219-25. Citations: Web of Science 1. Google Scholar 1.

Book & Chapters in Books – Scholarly

Lisa K. Scheer (2022), "The Complexity of Trust in Business-to-Business Relationships," *Handbook of Business-to-Business Marketing*, Chapter 19, Gary L. Lilien, Andrew J. Petersen, and Stefan Wuyts, eds., Cheltenham, UK: Edward Elgar Publishing Ltd, forthcoming.

Lisa K. Scheer (2012), "Trust, Distrust and Confidence in B2B Relationships," *Handbook of Business-to-Business Marketing*, Chapter 18, Gary L. Lilien and Rajdeep Grewal, eds., Cheltenham, UK: Edward Elgar Publishing Ltd, 332-47. Citations: Web of Science 9; Google Scholar 27.

Kenneth R. Evans and Lisa K. Scheer, eds. (2002), *Marketing Theory and Applications*, Vol. 13. Chicago, IL: American Marketing Association. Conference Proceedings.

Louis W. Stern and Lisa K. Scheer (1992), "Power and Influence in Marketing Channel Research: Observations on the State of the Art," in *Advances in Distribution Channel Research*, Vol. 1, Gary Frazier, ed., Greenwich, CT: JAI Press, 255-79. Citations: Google Scholar 35.

Other Publications

Articles in Periodicals

Lisa K. Scheer (2012), "Contemplating Trust, Confidence and Loyalty in B2B Relationships," *ISBM Research Quarterly*, Gary L. Lilien and Rajdeep Grewal, eds., Volume 5 (3), Fall 2012.

Lisa K. Scheer (2011), "Planning Business-to-Business Research for the Review Process," *ISBM Research Quarterly*, Gary L. Lilien and Rajdeep Grewal, eds., Volume 3 (2), Summer 2011.

Publicly Available Research Reports from Funded Projects & Formal Working Papers Series

Vamsi K. Kanuri, Eva Boehm and Lisa K. Scheer (2016), "Investigating Service Growth Strategies in Manufacturing Firms." *ISBM Reports*, Report #1401.

John D. Hansen, Donald J. Lund, Thomas E. DeCarlo and Lisa K. Scheer (2012), "The Effects of Relationship Role on Buyers' Responses to Relationship Failures and Recovery Efforts." *ISBM Reports*, Report No. 02-2012. Citations: Google Scholar 1.

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict Steenkamp (1998), "Reactions to Inequity in US and Dutch Interorganizational Relationships." *IMD Working Paper*. Citations: Google Scholar 2.

Nirmalya Kumar and Lisa K. Scheer (1994), "The Effects of Relational Support on Marketing Channel Relationships," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 5-1994.

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict Steenkamp (1994), "The Effects of Interdependence on Relationship Quality in Marketing Channels," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 2-1994. Citation: Google Scholar 11.

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict Steenkamp (1993), "Powerful Suppliers, Vulnerable Resellers, and the Effects of Supplier Fairness: A Cross-National Study," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 11-1993. (Also published by Katholieke Universiteit Leuven.) Citations: Google Scholar 25.

Ravi S. Achrol, Lisa K. Scheer and Louis W. Stern (1990), "Designing Successful Transorganizational Marketing Alliances," Cambridge, MA: Marketing Science Institute, *MSI Working Paper Series*, Report No. 90-118. Citations: Google Scholar 147 (multiple forms).

PRESENTATIONS

Invited Presentations – Academic Meetings

Keynote & Featured Speaker Presentations at Academic Conferences & Consortia

“Complexities in B2B Relationships: Avenues for Future Research, IESEG Research Camp, Lille, France, June 2, 2022.

“Milestones in the Mirror,” Haring Legacy Address, Albert H. Haring Symposium, Indiana University, Bloomington, Indiana, April 8, 2022.

“The Road Less Traveled? Reflections on Research . . . and Life.” Featured speaker as 2021 Distinguished Scholar at the Society for Marketing Advances (SMA) Conference, Orlando, FL. November 5, 2021.

“Designing Good Research vs. *Really Good* Research.” Keynote speaker at the BMM-EMAC 8th Biennial International Conference on Business Marketing Management, Karl-Franzens-University, Graz, Austria. July 6, 2017. Also featured on a keynote panel on July 7, 2017 discussing “How to Cultivate Business Marketing Research in Doctoral Programs.”

“B2B Salespeople Pay Off Even for Digital-Channel Customers,” Featured Presenter, Joint KU Leuven—Vlerick Business School Marketing Camp, KU Leuven, Leuven, Belgium. September 9, 2016.

“In Search of Clarity: Problems and Opportunities in Relationship Research.” Keynote speaker at the 7th Bi-Annual International Conference on Business Market Management, Queen Mary University of London, London, England. July 2, 2015.

