

BABU JOHN-MARIADOSS

J.B. Hoskins Professor of Marketing

Director – Assurance of Learning,
Rawls College of Business, Texas Tech University, Lubbock.
Associate Professor (with tenure), (August 2020 till date)

Associate Professor (with tenure)

International Business Fellow
Department of Marketing & International Business, Carson College of Business (CCB)
Washington State University (WSU), Pullman (August 2013 to July 2020).

Assistant Professor (tenure track)

Department of Marketing,
Washington State University, Pullman (August 2007 to July 2013).

EDUCATION

Ph.D. Marketing, University of Houston
Received: August 2007
MBA Marketing, National Institute of Technology, Trichy, India
Received: 1997
B.E. Mechanical Engineering, Anna University, India
Received: 1989

RECOGNITIONS

- **2025** American Marketing Association's (AMA) **Louis W. Stern Award**
- Nominated, **2025 Jerry Rawls Distinguished Undergraduate Educator Award**
- Appointed **Director**, Assurance of Learning, Rawls College of Business, **2023**
- **2022 Harold & Muriel Berkman Foundation Research Award**
- Appointed to **TTU President's Leadership Academy**, **2022**
- Open Educational Resources (OER) Adoption Grant for textbook titled '**Core Principles of Strategic Marketing**', **2022**
- Appointed **J.B. Hoskins Professor of Marketing**, October **2021**
- Appointed **PhD Advisor**, Dept of Marketing & Supply Chain Mgt, **2021**
- TTU Office of Research & Innovation **Scholarship Catalyst** grant, **2021**
- **Faculty Research & Support Funding for Diversity** Grant, **2021**
- Appointed Editor, *International Journal of Public Opinion Research*, **2021**
- **2017 – 2020**, WSU **Honors Faculty Fellow**
- **2018** American Marketing Association's (AMA) **Louis W. Stern Award**
- **2018 Exceptional Service Award** from WSU Office of Research
- **2018** WSU Carson College of Business' (CCB) **Outstanding Teaching Award**
- **2018** ASWSU's **Faculty Appreciation Award**
- **2018** WSU LIFT Transformation Initiatives **Faculty Fellow**
- **2016** WSU Carson College of Business' **Outstanding Service Award**
- WSU Carson College of Business' **Dean's Excellence Fellow**, years **2014 – 2017**
- WSU CCB's **International Business Fellow**, years **2014 – 2020**
- Appointed to **WSU Provost's Leadership Academy**, **2012**

RESEARCH

RESEARCH INTERESTS

Innovation	B2B relationships	Selling & Sales Management
International Marketing	Branding	Sustainability

RESEARCH PUBLICATIONS

Pomirleanu, N., and John-Mariadoss, B. (forthcoming). Salesperson Self-Esteem: Measure Development and Validation. *Journal of Business Research*. (Equal Authorship).

Wen, Y., **John Mariadoss, B.**, & Bi, S. (2025). Conversion privileges? The effect of convertible debt on strategic emphasis and firm performance. *Journal of Marketing Theory and Practice*, 1-15.

Wen, Yuan, **B John-Mariadoss**, U.N. Umesh, SaVinhas, Alberto., and Kuzmich, Daniel (2024), "The Dark Side of Stock Repurchases: Do They Affect Marketing Capabilities?" *European Journal of Marketing*.

M Liu, **B John-Mariadoss**, UN Umesh, Y Wen (2024), "Understanding why and when sales role focus affects salesperson turnover: Do career aspirations and age play a role?", *Journal of Personal Selling & Sales Management*. (Equal Authorship).

Gregory J. Fisher, **Babu John-Mariadoss**, Daniel Kuzmich, William J. Qualls (2024), "The timing of diverse external stakeholder involvement during interfirm open innovation," *Industrial Marketing Management*, Volume 117, 2024, Pages 386-401.

John-Mariadoss, B., Pomirleanu, N., Chennamaneni, P.R., Ganesh Pillai, R. and Zailani, S. (2024), "Interactive effects of organizational resources on sustainable product design practices: a resource orchestration perspective", *European Journal of Marketing*, Vol. 58 No. 1, pp. 66-91.

