

University of Missouri Faculty and Staff



Divya Anand

University of Missouri

Divya Anand is a first year PhD candidate at the University of Missouri-Trulaske College of Business. Her research interests revolve around Marketing Strategy, Sales and B2B dynamics. She has an Honors degree in Economics and has done her post-graduation in Marketing and Economics. Prior to starting her PhD journey, Divya worked for 2 years as a GTM Lead in Syngenta, where she was responsible for new business model execution and monitoring of one of the four commercial units of India. In her leisure time she engrosses herself in calligraphy, sketching or cooking.



Bitty Balducci

University of Missouri

Bitty Balducci is a born and raised St. Louisan and proud University of Missouri BSBA graduate! She's thrilled to be back at MU pursuing doctoral studies. Her research interests include behavioral marketing strategy centering on frontline employee management. She is particularly interested in understanding phenomena that take place between boundary spanners and customers during service or sales interactions in a B2B context. Her methodological interests focus on machine learning and unstructured data analysis. In her free time, she enjoys traveling and being outdoors with her dog, Kenai!



Li Chen

University of Missouri

Li Chen is a third-year Ph.D. student in the Marketing Department at the Robert J. Trulaske College of Business. Her research interests include marketing strategy, global marketing, and digital marketing. Li received her MBA with a concentration in Finance from Tulane University. Before coming to the US, she worked as a corporate language trainer in New Oriental Education & Technology Group Inc., China.



Josh Egbuka

University of Missouri

Joshua Egbuka is a second-year doctoral student at the University of Missouri. A native of Cape Girardeau, Mo., Josh graduated from Southeast Missouri State University before earning his master's degree in marketing at the University of Tampa. His research interests focus primarily on behavioral issues, including corporate social responsibility and ethics, particularly those related to technology, and the destruction and rebuilding of trust. He is a member of the PhD Project Marketing Doctoral Student Association. In his free time, he enjoys gaming and playing team sports.



Srinath Gopalakrishna

University of Missouri

Srinath Gopalakrishna's research focuses on applying quantitative modeling approaches to marketing problems in the B2B marketing and sales management domains. He has investigated the effectiveness and appropriate deployment of marketing communications such as advertising, direct mail, and trade shows and how these may complement personal selling. He has also studied the effectiveness of sales contests and the role of social networks in improving sales prospecting. His work has appeared in several top-tier and other journals. Srinath teaches undergraduate and MBA courses in marketing analytics, B2B marketing, and sales management. He also teaches in the Ph.D. and execMBA programs and has been honored with the Distinguished Research Fellowship and the O'Brien Excellence in Teaching Award in the Trulaske College of Business. The University of Missouri has awarded him the William T. Kemper Fellowship for Teaching Excellence.





Colleen Jayroe
University of Missouri

Colleen Jayroe is an Administrative Assistant for the Department of Marketing at the Robert J. Trulaske, Sr. College of Business. She graduated from the University of Arkansas at Little Rock where she earned a BSBA and a Certificate in Professional Sales. Her emphasis area was in Marketing. Prior to moving to Columbia, she worked as a Manager and Marketing Coordinator for a small clothing boutique. Her areas of interest are cooking, fashion, young adult and World War II novels, music, and pizza.



Omid Kamran-Disfani
University of Missouri

Omid Kamran-Disfani is a PhD Candidate at the University of Missouri's Trulaske College of Business. His research interests revolve around issues in retailing, customer analytics and marketing strategy. His first academic research paper has been published at the Journal of Business Research and his second paper is forthcoming at AMS Review. He also has co-authored a book chapter that is forthcoming in the Handbook of Research in Retailing. Omid has taught Marketing Research, Marketing Management and Principles of Marketing several times both online and on the campus of the University of Missouri. He won the best student/Instructor award in 2016. Omid has also won the best Research Assistant award in 2015 prior to start teaching. He has or will represent Missouri at Sheth Consortium, AMS Doctoral Consortium and Haring Symposium.