“Complex Multi-Provider Service Events: Investigation of an Overlooked Service System.” Featured Presenter, Tilburg University Xmas Marketing Camp, Tilburg, The Netherlands. December 19, 2013. Five presenters invited for camp with professors and students from Dutch and Belgian universities.

“Are Relationship Marketing Theories Universal – or Universally Incomplete?” 17th International Colloquium on Relationship Marketing, Maastricht University, Maastricht, Netherlands, September 18, 2009. One of three featured speakers.

“Deciphering Dependence in Marketing Relationships,” Interorganizational Marketing Camp, Ozyegin University, Istanbul, Turkey, June 28, 2009. A select group of 10 international B2B researchers participated in this colloquium.

“Challenges in International Marketing Relationships: History, Mystery, Lies & Ties,” International Business Week Keynote Speaker, University of North Florida, Jacksonville, FL, February 9, 2009.

“A Relationship Marketing Research Agenda: Navigating through Complexity,” Marketing Thought Leaders Forum, Coventry University, England, November 18, 2008. One of three featured speakers.

“Challenges & Opportunities in B2B Research – Embracing the Complexity,” 3rd International Conference on Business Market Management, St. Gallen, Switzerland, March 12, 2008. Keynote speaker.

“Deconstructing Dependence and Its Role in Marketing Relationships,” London Business School Marketing Summer Camp, London, England, July 9, 2007. Invited presenter and participant.

Other Invited Presentations to Academic Conferences

“Dark Side of Customer Engagement?” AMA Winter Educators Conference, San Diego, CA, February 15, 2020. Presentation as part of panel in special session.

“When it Pays to Have a Friend on the Inside: Effects of Buyer’s Advocacy on B2B Suppliers,” Organizational Frontlines Conference, Austin, Texas, February 21, 2019.

“Where Do We Go from Here? – The Future of B2B Marketing Research and Ph.D. Education,” Panel Discussion Presenter, European Marketing Academy Conference, Glasgow, Scotland, May 30, 2018.

“Losing Trust – Rebuilding Trust,” Organizational Frontlines Conference, New Orleans, LA, February 22, 2018.

“In Search of Sustainable Customer Engagement: The Role of Salesperson’s Customer Advocacy,” Thought Leaders in Customer Engagement and Customer Relationship Management Conference, Paris, France, June 4, 2015.

“Where Do We Go From Here? The Future of Marketing Channels Research,” Thought Leaders in Marketing Channels Conference, Paris, France, June 3, 2014.

“Cultivating Theory in Marketing Doctoral Programs,” AMS Review Theory Forum, Indianapolis, IN, May 19, 2014.

“Centralization of Organizational Buying,” ISBM Invitational Organizational Buying Mini-Conference, Orlando, FL, February 21, 2014.

“What We Don’t Know About Trust in B2B Relationships,” ISBM Authors Conference, Harvard Business School, Boston, MA, August 13, 2010.

“Unresolved Research Questions in Channel Relationships,” Erin Anderson Memorial Business-to-Business Research Conference, Wharton Business School, Philadelphia, Pennsylvania, October 17, 2008.

“Radical and Incremental Product Innovation Among Market Driven and Market Driving Firms,” Fundamental Issues and Directions for Marketing – MSI/AMA/Journal of Marketing Special Conference, Cambridge, MA, June 4-6, 1998. Citations: Google Scholar 4.

Invited Presentations at Doctoral Consortia and Symposia

- "Mistakes Made, Lessons Learned," AMA-Sheth Doctoral Consortium, University of Texas, Austin, TX, June 30, 2022.
- "Broadening the Scope of Strategy Research," 4th Marketing Strategy Consortium, Texas A&M University, College Station, TX, June 28, 2022.
- "Strategic Conferencing," ISBM Ph.D. Camp for Research in Business-to-Business Markets, online, August 14, 2021.
- "Trust in B2B Relationships: Unanswered Questions," AMA-Sheth Doctoral Consortium, Indiana University, Bloomington, IN, August 10, 2021.
- "The Importance of P2P in B2B CRM," 3rd Marketing Strategy Consortium, University of Texas, Austin, TX, December 5, 2020. Online.
- "Trust and Corruption in B2B Relationships," 2nd Marketing Strategy Consortium, Indiana University, Bloomington, Indiana, March 29, 2019.
- "Seeking Inspiration along Well-Traveled Lanes in Relationship Research," AMA-Sheth Doctoral Consortium, University of Leeds, Leeds, UK, June 29, 2018.
- "Dealing with Constructive (and Less-than-Constructive) Feedback," ISBM Ph.D. Camp for Research in Business-to-Business Markets, Emory University, Atlanta, Georgia, August 2, 2016.
- "Finding Interesting Research Questions on Well-Travelled Paths," AMA Sheth Foundation Doctoral Consortium, London Business School, London, England, July 18, 2015.
- "Strategic Conferencing," AMA Sheth Doctoral Consortium, Northwestern University, Evanston, IL, June 27, 2014.
- "Unresolved Issues in Service Research," Expert Panel, 46th AMA Sheth Foundation Doctoral Consortium, Oklahoma State University, Stillwater, OK, June 4, 2011.
- "Planning Research for the Review Process," ISBM PhD Summer Camp, Harvard Business School, Boston, MA, August 11, 2010.
- "The Agony and Ecstasy of Live Case Projects," 45th AMA Sheth Foundation Doctoral Consortium, Texas Christian University, Fort Worth, TX, June 5, 2010.
- "Cultivating & Developing Research Ideas," 2002 AMA Sheth Foundation Doctoral Consortium, Emory University Goizueta Business School, Atlanta, GA, June 8, 2002.