Gustafson, B., Pomirleanu, N. and **John-Mariadoss, B.** (2024), "Not the way it used to be: B2B interactions in the era of ecosystems", *Journal of Business & Industrial Marketing*, 39(4), 757-765.

Echambadi, M., & **John-Mariadoss, B.** (2023). Self-Determination to Better Health Outcomes: A Study of Diabetes in the Native American Community. *Journal of Student Research*, 12(4).

Pomirleanu, N., Chennamaneni, P. R., **John-Mariadoss, B.**, & Schibrowsky, J. A. (2023). Building human brands: the role of critical reviews. *Journal of Research in Interactive Marketing*.

R Echambadi and **B John-Mariadoss** (2023), **Spin-Outs**, in Oxford Bibliographies in "Management". Ed. Ricky W. Griffin, New York: Oxford University Press.

Agnihotri, R., & **John-Mariadoss, B.** (2022). Social media and B2B sales: An integrative framework and future directions. *Industrial Marketing Management*, 102, 377-380.

- Pomirleanu, N., **John-Mariadoss, B.**, & Schibrowsky, J. (Eds.). (2022). **Experiential Marketing in an Age of Hyper-Connectivity: Navigating the Customer Experience Journey**. Cambridge Scholars Publishing.
- Saldanha, T. J., **John-Mariadoss, B.**, Wu, M. X., & Mithas, S. (2021). How Information & Communication Technology Shapes the Influence of Culture on Innovation. *Journal of Management Information Systems*, 38, 108-139. (Equal Authorship).
- Gustafson, B. M., Pomirleanu, N., **Mariadoss, B. J.**, & Johnson, J. L. (2021). The social buyer: A framework for the dynamic role of social media in organizational buying. *Journal of Business Research*, 125, 806-814.
- Xiao, X., Sarker, S., Wright, R. T., Sarker, S., & **John-Mariadoss, B.** (2020). Commitment and Replacement of Existing SaaS-Delivered Applications: A Mixed-Methods Investigation. *MIS Quarterly*, 44, 1811.
- Bindroo, V., **Mariadoss, B. J.**, Echambadi, R., & Sarangee, K. R. (2020). Customer satisfaction with consumption systems. *Journal of Business-to-Business Marketing*, 27(1), 1-17.
- Su, N., **Mariadoss, B. J.**, & Reynolds, D. (2019). Emotional and cognitive involvement of consumers with hotel brands on social networking sites. *Journal of Hospitality and Tourism Insights*, 2 (4), 377-390.
- Josephson, B. W., Lee, J. Y., **Mariadoss, B. J.**, & Johnson, J. L. (2019). Uncle Sam rising: Performance implications of business-to-government relationships. *Journal of Marketing*, 83(1), 51-72.
- Moon, H., **Mariadoss, B. J.**, & Johnson, J. L. (2019). Collaboration with higher education institutions for successful firm innovation. *Journal of Business Research*, 99, 534-541.
- Mariadoss, B. J.**, & Echambadi, R. (2019). **Future-Focused Strategic Marketing**. (1st ed., vol. 1). Hauppauge, NY: Nova Publishers.
- Johnson, J. L & **Mariadoss, B. J.** (2019), "Dual Perspectives on the Role of Market Orientation in New Product Development," in *Future-Focused Strategic Marketing* (Ed 1, 1, 3-42). Hauppauge, NY: Nova Publishers.
- Gustafson, B. M., Pomirleanu, N., & **John-Mariadoss, B.** (2018). A review of climate and culture research in selling and sales management. *Journal of Personal Selling & Sales Management*, 38(1), 144-167.
- Moon, H., Johnson, J. L., **Mariadoss, B. J.**, & Cullen, J. B. (2018). Supplier and customer involvement in new product development stages: implications for new product innovation outcomes. *International Journal of Innovation and Technology Management*, 15(01), 1-21.
- Josephson, B. W., Johnson, J. L., **Mariadoss, B. J.**, & Cullen, J. (2016). Service transition strategies in manufacturing: Implications for firm risk. *Journal of Service Research*, 19(2), 142-157.
- Josephson, B. W., Johnson, J. L., & **Mariadoss, B. J.** (2016). Strategic marketing ambidexterity: Antecedents and financial consequences. *Journal of the Academy of Marketing Science*, 44(4), 539-554.