Wayne Keene
University of Missouri

Wayne Keene serves as Director of the Center for Sales and Customer Development and Associate Teaching Professor in the Marketing Department. Wayne earned a bachelor's degree in business administration and a master's degree in business administration from Fontbonne University in St. Louis, MO and his Doctorate of Education in Educational Leadership at the University of Missouri. Wayne brings over 10 years of business and management experience to his classes. In May 2007, Wayne received the *Distinguished Teaching Award* at Stephens College, followed in May 2008 with the *Century Candle Award* for campus leadership. While at MU Wayne has been nominated for *Professor of the Year in the Athletic Departments ROARS event*, has served as a faculty mentor at the Honors Convocation on multiple occasions, and has been nominated for the *O'Brien Faculty Award* in the Trulaske College of Business. In 2012 Wayne received the *Shelter Insurance Teaching Excellence Award in Marketing*, and in 2013 received the *Provost Outstanding Junior Faculty Teaching Award*.



Yeji Lim
University of Missouri

Yeji is a Ph.D. student in the Marketing Department at the Robert J. Trulaske College of Business. Her current research focuses on spatial network, time network, platform firms and quantitative modeling. Particularly, she is interested in utilizing and developing the up-to-date statistical analysis techniques using MATLAB to add rigor to her research.

Prior to joining the program, Yeji received her master degree in Economics from Sungkyunkwan University, South Korea in 2012. Pursuing further research into business, Yeji came to University of Missouri, Columbia in 2013 and have been studying at the Crosby MBA program with a Marketing Analytics emphasis.



Frank (Yufan) Lin

University of Missouri

Frank (Yufan) Lin is a doctoral student in the Department of Marketing. His research interest centers on frontline management in online retailing, particularly the management of web chat selling and frontline interactions. Prior to entering the PhD program, Frank was a Modeling Manager at Sears Holdings Corporation in Hoffman Estate, IL and a Fraud Analytics MBA intern at MasterCard Worldwide in O'Fallon, MO. His hobbies include biking, singing, reading, and jumping rope.



Murali K. Mantrala

University of Missouri

Murali K. Mantrala is Sam M. Walton Distinguished Professor of Marketing, and Chair of the Marketing Department at University of Missouri, Columbia. He was previously J.C. Penney Associate Professor at the University of Florida, Gainesville. Murali's PhD in Marketing is from the Kellogg School, Northwestern University. He was Co-Editor-in-Chief of the *Journal of Retailing* between 2015 and 2017. Murali has published papers on retail pricing, two-sided platform marketing, marketing resource allocation and sales compensation strategies in leading research journals of Marketing. He is currently working on private labels' positioning in retailers' shelf and category management, two-sided platform growth strategies, and mechanisms for coordinating inside and outside sales organizations. Murali received the Humboldt Research Award from the Alexander von Humboldt Foundation in Berlin, Germany in 2010.



Detelina Marinova

University of Missouri

Detelina Marinova is Frances Ridge Gay Professor of Marketing at the University of Missouri. Her current research interests focus on managing organizational frontlines in sales and service settings, technology-enabled interactions, analysis of unstructured data, machine learning, and healthcare marketing. Her research has been funded by the *National Institutes of Health*, *Marketing Science Institute*, and the recipient of the *Institute for the Study of Business Markets'* dissertation award.



Robert J. Trulaske, Sr.

College of Business

University of Missouri

She has published her research in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, and *Journal of Service Research* among others. She serves on the editorial review boards of *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing* and *Journal of Service Research*.



Ashutosh Patil

University of Missouri

Ashutosh (Ash) Patil is an Assistant Professor of Marketing at University of Missouri-Columbia's Trulaske College of Business. His substantive research interests are in empirically studying Sales Force Management, E-Commerce, and Emerging Markets. He is also focused on Research Methodology, specifically, Common Methods. His methodological specialties are Applied Bayesian & Classical Statistical Analyses, and Research Methods. His teaching interests are in Marketing Management, Marketing Research, and Advanced Marketing Data Analytics at the undergraduate and MBA levels. He has over a decade of industry experience, much of it in Silicon Valley.



Suchithra Rajendran

University of Missouri

Suchithra Rajendran is an assistant professor with a joint appointment in the Industrial and Manufacturing Systems Engineering Department and in the Marketing Department in the Trulaske College of Business at the University of Missouri, Columbia. She was recently awarded the Richard Wallace Faculty Incentive Grant at the University of Missouri. Prior to joining the University of Missouri, she has worked on projects with companies such as Case New Holland, Vestas Wind Systems and the Port of Chennai. She is a Penn State National Science Foundation Center for Health Organization Transformation (NSF CHOT) scholar, Service Enterprise Engineering fellow and also a recipient of DAAD-WISE Fellowship of Germany. Her research interests include healthcare delivery systems, supply chain optimization and big data analytics. She received her MS and Ph.D. in Industrial Engineering and Operations Research at The Pennsylvania State University, PA, U.S.A., and her BE in Industrial Engineering at the College of Engineering, Guindy, Anna University, India.