"Market Entry Via Joint Ventures: Determinants of Success," Seventeenth Annual Albert Haring Symposium, Indiana University, Bloomington, IN, April 9-11, 1987.

Invited Presentations & Research Seminars – Discipline-Based Research

"The Complexity of Trust in B2B Relationships," ISBM Webinar, October 22, 2021.

"The Importance of P2P Relationships in B2B Relationships," B2B Research Online Seminar Series—a joint program of the B2B Special Interest Groups of the European Marketing Academy (EMAC) and the Australian and New Zealand Marketing Academy (ANZMAC), Online, September 16, 2021.

"The Importance of P2P Relationships in B2B Relationships," Texas A&M University Department of Engineering Technology and Industrial Distribution, Online, April 29, 2021.

"When it Pays to Have a Friend on the Inside: The Impact of Buyer's Advocacy on a B2B Supplier," McMaster University, Hamilton, Ontario, Canada, February 24, 2020.

"It Can Pay to Have a Friend on the Inside: The Impact of Buyer's Advocacy for a Specific Supplier," Research Colloquium, University of Paderborn, Paderborn, Germany, May 23, 2019.

"When it Pays to Have a Friend on the Inside: The Impact of Buyer's Advocacy on a B2B Supplier," Washington University-University of Missouri Research Camp, St. Louis, MO, April 12, 2019.

"The Salesperson as Seller Representative & Customer Advocate: Financial Impacts of the Salesperson's Dual Agency," Washington University-University of Missouri Research Camp, Columbia, MO, April 21, 2017.

"Dealing with Constructive (and Less-than-Constructive) Feedback," Technical University Darmstadt, Darmstadt, Germany, May 24, 2016.

"Designing Research for the Review Process," University of Gießen, Gießen, Germany, May 19, 2016.

"Dealing with Constructive (and Less-than-Constructive) Feedback," University of Gießen, Gießen, Germany, May 19, 2016.

"Dependence and Interdependence in Marketing Relationships: Opportunities for Future Research," University of Graz, Graz, Austria, June 9, 2015.

"Dependence and Interdependence in Marketing Relationships: Opportunities for Future Research," University of Nebraska, Lincoln, NE, April 17, 2015.

"Unanswered Questions Regarding Trust in Marketing Relationships," University of Paderborn, Paderborn, Germany, July 17, 2013.

- "Planning Research for the Review Process," Leeds University, Leeds, UK, May 30, 2013.
- "Unanswered Questions Regarding Trust in Marketing Relationships," Leeds University, Leeds, UK, May 29, 2013.
- "Trust, Confidence and Distrust," University of Muenster, Muenster, Germany, April 18, 2012.
- "Trust, Confidence and Distrust," Oklahoma State University, Stillwater, OK, March 9, 2012.
- "Trust, Confidence and Distrust," Iowa State University, Ames, IA, September 2, 2011.
- "Relationship Reality: Embracing Complexity in B2B Relationships," Freie Universität, School of Business & Economics, Berlin, Germany, November 26, 2010.
- "Deciphering Dependence in Marketing Relationships," Technical University Darmstadt, Darmstadt, Germany, September 14, 2009.
- "Building Effective Business-to-Business Relationships: Embracing the Complexity" Aston University Business School, Birmingham, UK, November 19, 2008.
- "Customer Loyalty to Whom?" University of Oklahoma, Norman, OK, February 12, 2007.
- "Customer Loyalty to Whom?" Tulane University, New Orleans, LA, December 11, 2006.
- "Customer Loyalty to Whom?" University of Nebraska, Lincoln, NE, November 3, 2006.
- "How Relationship Marketing Programs Impact Multi-Level Customer Relationships and Financial Outcomes," University of Oklahoma, Norman, OK, April 20, 2004.

Peer Reviewed Papers & Special Session Presentations – Academic Meetings

- "Unanswered Questions: Promising Directions for Future Research," AMA Winter Academic Conference, Las Vegas, NV, February 18, 2022.
- "Can a Relationship have too Little Distrust? What Combo of Trust and Distrust Promotes Relational Stability?" AMA Winter Educators Conference, San Diego, CA, February 15, 2020.
- "Trust and Corruption in B2B Relationships," AMA Winter Educators Conference, Austin, Texas, February 23, 2019.
- "Service Infusion or Service Transition? Service Growth Strategies for Manufacturers," European Marketing Academy Conference, Glasgow, Scotland, May 31, 2018.