- Mariadoss, B. J.**, Chi, T., Tansuhaj, P., & Pomirleanu, N. (2016). Influences of firm orientations on sustainable supply chain management. *Journal of Business Research*, 69(9), 3406-3414.
- Pomirleanu, N., **Mariadoss, B. J.**, & Chennamaneni, P. R. (2016). Managing service quality in high customer contact B2B services across domestic and international markets. *Industrial Marketing Management*, 55, 131-143.
- Su, N., **Mariadoss, B. J.**, & Reynolds, D. (2015). Friendship on social networking sites: Improving relationships between hotel brands and consumers. *International Journal of Hospitality Management*, 76-86.
- Pomirleanu, N., & **John Mariadoss, B.** (2015). The influence of organizational and functional support on the development of salesperson job satisfaction. *Journal of Personal Selling & Sales Management*, 35, 33-50.
- Mariadoss, B. J.**, Johnson, J. L., & Martin, K. D. (2014). Strategic intent and performance. *Journal of Business Research*, 67(11), 2393-2402.
- Mariadoss, B. J.**, Milewicz, C., Lee, S., & Sahaym, A. (2014). Salesperson competitive intelligence and performance. *Industrial Marketing Management*, 43(1), 136-145.
- Radighieri, J. P., **Mariadoss, B. J.**, Grégoire, Y., & Johnson, J. L. (2014). Ingredient branding and feedback effects. *Marketing Letters*, 25(2), 123-138.
- Mao, H., **Mariadoss, B. J.**, Echambadi, R., & Chennamaneni, P. R. (2012). Brand extensions via complements or substitutes: The moderating role of manufacturing transferability. *Marketing letters*, 23(1), 279-292.
- Bindroo, V., **Mariadoss, B. J.**, & Pillai, R. G. (2012). Customer clusters as sources of innovation-based competitive advantage. *Journal of International Marketing*, 20(3), 17-33.
- Ahearne, M., Rapp, A., **Mariadoss, B. J.**, & Ganesan, S. (2012). Challenges of CRM implementation in business-to-business markets: A contingency perspective. *Journal of Personal Selling & Sales Management*, 32, 117-129.
- Mariadoss, B. J.**, Tansuhaj, P. S., & Mouri, N. (2011). Marketing capabilities and innovation-based strategies for environmental sustainability. *Industrial Marketing Management*, 40(8), 1305-1318.
- Mariadoss, B. J.**, Echambadi, R., Arnold, M. J., & Bindroo, V. (2010). An examination of the effects of perceived difficulty of manufacturing the extension product on brand extension attitudes. *Journal of the Academy of Marketing Science*, 38(6), 704-719.
- Cascio, R., **Mariadoss, B. J.**, & Mouri, N. (2010). The impact of management commitment alignment on salespersons' adoption of sales force automation technologies: An empirical investigation. *Industrial Marketing Management*, 39(7), 1088-1096.

Ganesan, S., Brown, S. P., **Mariadoss, B. J.**, & Ho, H. (2010). Buffering and amplifying effects of relationship commitment in business-to-business relationships. *Journal of Marketing Research*, 47(2), 361-373.

Manuscripts in the review process

Daniel Kuzmich, Babu John-Mariadoss and Ankit Anand, “**Title withheld**”, under third round review at *Journal of Retailing*.

Wen, Yuan, John-Mariadoss, and Bi, Sheng, “**Title withheld**”, invited first round revision from *Journal of International Marketing*.

Munaganti, John-Mariadoss, and Perkins, “**Title withheld**”, invited first round revision from *Journal of Marketing Theory and Practice*.

Ankit Anand, Babu John-Mariadoss and Daniel Kuzmich, “**Title withheld**”, under review at *Production and Operations Management*.

Sarangee, K., John-Mariadoss, B., Cooper, J., and Di Benedetto, A., “**Title withheld**”, under review at *Journal of Product Innovation Management*.

Vithayathil, John-Mariadoss, Echambadi, Chennamaneni, and Kuzmich, “**Title withheld**”, under review at *Marketing Intelligence & Planning*.

