

BABU JOHN-MARIADOSS

Associate Professor (with tenure),
Department of Marketing & Supply Chain Management,
Rawls College of Business, Texas Tech University, Lubbock (August 2020 till date).
Associate Professor (with tenure), Department of Marketing & International Business,
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, August 2007
MBA Marketing, National Institute of Technology, Trichy, India, 1997
B.E. Mechanical Engineering, Anna University, India, 1989

HONORS, AWARDS AND APPOINTMENTS

- Appointed **J.B. Hoskins Professor of Marketing**, December 2021
- Appointed **PhD Advisor**, Dept of Marketing & Supply Chain Mgt, August 2021
- **OR&I Scholarship Catalyst Program grant** for research titled, 'Organizational mindsets and innovation,' 2021.
- **Faculty Research & Support Funding for Diversity grant** for research titled, 'Effects of firm marketing initiatives for DEI on firm performance,' 2021.
- American Marketing Association's **2018 Louis W. Stern Award**
- **2018 Exceptional Service Award** from WSU Office of Research
- WSU Carson College of Business **Outstanding Faculty Teaching Award (2018)**
- WSU ASWSU **Faculty Appreciation Award 2018**
- LIFT WSU Transformation Initiatives **Faculty Fellow (2018)**
- WSU **Honors Faculty Fellow (2017-2020)**
- WSU Carson College of Business **Outstanding Service Award (2016)**
- WSU Carson College of Business **Deans Excellence Fellow (2014 - 2017)**
- Direct Selling Education Foundation **Fellow (2017-2020)**
- **International Business Fellow**, WSU Carson College of Business (2014-2020)

PUBLICATIONS

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.

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, 1811-1857

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.

- Gustafson, B. M., Pomirleanu, N., Mariadoss, B. J., & Johnson, J. L. (2019). The social buyer: A framework for the dynamic role of social media in organizational buying. *Journal of Business Research*, 125, 806-814.
- 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*, 51, 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.

PH D 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 (@ 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)