- "What We Don't Know About Interdependence in Marketing Relationships," AMA Summer Educators' Conference, Chicago, IL, August 17, 2015.
- "Warning: Trust is Dangerous," European Marketing Academy Conference, Leuven, Belgium, May 29, 2015.
- "Macro Trends and the Future of Organizational Buying," AMA Summer Educators' Conference, San Francisco, CA, August 2, 2014.
- "Complex Multi-Provider Service Events: The Challenge of an Ad Hoc Service System," ISBM Biennial Research Conference, San Francisco, CA, July 31, 2014.
- "Is Fairness Always Important?" Sales Conference, Westfälische Wilhelms-Universität, Münster, Germany, July 15, 2013.
- "Delving Into the Dark Side: The Need for Balance in B2B Research," ISBM Academic Conference, Chicago, IL, August 16, 2012.
- "Fairness in B2B Relationships: Insights on Emerging Markets," AMA Summer Marketing Educators' Conference, San Francisco, CA, August 6, 2011.
- "Trust & Distrust in B2B Relationships: Exploration of the Dark Side," AMA Winter Marketing Educators' Conference, Austin, TX, February 19, 2011.
- "Creating Product Value Through Service Channels," AMA Summer Marketing Educators' Conference, Boston, MA, August 15, 2010.
- "Opportunities in Business-to-Business Research – Embracing the Complexity," ISBM Academic Conference, La Jolla, CA, August 7, 2008.
- "Fairness in Interorganizational Relationships: Is What We Think We Know True?" AMA Winter Marketing Educators' Conference, Austin, TX, February 16, 2008.
- "How is Fairness Determined in Cross-National B2B Relationships?" Relationship Marketing Summit, Buenos Aires, Argentina, December 13, 2007.
- "What's Fair? The Complex Nature of Fairness in Retailer-Supplier Relationships," European Marketing Academy Conference (EMAC), Reykjavik, Iceland, May 24, 2007.
- "Antecedents and Consequences of Two Dimensions of Dependence in Buyer-Seller Relationships," ISBM Bi-Annual Academic Conference: Thinking Big, Thinking Different: Contributions and Challenges in B-to-B Research, Chicago, IL, August 3-4, 2006.
- "How Does Culture Impact the Assessment of Outcome Fairness in Marketing Relationships?" European Marketing Academy Conference (EMAC), Murcia, Spain, May 19, 2004.

"Deconstructing and Reconstructing Outcome Fairness in Marketing Channel Relationships," Marketing Exchange Colloquium, Vienna, Austria, July 23-25, 1998.

"The Antecedents of Relationship Termination Costs," AMA Summer Educators' Conference, San Diego, CA, August 3-6, 1996. Citations: Google Scholar 2

"The Case for a Bi-Dimensional Model of Relationship Dependence," Research Conference on Relationship Marketing, Emory University, Atlanta, GA, June 14-16, 1996. Citations: Google Scholar 7.

"Romanian Retailer Attitudes toward Change and Retail Evolution," 3rd CIRASS/EIRASS International Conference on Retailing and Services Science, Telfs/Buchen, Austria, June 22-25, 1996.

"Countertrade Dimensions and Marketing Implications," AMA Winter Educators' Conference, Hilton Head, SC, February 3-6, 1996.

"The Effects of Interdependence on Relationship Quality in Marketing Channels," AMA Winter Educators' Conference, St. Petersburg, FL, February 19-22, 1994.

"Fairness and Trust in Marketing Channel Relationships," AMA Summer Educators' Conference, Boston, MA, August 7-10, 1993.

"Maintaining Effective Marketing Channel Relationships in the Global Marketplace," AMA Summer Educators' Conference, Boston, MA, August 7-10, 1993.

"Reactions of Vulnerable Resellers to Perceived Injustice," AMA Business-to-Business Marketing Research Conference, San Francisco, CA, March 27-29, 1993.

"Fairness and Influence: Building on a Classical Foundation," AMA Winter Marketing Educators' Conference, Newport Beach, CA, February 20-23, 1993. Citations: Google Scholar 1.

"Interorganizational Research Perspectives on Buyer-Seller Relationships," Academy of Marketing Science Annual Conference, San Diego, CA, April 22-25, 1992.

Scholar-in-Residence Activities – Discipline-Based Research

Scholar-in-Residence, University of Paderborn, Paderborn, Germany. May 23-24, 2019. Presentation and research consulting with professors and doctoral students.

Scholar-in-Residence, KU Leuven, Leuven, Belgium, September 8, 2016. Providing feedback on various student and faculty presentations.