Working papers (working drafts available on request)

Pomirleanu, Gustafson, and John-Mariadoss, “Achieving Marketing Continuity through a Crisis: A Theories-in-Use perspective”. (Status: First draft completed)

Pillai, Rajani, Bindroo, Vishal, Kuzmich, Daniel, and John-Mariadoss, Babu, “Focus of University-Industry Collaboration and Innovation Outcomes for Universities”. (Status: First draft completed)

Babu John-Mariadoss, Yuan Wen, Colin Gabler, and Raj Agnihotri, “The Impact of Digital Resources on Export Performance: Does Absorptive Capacity Make a Difference?”. (Status: First draft completed)

Kovács, John-Mariadoss, and Kumar, “Well-being across nations: Do differences in value creation-capture configuration of nations’ firms matter?”. (Status: First draft completed)

Kuzmich, Daniel, Wen, Yuan, and John-Mariadoss, Babu, “The Effect of Supplier Diversity on Marketing Performance: Moderating Influences of Internal and External Environments”. (Status: First draft completed)

Wen, Y. W., John Mariadoss, B., Sa Vinhas, A., Uchila, U., “The Impact of Equity Management Instruments on Strategic Emphasis”. (Status: First draft completed)

John-Mariadoss, Kumar, and Nikolov, “The impact of Marketing Activities and Market Orientation on national well-being: a multi-country study”. (Status: First draft completed)

John-Mariadoss, Kumar, Anand, and Parvatiyar, “The effect of salesperson tenure on productivity: the moderating effect of environmental disruptions”. (Status: First draft completed)

Works-in-Progress

John-Mariadoss, Babu, Wen, Yuan, and Kuzmich, Daniel, “The Effect of Supplier Diversity on Operating Performance”.

Bindroo, Vishal, Pillai, Rajani, and John-Mariadoss, Babu, “The effects of University-Industry Collaborations on academic spin-outs”.

John-Mariadoss, Anand, and Aboulnasr, “Organizational mindsets and innovation”.

Yuan, John-Mariadoss, and Lui “The effect of national level growth mindsets and country-level innovation”.

Anand, A. and John-Mariadoss, B. “CEO pay ratio and CSR: An impression management perspective”.

Anand, A., Yuan, W., and John-Mariadoss, B. “The effect of Chief Supply Officers (CSO) power on CSR outcomes”.

OPEN EDUCATIONAL RESOURCE TEXTBOOKS

John-Mariadoss, B. *Core Principles of Strategic Marketing* (2022). Raider Digital Publishing.

John-Mariadoss, B. *Core Principles of International Marketing* (2018). Simple Book Publishing.

John-Mariadoss, B. *Core Principles of Marketing* (2017). Simple Book Publishing.

AWARDS & GRANTS

Best Article Finalist, Journal of Service Research, 2017.

Winner, Mary Kay Dissertation Award, Academy of Mktg Science, 2008.

Winner, Doctoral Dissertation Award, American Marketing Association, Selling and Sales Management Special Interest Group, 2008.

Finalist, Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award 2007.

Winner, ISBM Grant, 2002.

RECENT CONFERENCES

Yuan Wen and John-Mariadoss, “Inter-Organizational Collaborations and Innovation: The Role of Support Mechanisms in University-Firm Alliances,” **2025 American Marketing Association Winter Educators Conference**, Phoenix, AZ.

Ankit Anand, Babu John-Mariadoss and Daniel Kuzmich, “When Do Metaverse Announcements Create Shareholder Value: The Influence of Customer Immersion Experience and New Product Strategies,” **2025 American Marketing Association Winter Educators Conference**, Phoenix, AZ.

John-Mariadoss, Babu, Pillai, Rajani, and Bindroo, Vishal “Does the type of University-Industry Collaboration matter for entrepreneurial outcomes?” **2024 American Marketing Association Winter Educators Conference**, St. Pete’s Beach, FL.

Kuzmich, Daniel and John-Mariadoss, “Antecedents of business-government (B2G) relationship continuity: An exploratory study,” **2024 American Marketing Association Winter Educators Conference**, St. Pete’s Beach, FL.