Marsha Richins
University of Missouri

Marsha Richins received her M.A. degree in social psychology and her M.B.A. and Ph.D. in marketing at the University of Texas, Austin. She is a past President of the Association for Consumer Research, has served as Associate Editor for the *Journal of Consumer Research*, and was co-chair and organizer of an international conference on materialism. Her research has dealt with materialism, consumption values, and the role those values play in consumption decisions and consumer debt. Her measure of material values has become the standard by which scholars measure consumer materialism and has been used by researchers in many disciplines in more than 40 countries. Her research has been published in the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Economic Psychology*, *American Behavioral Scientist*, and elsewhere.



Lisa Scheer
University of Missouri

Lisa Scheer is Hibbs Distinguished Professor and doctoral program coordinator at MU. Her research appears in *Journal of Marketing Research*, *Journal of Marketing*, *Academy of Management Journal*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science* and elsewhere. Honors include the Stern Award and the Steenkamp Award for long-term impact and Institute for the Study of Business Markets (ISBM) Fellow. Lisa is director of the last 4 ISBM biennial PhD Camps, co-chaired the AMA Doctoral Consortium and Summer and Winter Educators' Conferences, was on AMA's Academic Council and ISBM's B2B Leadership Board, and serves on *JMR*, *JM*, *JR*, *JAMS*, *JIM*, and *AMS Review* editorial boards. She has been a featured/keynote speaker in Austria, Belgium, Germany, Netherlands, Switzerland, Turkey, UK and USA.



Sharan Srinivas

University of Missouri

Sharan Srinivas is an Assistant Professor with a joint appointment in the Department of Industrial & Manufacturing Systems Engineering (College of Engineering) and Marketing (Trulaske College of Business) at the University of Missouri. He received his Ph.D. and Master's degree from the Pennsylvania State University. His research interests include healthcare operations management, service systems engineering, supply chain management, application of data analytics and multiple criteria optimization to manufacturing and service systems.



Niladri Syam

University of Missouri

Professor Syam is Director of the Center for Sales and Customer Development (CSCS), and the Robert J. Trulaske Sr. Associate Professor of marketing at the Trulaske College of Business at the University of Missouri, Columbia. Dr. Syam does extensive executive teaching and company workshops and trainings on the topic of Enhancing Sales Manager Effectiveness and also on Competitive Marketing Strategy. He has received the *Outstanding Teacher Award* for Executive MBA teaching, and also the *Mid-Career Faculty Research Achievement Award*, which are both college-level awards at the University of Missouri. His research has appeared in major journals such as *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Quantitative Marketing and Economics*, and others. He is on the Editorial Board of the *Journal of Retailing* and has served on the Editorial Board of *Marketing Science*. His passion is international travel, especially to ancient archaeological sites around the world, and he tries to make a trip to least one new country each year.





Sherri Lee Thomas
University of Missouri

Sherri Lee Thomas has lived in Boone County, Missouri her entire life. Before working as an Administrative Assistant in the Marketing Department at the Trulaske College of Business, she worked for Kraft Foods-Columbia (Oscar Mayer Plant) as the Plant Manager's Assistant for 8 years. Sherri has 2 Children and 4 grandchildren that she adores and spends as much time with as possible. She enjoys music, gardening, rock hunting & reading.



Shaoming Zou
University of Missouri

Shaoming Zou (Ph.D., MBA, Michigan State University; B.S., Sichuan University) is Robert J. Trulaske, Sr. Professor and Professor of Marketing and International Business at University of Missouri – Columbia. His expertise is in marketing strategy and international business. He has published in major marketing and international business journals and is one of the most cited scholars in international marketing (over 10,500 cites according to Google Scholar). His work has twice (in 2003 and 2012) won the “Excellence in Global Marketing Research Award” from AMA Global SIG for 10-year research impact. Professor Zou is the Series Editor of *Advances in International Marketing* and served as a Department Editor (2005-2008) and a Consulting Editor (2009-2016) of *Journal of International Business Studies (JIBS)*, the top journal in international business.