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

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, May 23-24, 2016. Research consulting sessions with professors and doctoral students.

Scholar-in-Residence, University of Paderborn, Paderborn, Germany. July 17-18, 2013. Presentation and research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, June 4-5, 2013. Research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Leeds University, Leeds, UK. May 29-30, 2013. Presentations and research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, April 23-24, 2012. Two-day research workshop; provided input in response to formal presentations and one-on-one discussions.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, September 14-15, 2009. Two-day research workshop; input in response to formal presentations and one-on-one discussions.

Invited Presentations to Practitioner Audiences – Discipline-Based Research

"Contemplating Trust, Confidence and Loyalty," MU Marketing Department Advisory Board, University of Missouri, Columbia, November 2, 2012.

"Contemplating Trust, Confidence and Loyalty," ISBM Fellow Presentation, ISBM Member Meeting, Pennsylvania State University, September 11, 2012.

"Our Customers are Loyal . . . Aren't They?" Trulaske College of Business Strategic Development Board Meeting, University of Missouri, Columbia, October 22, 2010.

PROFESSIONAL MEMBERSHIPS / COMMITTEES / OFFICES

Association & Organization Leadership

ISBM Academic Advisory Board, Institute for the Study of Business Markets, 2021 - present

B2B Leadership Board, Institute for the Study of Business Markets, 2011 - 2015

American Marketing Association Academic Council, 2009 – 2012

National/International Conference Chair or Director

Marketing Strategy Consortium

Chair and Conference Organizer, Inaugural Marketing Strategy Consortium – University of Missouri, Columbia, MO, March 22-23, 2018.

American Marketing Association

Conference Co-Chair, AMA Summer Marketing Educators' Conference, Chicago, IL, August 2012.

Additional service involved conceptual development of a video celebrating AMA's 75th anniversary.

Conference Co-Chair, AMA/Sheth Doctoral Consortium, University of Missouri, Columbia, MO, June 2008.

Conference Co-Chair, AMA Winter Marketing Educators' Conference, Austin, TX, February 22-25, 2002.

Institute for the Study of Business Markets

Camp Director, ISBM Ph.D. Camp for Research in Business-to-Business Markets – Chicago, IL, August 2022; Online, August 2021; San Francisco, CA, August 2020 (cancelled); Boston, MA, August 2018; Atlanta, GA, July 2016.

Camp Co-Director, ISBM Ph.D. Camp for Research in Business-to-Business Markets – San Francisco, CA, July 2014; Chicago, IL, August 2012.

PROFESSIONAL ACTIVITIES

Journal Editorial Positions

Area Editor – *Journal of the Academy of Marketing Science* – January 2019 – present

Area Editor – *International Journal of Research in Marketing* – August 2021 – present

Area Editor – *Journal of Retailing* – July 2022 - present

Journal Editorial Review & Advisory Boards

Journal of Marketing Research Editorial Review Board – July 2016 to present

Journal of Marketing Editorial Review Board – July 2011 to present,
May 1997 - June 2002, December 2002 to June 2005

Journal of the Academy of Marketing Science Editorial Review Board – July 2012 to present

Journal of International Marketing Editorial Review Board – July 2013 to present

Journal of Retailing Editorial Board – 2001 to present

AMS Review Editorial Board – October 2013 to present

International Marketing Review Editorial Board – January 2008 to present

Journal of Business Market Management Editorial Board – January 2008 to present

European Journal of Marketing Senior Advisory Board – November 2008 to present

International Journal of Research in Marketing Editorial Board – Fall 1997 to December 2015

American Journal of Business Editorial Advisory Board – August 2011 to 2015

Journal Editor & Reviewer Awards

2021 Outstanding Area Editor Award – *Journal of the Academy of Marketing Science*

2020 Outstanding Reviewer Award – *Journal of Marketing* 2019 (announced 2020)

2018 Outstanding Reviewer Award – *Journal of Marketing* 2017 (announced 2018)

Other Reviewer Roles

Special editor for review of rejection appeal – *European Journal of Marketing* – 2018
Ad hoc reviewer for various journals
Recommendation letters for various professorships, fellowships, nominations and award
Outside reviewer for numerous promotion and tenure cases

Other Professional Activities

Conference Track and Organizational Leadership Activities

Track Co-Chair, 2009 & 2015 AMA Summer Marketing Educators' Conference
Track Chair, 5th Research Conference on Relationship Marketing, Atlanta, GA, Oct 12-15, 2000
Conference Organizing Committee, The 21st Century Change Imperative: Evolving Organizations and Emerging Networks, College of Business and Public Administration, University of Missouri, 1998