Yuan Wen and John-Mariadoss, “Inter-Organizational Collaborations and Innovation: The Role of Support Mechanisms in University-Firm Alliances,” **2024 American Marketing Association Winter Educators Conference**, St. Pete’s Beach, FL.

Kuzmich, Daniel, John-Mariadoss, Babu, Pillai, Rajani, and Bindroo, Vishal “Focus of University-Industry Collaboration and Innovation Outcomes for Universities” **Product Development and Management Association Annual Conference 2023**, New Orleans, LA.

Kuzmich, Daniel, John-Mariadoss, Babu, Pillai, Rajani, and Bindroo, Vishal “Focus of University-Industry Collaboration and Innovation Outcomes for Universities” **2023 American Marketing Association Summer Educators Conference**, San Francisco, CA.

Kuzmich, Daniel and John-Mariadoss, Babu “The Effect of Supplier Diversity on Firm Performance: Moderating Influences of Internal and External Environments,” **Academy of Marketing Science (AMS) Annual Conference 2023**, New Orleans, LA.

Kuzmich, Daniel and John-Mariadoss, Babu “Sales Force Negotiation Capability” **AMS Annual Conference 2023**, New Orleans, LA.

The Impact of Digital Resources on Export Performance: Does Absorptive Capacity Make a Difference? Babu John-Mariadoss, Yuan Wen, Colin Gabler, and Raj Agnihotri, **AMS Conference 2023**, New Orleans, LA.

Kuzmich, Daniel and John-Mariadoss, Babu “Antecedents and Consequences of Salesperson Negotiation Capability: A Conceptual Model,” **AMA Winter Conference 2023**, Nashville, TN.

Wen, Y. W., John Mariadoss, B., Sa Vinhas, A., Uchila, U. The Impact Of Equity Management Instruments On Strategic Emphasis. Winter AMA Conference 2022, Las Vegas, NV.

Wen, Y. W., John Mariadoss, B., Uchila, U., Sa Vinhas, A. The Marketing Influence: Examining Why and When Stock Repurchase Affects Firm Performance. Winter AMA Conference 2022, Las Vegas, NV.

Saldanha, T., Pomirleanu, N., John-Mariadoss, B., Mithas, S. (2020). In Joey George, Souren Paul, Rahul De (Ed.), Information Technology, Learning, and Sales Performance (vol. 2020, pp. 18). ICIS 2020.

Wen, Y. W., John Mariadoss, B., Uchila, U., Sa Vinhas, A. “The Effect of Stock Repurchase on Firm Performance: Moderating Role of Diversification and Marketing Myopia”. 2020 Winter AMA Conference, San Diego, CA.

“Service robots: Boon or bane?” with Pavan Munaganti and Andrew Perkins, Winter AMA 2019, Austin, TX.

“The effect of financial payout policies on marketing performance”, with Yuan Wen, Winter AMA 2019, Austin, TX.

“Inter-Organizational Collaborations and Innovation: The Role of Support Mechanisms in University-Firm Alliances,” with Yuan Wen, ISBM Conference, August 2018.

“The Role of Complementarity in Resource Flexibility in New Product Alliances: A Synergy-sensitivity Perspective,” with Seyednasir Haghighibardineh, ISBM Conference, August 2018.

“Collaboration with Higher Education Institutions (HEIs) for Successful Firm Innovation,” with Hakil Moon, Jean L. Johnson, Global Marketing Conference, July 2016.

“Building Business Brands through Dynamic Storytelling,” with Brandon M. Gustafson, Jean Johnson, and Brett Josephson, ISBM Conference, August 2014.

COLLEGE/UNIVERSITY LEVEL LEADERSHIP / ADMINISTRATIVE / SERVICE

Co-chair, Graduate Studies Committee (2015-2016) (<https://bit.ly/grdcom>)

Co-led a 20-member diverse faculty member group across all schools and departments at WSU, reporting to both the Faculty Senate and the WSU Graduate School on the following aspects:

- On a continuous basis, reviews and appraise graduate educational policies, programs, and procedures.
- Recommend establishment, continuation, modification, and termination of graduate courses and degree programs.

Co-chair, WSU 2014-'19 Strategic Planning Committee (2013-'14) (<https://bit.ly/wzstrpl>)

Appointed by the Provost, the Strategic Planning Committee was charged with developing the Strategic Plan document for the years 2014-2019.

- Co-led a 27-member diverse faculty member group across all schools and departments at WSU, and successfully developed the Vision, Mission, and Values that guided the further development of metrics and implementation plans for the Strategic Plan for the years 2014-2019.
- Led a sub-group of the Strategic Planning Committee to develop specific metrics for two of the four pillars of the strategic plan.

Co-chair, Research and Arts Committee (2013, 2017-2020) (<https://bit.ly/wsurac>)

Co-led a 15-member diverse faculty member group across all schools and departments at WSU, reporting to Faculty Senate and Office of Research, on the following aspects:

- Oversee administration of the Centers, Institutes and Laboratories based on the five-year reports from the units, and recommend renewal or alternative actions.
- Recommend approval of new applications for establishment of Centers, Institutes and Laboratories at WSU.

Chair, IBUS Fellows Group (2014-2020) (<https://bit.ly/intlbus>)

Led a 20-member faculty member group across all departments in the CCB, to provide advice to the Associate Dean (International Programs) on all International activities, including International Curriculum, International Business Teaching and Research. Key accomplishments:

- Successfully led the revision of the International Experience Requirements through approvals at the college and the faculty senate.
- Successfully led the conversion of the IBUS 380 International Business course into a core business course through approvals at the college and the faculty senate.

Co-chair, Centers Institutes & Laboratories (CILs) Task Force (2017-2019)

Co-led a 14-member diverse faculty member group across all schools and departments at WSU, reporting to both the Faculty Senate and the Office of Research on the following aspects:

- Review the existing CILs guidelines, including definitions/categories
- Review the processes for the establishment/approval of new CILs and review of CILs

COMMITTEE MEMBERSHIPS

- **Ex Officio Member**, WSU Faculty Senate, Spring 2014, 2015-16, 2017-19.
- **Member**, Senate Steering Committee, 2013-14, 15-16, 17-19. (<https://bit.ly/facsnt>)
- **Member**, WSU Faculty Status Committee, 2018-21. (<https://tinyurl.com/bjohnmar>)
- **Member**, WSU Course Materials Committee, 2018-20. (<https://tinyurl.com/coursevalue>)
- **Member**, Honorary Doctoral Degrees Committee, 2018-20. (<https://tinyurl.com/hondocor>)
- **Member**, WSU Graduate Studies Committee, 2014-15 & 2015-16.
- **Member**, WSU Research and Arts Committee, 2011 – 2016.
- **Member**, WSU Fee Committee, 2014-16. (<https://tinyurl.com/babufee>)
- **Executive Committee Member**, WSU Center for Environmental Research, Education & Outreach, 2011-14. (<https://tinyurl.com/centerenviron>)
- **Member**, Washington State Council of Faculty Representatives, Spring 2014.
- **Member**, WSU Sahlin Research Awards Selection Committee, 2014-2017.
- **Member**, Steering Committee for Global Case Competition, Fall 2014.

SEARCH COMMITTEES

- Chair, Search Committee, Tenure Track position in Intl Business, June-Dec 2018
- Chair, Search Committee, Tenure Track & Clinical position in Marketing, 2014-2015
- Member, Search Committee, Vice President, Marketing Communications
- Search Committee Member, Marketing Faculty Search, 2015 & 2017

DEPARTMENT-LEVEL SERVICE

- Ad-hoc Committee for PhD Comprehensive Exam, 2015.
- Member, Comprehensive exam committee – 2017
- Member, Visiting Scholar Committee, 2013 to 2015
- Comprehensive exam question preparation and grading, 2013-2018.

COLLEGE-LEVEL SERVICE

- Student Appeals Committee, Rawls College of Business, 2020 – 2022
- WSU International Business Club, Advisor, 2013 – 2015
- Co-organizer and facilitator of Spring break trip for Honors College students to India, 2014.

COMMUNITY SERVICE

- Faculty Advisor, WSU Catholic Cougars Club (WSU Newman Association), 2014-2020.
- Executive Committee Member, CARITAS, Sacred Heart Church, Pullman, 2008- 2011, and 2014-2020.
- Finance Council Member, St. Thomas More Catholic Church, Pullman, 2012-2020.