Other Conference Activities

Workgroup Thought Leader & Co-Organizer, B2B Connect Research Symposium, "Evolving Multichannel B2B Relationships in the Digital World," Odense, Denmark, May 2023
Special Session Organizer & Co-Chair, ISBM Academic Conference – 2022
Special Session Organizer & Chair, AMA Winter Educators' Conference – 2020
Special Session Panel Discussant, AMA Winter Educators' Conference – 2020
Roundtable Discussion Leader, Organizational Frontlines Research Conference – 2020
EMAC Doctoral Colloquium Faculty Fellow, Hamburg, Germany, May 27-28, 2019
Special Session Organizer & Chair, AMA Winter Educators' Conference – 2019
Panel Member, Special Session, AMA Winter Educators' Conference – 2017
ISBM Organizational Buying Mini-Conference (Invitation Only), Orlando, FL, February 2014
Session Organizer & Chair, EMAC Conference – 2009, 2015
Panel Member & Presenter, Strategic Marketing Association Doctoral Symposium, Hilton Head, SC, October 30, 2013.
ISBM Innovation Mini-Conference (Invitation Only), MIT, August 2013, workgroup output presentation
Session Organizer & Chair, Sales Conference – 2013
Session Organizer & Chair, ISBM Biennial Research Conference – 2012 (2 sessions), 2014
Session Organizer & Chair, AMA Summer Educators' Conference – 1993, 1997, 2012 (2 sessions)
Session Organizer & Chair, AMA Winter Educators' Conference – 1997
Session Organizer & Chair, 3rd Research Conference on Relationship Marketing, Emory University, 1996

Session Chair, AMA Winter Educators' Conference – 1995, 2002, 2011

Session Chair, AMA Summer Educators' Conference – 2006, 2008

Session Chair, ISBM Bi-Annual Academic Conference – 2006

Session Chair, EMAC Conference – 2004

Session Chair, 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, GA, June 9-12, 2002

Panel Organizer, The 21st Century Change Imperative: Evolving Organizations and Emerging Networks, College of Business and Public Administration, University of Missouri, 1998

Texas A&M Reynolds & Reynolds Sales Leadership Institute

Affiliate Researcher, 2022 - present

Other Service Roles

AMA Interorganizational SIG: Lifetime Achievement Award Selection Committee – 2008, 2022 (chair)
Louis Stern Award Selection Committee – 2009, 2010 (chair), 2019

AMA Williams-Qualls-Spratlen Multicultural Mentoring Award Selection Committee – 2010

Female Marketing Scholars' Network Facebook Group Organizer – 2011

Marketing Strategy Researchers LinkedIn Group Organizer – 2019

GRANTS

\$2000 Robert J. Trulaske, Sr. College of Business Small Grant Program for "The Consumer-Technology Relationship: An Empirical Investigation of Technology Dependence and Trust in the Consumer Household," October 2021.

\$1500 AMA Relationship Marketing SIG Doctoral Small Research Grant to Divya Anand, 2021.

\$1194 Robert J. Trulaske, Sr. College of Business PhD Enhancement Fund for "Reactions to Government Stay-at-Home Pandemic Mandates" to Divya Anand & Lisa Scheer, 2021.

\$1500 ISBM Doctoral Support Award to Divya Anand for research & presentation expenses, 2019.

\$5000 Sponsored Program Grant (company name proprietary) for research on customer engagement. Investigators Justin Lawrence and Lisa Scheer, 2015.

\$7500 Institute for the Study of Business Markets for "Investigating Service Growth Strategies in Manufacturing Firms." Investigators Vamsi Kanuri, Eva Boehm and Lisa Scheer, 2014.

- \$3500 Robert J. Trulaske, Sr. College of Business Large Grant Program for "The Role of Reciprocity in Marketing Relationships," college-wide license for MediaLab software, 2010.
- \$2500 Robert J. Trulaske, Sr. College of Business Small Grant Program for "The Impact of Inequity in Business-to-Business Relationships," 2008.
- \$2640 Robert J. Trulaske, Sr. College of Business Large Grant Program for "Foundations of Fairness in Business Relationships—A Multi-National Study," 2008.
- \$1000 MU College of Business Research Support Fund Grant, 2007.
- \$500 MU College of Business Internationalization Committee Grant, 2007.
- \$1000 MU College of Business Internationalization Committee Grant, 2004.
- \$2000 Robert Palmatier Dissertation Proposal Award/Grant. Direct Selling Educational Foundation, 2004.
- \$16,000+ in grants for "ROI of Relationship Marketing Programs: Disentangling Salesperson and Firm Effects." Robert Palmatier, Kenneth R. Evans, Srinath Gopalakrishna, Mark Houston, Lisa K. Scheer.
- \$9500 – Marketing Science Institute, 2003.
 - \$4800 – Manufacturers' Representatives Educational Research Foundation (MRERF), 2003.
 - \$950 – Sub-associations affiliated with MRERF (ERA, NEMRA, and MANA), 2003.
 - \$900 – MU College of Business Research Support Fund Grant, 2002.
- \$3000 "The Nature and Consequences of Trust in Marketing Channels: A Cross-National Study" with Nirmalya Kumar (principal) and Jan-Benedict E. M. Steenkamp. Sponsored by The Institute for the Study of Business Markets at Pennsylvania State University, 1992-93.
- \$2000 "Perceptual Biases in Pricing." American Marketing Association Faculty Advisor Research Grant, 1992-95.