TRAINING AND PROFESSIONAL DEVELOPMENT

- AACSB Developing Leaders and Impactful Communication, Monterey, CA (2018)
- LIFT Faculty Fellowship, WSU Pullman, January – December 2018.
- Writing in the Major Training, WSU Pullman, January - April 2015.
- Faculty Development in International Business, USC, Columbia, SC, June 2014.
- Team-Based Learning Collaborative Regional Workshop," Washington, DC, 2014.
- Process oriented guided inquiry learning (POGIL) workshop at WSU Tri-cities, April 2014.
- Faculty-led Workshop on Teaching Engagement at WSU Pullman, February 2014.
- Provost's Leadership Academy, 2012 (<https://tinyurl.com/leadershipacad>)
- Art & Craft of Discussion Leadership, Harvard Business School, Boston, MA, August 2010
- Participant-centered Learning, Harvard Business School, Boston, November 2010.

AT TTU

UNIVERSITY

Member, TTU Graduate Council
Member, Graduate Council Subcommittee on Academic Affairs
Member, Search committee for TTU Associate Vice President for Innovation & Entrepreneurship
Member, TTU's Textbook Affordability Committee
Member, TTU's Convocations Committee
Member, TTU Graduate School's Deans Representative Task Force
Regular reader of names for hooding of Graduate students at convocation
Regular marshal during convocation.

RAWLS COLLEGE OF BUSINESS

Member, Appeals Committee
Member, PhD Committee
Member, Working Committee for Business Decision-Making course
Ex officio member, Core Curriculum Revision Committee
Ex officio member, UPAC
Ex officio member, MS Committee
Ex officio member, MBA Committee

DEPARTMENT

PhD Coordinator, Area of Marketing (Fall 2021-Spring 2024)
Chair, Doctoral Executive Committee, Area of Marketing (Fall 2021-Sp 2024)
Member, P&T committee for Area of Marketing & Supply Chain Management
Member, Annual review committee for Area of Marketing Chain Management
Member, Dr. Mehrnoosh Reshadi's Dissertation committee
Chair, Dissertation committee for Daniel Kuzmich and Billy Sibley
Member, Search committee, Fall 2020, Fall 2021, Fall 2022

TEACHING

TEACHING INTERESTS

Marketing Strategy, International Marketing, New Product Management, Sales Management

PhD TEACHING (@ WSU)

College-wide Research Methods Seminar, Spring 2013, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Spring 2018, Fall 2018, Fall 2019.

Marketing Strategy Seminar, Fall 2011, Fall 2013, Fall 2015, Fall 2017 & Spring 2020.

MBA TEACHING (@ WSU)

Marketing Management, Fall 2008 & 2009

International Marketing, Fall 2012, Summer 2014, Spring 2016 & Fall 2017.

OTHER GRADUATE LEVEL TEACHING

Measurements and Survey Research in Marketing, MSMRA Program, Spring 2021 & Spring 2022 (@ TTU)

International Marketing Module to EMBA student groups from University of Science and Technology, China, May 2012, June 2012 & Sept 2013. (@ WSU)

International Marketing Module to EMBA student groups from Al Yamamah University, Saudi Arabia, July 2013. (@ WSU)

UNDERGRADUATE TEACHING

Marketing Strategy, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2023 (@ TTU)

International Marketing, Spring 2012, Fall 2012, Spring 2013, 2014, Fall 2014, Spring 2015 & Fall 2015, Fall 2018 (@ WSU)

New Products Management, Fall 2008, 2010, 2011 & 2012, and Spring 2009, 2010, 2011 (@ WSU)

Sales Management, Fall 2007 & 2010 and Spring 2009 & 2010 (@ WSU)

Principles of Marketing, Summer 2007, 2011 - 2018; Spring 2012, Fall 2014, 2015, 2018 (@ WSU)

Electronic Commerce, Spring 2006-2007, Fall 2005 & 2006; Summer 2005 (@ WSU)

Internet Marketing, Fall 2007 & Spring 2008 (@ WSU)

DOCTORAL DISSERTATION CHAIR

Yuan Wen (Summer 2020), "The Effect of Equity Strategies on Marketing Outcomes."