TEACHING

University of Missouri

Doctoral

Introduction to Research Methods
Seminar in Marketing Strategy
Doctoral Seminar in Academic Writing
Seminar in Marketing Management

MBA

Services Marketing
Marketing Strategy

Undergraduate

Contemporary Issues in Marketing
Contemporary Issues in Marketing – Honors
Marketing Management
Marketing Management – Writing Intensive
Marketing Channels

University of Graz, Austria

Doctoral Seminar in Academic Writing

Other University or Institute

Doctoral Seminar on Relationship Marketing. Co-taught with Robert Palmatier, Pennsylvania State University's Institute for the Study of Business Markets Internet-Based Seminar Series – Fall 2010, Spring 2013 and Spring 2016.

Executive PhD One-Day Relationship Marketing Seminar, Oklahoma State University, March 2012.

Dissertation Chair/Co-Chair

Todd J. Arnold (2001), "Antecedents and Consequences of Distributive Fairness: An Examination of Salesperson Judgments of Fairness."

M. Omar Shehryar (2003), "Antecedents and Consequences of Consumers' Desire to Negotiate."

Robert W. Palmatier (2004), "How Exchange Inefficiency and Relationship Quality Mediate the Influence of Relationship Marketing on Performance: The Critical Role of Relationship Orientation."

Donald J. Lund (2010), "Reciprocity in Marketing Relationships."

Irina V. Kozlenkova (2014), "The Insidious Role of Complacency in Business-to-Business Relationships"

Justin Lawrence (2017), "The Critical Role of Agency Relationships in B2B Exchange."

Stephen A. Hampton (2018), "Complex Service Offerings: A Theoretical Exposition and Empirical Investigation."

Divya Anand (2022), "Organizations' Response to External Disruptive Events."

Joshua Egbuka (in process)

Dissertation Committee Member

Roberta J. Schultz (1997), "Customer Business Development through Multi-Functional Teams, and External and Internal Collaborative Communication in Relationship Contexts."

John L. Stockmyer (1999), "Need-based Consumer Support Behavior: A Conceptual and Empirical Analysis."

Charles M. Wood (1999), "Marketing to Consumers Undergoing Life Transitions: The Mediating Role of Appraisal."

Timothy D. Landry (2001), "Elaboration on Role Theory Explanations of Job-Related Stress."

Simona Stan (2001), "Boundary Spanner Consumption of Organizationally Provided Support Services: A Communication/Socialization Perspective."

Catherine A. Roster (2002), "Antecedents and Consequences of Dual Forces in Consumer Replacement Decisions."

Er Fang (2004), "Creating Customer Value Through Customer Participation in B2B Markets: A Value Creation and Value Sharing Perspective."

Vishal K. Gupta (2006), "Firm Strategy and Knowledge Management in Strategic Supply Chain Relationships: A Knowledge-Based View." University of Missouri Management PhD.

David M. Hunt (2006), "A Consumer Perspective on Mass Customization."

Chenjie (Fred) Miao (2007), "Salesforce Control Systems: An Integrated Approach."

Lynn Murray (2007), "From Service Design to Delivery: Integrating Marketing and Operations in the Service Unit."

Shrihari Sridhar (2009), "Optimal marketing budgeting and benchmarking of platform firms."

L. Christian Hinsch (2011), "Vicarious Consumption in Internet Forums."

Chloé Renault (2012), "The Antecedents to Solutions Success." HEC Paris, France.

Johanna H. Slot (2013), "Crossing Boundaries: Involving External Parties in Innovation." Tilburg University, The Netherlands.

Jenifer L. Skiba (2016), "Drivers of Group Purchasing Organization Effectiveness and Efficiency: The Role of Organizational Collaboration Types." University of Nebraska Marketing PhD.

Andrew T. Crecelius (2016), "Salesperson Networking Behaviors and Sales Prospecting Outcomes: Essays on the Roles of Motivation and Communications-Mix Synergies."

Omid Kamran-Disfani (2019), "The Value of Crowdsourcing in Apparel and Fashion Retail Buying."

Jiang Junqiu (in process), "Marketing Budgets and the Impact of Political Leanings of Senior Managers on Marketing Strategy." Singapore Management University Marketing PhD.