DOCTORAL DISSERTATION COMMITTEES

Yaou Hu, (Spring 2017), Committee Member. Dissertation: The Formation Mechanism of Hotel Guests' eWOM Creation Intention. (Winner, 2018 Three Minute Thesis Competition, and People's choice award, 2018)

Brandon Gustafson, (Spring 2016), Committee Member. Dissertation: Online Affiliate Engagement Strategies and Customer Outcomes.

Brett Josephson (Spring 2015), Committee Member. Dissertation: The effect of Marketing Strategy on Firm Financial Performance.

Richie Liu (Spring 2015), Committee Member. Dissertation: Rebranding: Two Essays.

Su, Na (Spring 2015), Committee Member. Dissertation: US-based Hotel Brand Personality.

Hakil Moon (Spring 2014), Committee Member. Dissertation: Knowledge Transfer, Absorptive Capacity, and Interfirm Relationships.

Sinclair-Maragh, Gaunette (Spring 2013), Committee Member. Dissertation: A Proposed Tourism Development Support Model for Developing Countries.

Xiao, Xiao (July 2013), Committee Member. Dissertation: Implementation of Cloud Computing in Non Profit Organizations.

Monte Schaffer (May 2011), Committee Member. Dissertation: Entrepreneurial Innovation: Patent Rank And Marketing Science.

Jeffrey P. Radighieri (May 2010), Committee Member. Dissertation: Feedback Effects in Ingredient Branded Offerings.

SECOND YEAR PAPER COMMITTEES

Doug Albertson, Committee Member. Paper Title: Developing a scale to measure Willingness to Negotiate.

Hakil Moon, Committee Member. Paper Title: Searching for the Definition of Innovative Product Design and How to Measure It

Sean Yim, Committee Member. Paper Title: The Effect of Firm Sustainability on Competitive Advantage.

Brett Josephson, Committee Member. Paper Title: The Decommodification of Business Offerings through Service Transitions.

Brandon Gustafson, Committee Member. Paper Title: The Role of Product Brand Concepts in Retail Brand Management

Yuan Wen, Committee Member. Paper Title: An analysis of stock repurchase impact on marketing perspective

HONORS COLLEGE THESIS COMMITTEES

Torvald G. Herzog, Spring 2013, “The effects of Ego Depletion on Diet and Exercise Intentions in Type II Diabetics and Non-diabetics.”

Eunjeong Shin, Fall 2013, “The Failure of Walmart’s entry into international markets: the case of South Korea and Germany.”

Jayme Montague, Fall 2018, “Starbucks—from Humble Beginnings to Multinational Corporation.”

INTERDISCIPLINARY DOCTORAL COMMITTEES

Jing Sun, Department of Apparel, Merchandising, Design and Textiles, Committee Member.

Yini Chen, Department of Apparel, Merchandising, Design and Textiles, Committee Member.

CURRENT EDITORIAL & EDITORIAL BOARD APPOINTMENTS

ERB member, *Industrial Marketing Management*

ERB member, *Journal of Personal Selling and Sales Management*

ERB member, *Journal of Hospitality Marketing and Management*

Associate Editor, *Journal of International Marketing*

Associate Editor, *Journal of Business Research*

Associate Editor, *European Journal of Marketing*

Editor, *International Journal of Public Opinion Research*

Editor-in-Chief, *Marketing Intelligence & Planning*

GUEST EDITING

Industrial Marketing Management, **Special Issue ‘Social Media & B2B sales’**

REVIEWING

Marketing Strategy Track Co-chair, American Marketing Association

Summer Marketing Educators Conference, 2012, 2013 & 2014.

Journal of Marketing

Journal of the Academy of Marketing Science

Journal of Public Policy & Marketing

Journal of Business Research

Industrial Marketing Management

Journal of Personal Selling & Sales Management

The Service Industries Journal

Strategic Entrepreneurship Journal

AMA Sales SIG Dissertation award, 2010

Journal of the Academy of Marketing Science, Special Issue, 2010

Journal of Business Research, Special issue on Cross-cultural research, 2010

AMA Winter Marketing Educators Conference, 2009

Academy of Marketing Science Conference, 2010