UNIVERSITY ACTIVITIES

Committee Service

University

Trulaske College Dean Search Committee – 2022
Trulaske College Dean Search Committee Co-Chair – 2010
MU Steering Committee, It's My Mizzou/For All We Call Mizzou Development Campaign – 2005-09
MU Undergraduate Curriculum Committee – 2005-07
MU Committee on Undergraduate Education (CUE) – 1999-2002
 CUE Executive Committee Member – 1999-2002
 CUE Computer & Information Proficiency Subcommittee Chair – 1999-2002
MU Information Technology Committee – 2000-02
MU Licensing Advisory Committee – 2002
MU Honors Council – 1998-2001
MU Grievance Committee – 2001

College

College Ph.D. Policy Committee – 2008-22
College Faculty Policy Committee – 2019-22
Named Professorship Renewal Committee – 2019
Business Administration Designation Taskforce – Co-chair – 2018
Collaboration Strategic Initiative Task Force Co-chair – 2008-09
Professional Development Program Director Screening Committee – 2008
College Undergraduate Programs Committee – 1993-95, 1996-97, 1998-99, 2003-08
Professional Development Program Task Force – 2006-08
Cornell Hall Enhancement Task Force – 2006-07
Assistant/Associate Deans Screening Committee – 1998, 2006
College Executive Committee – 1999-2003
College Strategic Development Board Administration Representative – 2001-02
College Strategic Development Board Faculty Representative – 1997-98
Cornell Hall Furnishings Committee – 2001-02
Finance Department Chair Search Committee – 2002-03
Missouri Bankers Chair Search Committee – 2002
Director of External Relations Search Committee – 2000
Strategic Management Team & Planning Committee – 1991-92 & 1998-99
B&PA Change Conference Organizing & Planning Task Force – 1997-98
MBA Policy Committee – 1995-96, 1999
Adjunct Professor Selection Committee – 1996-97
Walton Scholarship Program Faculty Coordinator – 1998-99
Walton Scholar Selection Committee – 1993-99

Faculty Responsibility Committee – 1992-99

Department

Ph.D. Program Committee Chair – 2008-22

Faculty Recruiting Committee Chair – 2007, 2013, 2017-20, 2022

Inaugural Marketing Strategy Doctoral Consortium Chair – 2017-18

Task Force for Online Sales and Marketing Programs – 2017-18

Funding Proposal Review Committee – 2016-17, 2018-19

AMA Sheth Foundation Doctoral Consortium Co-Chair – 2007-08

Guest Speakers Committee Chair – 2008

Undergraduate Programs Committee Chair – 1993-95, 1996-1999, 2002-08

Teaching Portfolio Review Committee Chair – 2006-07

AMA Sheth Foundation Doctoral Consortium Proposal Committee – 2005-07

MBA Policy Committee – 2007

Ph.D. Policy Committee (Member) – 1991-93, 2004-06, 2008

External Relations Committee – 2002-09

Promotion & Tenure Committee – 1996-2007

Walton Professor Recruiting Committee – 1992-95 & 1999-2002

Department Chair Search Committee – 1995-97, 1998-99, 2002-03

Study Abroad Coordinator – 1999-2003

E-commerce Recruiting Committee – 1999-2000

Developer & Coordinator – Marketing Writing Intensive Curriculum – 1998-99

Student Relations

University of Nebraska Doctoral Symposium – 1997, 2001, 2003, 2004, 2006, 2009, 2014, 2015, 2016, 2017, 2021 (virtual), 2022

Making Me Marketable Career Counseling Event, Founder & Coordinator – 2001-06

Sam M. Walton Scholarships in Business, Program Coordinator and Scholar Advisor – 1992-99

Conducted doctoral student trips to AMA Educators' Conferences – 1998, 2000, 2002-03, 2010, 2011

Presentation: Why Consider a Career as a PROF? People, Research, Opportunities and Fun! – 2017

Addressed Vasey Academy students – 2000-03

Midwest Marketing Camp – 2003

Faculty Advisor for MU Consulting Organization – 1997-99

Faculty Co-advisor for MU Marketing Forum student organization – 1990-93

Trulaske Diversity Conference Information Session on Doctoral Programs – 2015

MISCELLANEOUS

Speaker, representing the faculty, at the Ceremonial Ground-Breaking of Cornell Hall, University of Missouri, Columbia, MO, 1999

Master of Ceremony & Program Director, 75th Anniversary Celebration, Trinity Lutheran Church, New Haven, MO, 2001

Speaker, Honors Awards & Assembly, New Haven High School, New Haven, MO, 2000

Commencement Speaker, New Haven High School, New Haven, MO, 1989

Steuart Henderson Britt Award, Northwestern University, 1987

National Merit Scholar & University of Missouri Curators' Scholar, 1977 – 1981

Henry Hatch Green Graduate Scholarship Award, University of Missouri, 1981

Commencement Speaker (Valedictory), New Haven High School, New Haven, MO, 1977

MU Legacy Society

MU Trulaske College of Business Davenport Society

University of Missouri Jefferson Club

MU Alumni Association Life Member

Scholarship Selection Committee, New Haven High School, New Haven, MO