

**Phillip Wiseman  
Curriculum Vitae**

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**Academic Appointments**

2022 – Present      Assistant Professor of Marketing  
Texas Tech University, Rawls College of Business

**Education**

2016 – 2022      PhD, University of Houston  
Primary Field: Marketing  
Supporting Field: Econometrics

2012 – 2014      MBA, Rollins College, Crummer Graduate School of Business  
Honors/Distinctions: Graduated First in Class

2007 – 2011      BA, The George Washington University  
Major: Sociology  
Honors/Distinctions: Graduated Magna Cum Laude

**Research Interests**

Substantive:              Selling and Sales Management, Digital Transformation of Marketing

Methodological:        Econometrics, Experiments (Field and Lab)

**Publications**

Wiseman, Phillip, Michael Ahearne, Zachary Hall, and Seshadri Tirunillai, “Onboarding Salespeople: Socialization Approaches,” *Journal of Marketing*, forthcoming.

Pourmasoudi, Mohsen, Phillip Wiseman, Michael Ahearne, and Zachary Hall, “Enabling Comparability of Responses in International Sales Force Surveys: Evidence from a Cross-National Survey of Salespeople and Sales Managers,” *Journal of International Marketing*, forthcoming.

**Journal Papers Under Review/Revision**

“The Impact of Salespeople’s Goodwill on Customer Relationship Development,” Phillip Wiseman, Sascha Alavi, Johannes Habel, and Pia Anna Ehlig.

Status: Revising for 3<sup>rd</sup> round review at *Journal of Marketing Research*

“Cash Versus Noncash Sales Incentives: The Value of Loss Framing,” Mohsen Pourmasoudi, Phillip Wiseman, and Michael Ahearne.

Status: Revising for 2<sup>nd</sup> round review at *Journal of Marketing Research*

“Managing Customer Satisfaction through Labor Shortages,” Michael Ahearne, Jeff Boichuk, Johannes Habel, Victor Nogueira, and Phillip Wiseman.

Status: Under 1<sup>st</sup> round review at *Journal of Marketing Research*

### **Work in Progress**

“Mitigating The Impact of Natural Disasters on Customer-Salesperson Relationships within Business Markets,” Phillip Wiseman, Michael Ahearne, Seshadri Tirunillai, and Irene Nahm.

Status: Data analysis underway

Target: *Journal of Marketing Research*

“How Do Direct Sellers Build their Sales Networks?” Phillip Wiseman, Lamar Pierce, and Dennis Zhang.

Status: Data analysis underway

Target: *Marketing Science*

“High Tech, Not Low Touch: How to Effectively Manage B2B Customers Across Self-Serviced and Personal Channels,” Irene Nahm, Phillip Wiseman, Michael Ahearne, and Seshadri Tirunillai.

Status: Data analysis underway

Target: *Journal of Marketing Research*

“A Multilevel Examination of Racial Biases in the Job Application Process for Sales Roles,” Mohsen Pourmasoudi, Phillip Wiseman, Molly Ahearne, and Melanie Rudd.

Status: Refining implementation strategy for experimental design (IRB approved)

Target: *Journal of Marketing*

### **Conference Presentations – Academic Audience**

Wiseman, Phillip (*Presenter*), Michael Ahearne, Jeffrey Boichuk, Johannes Habel, and Victor Nogueira (2022), “The Unemployment Rate and Customer Satisfaction,” *American Marketing Association Winter Conference*.

Pourmasoudi, Mohsen (*Presenter*), Michael Ahearne, and Phillip Wiseman (2022), “Cash Versus Noncash Sales Incentives: The Value of Loss Framing,” *American Marketing Association Winter Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Irene Nahm (2021), “Mitigating the Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets” *JMR Special Issue on Mitigation in Marketing Workshop*.

Wiseman, Phillip (*Presenter*), Mohsen Pourmasoudi, and Michael Ahearne (2021), “Cash Versus Non-Cash Sales Incentives and Framing of Losses,” *Theory + Practice in Marketing Conference*.

Nogueira, Victor (*Presenter*), Michael Ahearne, and Phillip Wiseman (2021), “Does Unemployment Improve Customer Satisfaction? Evidence from the field,” *American Marketing Association Winter Conference*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2020), “Transitioning Customers from Salespeople to Digital Channel in Business-to-Business Markets: A Field Study Examining the Drivers of the Treatment Effect,” *Organizational Frontlines Research Symposium*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2019), “Transitioning Customers from Salespeople to Digital Channel in Business-to-Business Markets: A Field Study Examining the Drivers of the Treatment Effect,” *Theory + Practice in Marketing Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Zachary Hall, and Seshadri Tirunillai (2019), “How Should Firms Onboard New Salespeople? The Relative Efficacy of Centralized Vs. On-The-Job Training,” *American Marketing Association Winter Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Zachary Hall, and Victor Nogueira (2019), “Examining Drivers of Sales Manager Effectiveness Across Countries: An Application of Anchoring Vignettes,” *American Marketing Association Winter Conference*.

### **Conference Presentations – Practitioner Audience**

Ahearne, Michael (*Presenter*), Phillip Wiseman (*Presenter*), Adrian Voorkamp (*Panelist*), and Damian Ferguson (*Panelist*) (2019), “Symposium on Sales Organization Learning and Development: Research and Insights on Emerging Practice,” *Sales Force Productivity Conference*.

### **Recognitions**

6/2020	AMA-Sheth Foundation Doctoral Consortium: Fellow
2/2020	OFR Symposium: Young Scholar Research Award
8/2019, 9/2021	University of Houston: Commendation for Outstanding Performance in Teaching
2/2019	AMA Winter Academic Conference: Best Paper in Track – Personal Selling and Sales Management

## **Invited Talks**

10/2021	Tilburg University, Tilburg School of Economics and Management
10/2021	University of Virginia, Darden School of Business
10/2021	University of Texas at Austin, McCombs School of Business
10/2021	Texas Tech University, Rawls College of Business
9/2021	University of Tennessee at Knoxville, Haslam College of Business
9/2021	Santa Clara University, Leavey School of Business

## **Teaching Experience**

### **University of Houston – Marketing Strategy and Planning**

Spring 2022	<u>No. of Sections (Instructional Format):</u> 2 (Synchronous Online) <u>Section Average:</u> 4.89/5.00 (4.86 to 4.92)
Fall 2021	<u>No. of Sections (Instructional Format):</u> 2 (Synchronous Online) <u>Section Average:</u> 4.91/5.00 (4.82 to 5.00)
Summer 2021	<u>No. of Sections (Instructional Format):</u> 1 (Synchronous Online) <u>Section Average:</u> 4.75/5.00
Summer 2019	<u>No. of Sections (Instructional Format):</u> 1 (In Person) <u>Section Average:</u> 4.94/5.00

## **Institutional and Professional Service**

2019 – 2022	Steering Committee for the C.T. Bauer College of Business' 2020-2025 Strategic Plan <u>Role:</u> Member (Representative for Doctoral Students)
2017 – 2021	AMA DocSIG <u>Role:</u> Vice Chair of Productivity Research
2021/2019/2018	University of Houston 38 <sup>th</sup> /37 <sup>th</sup> /36 <sup>th</sup> Marketing Doctoral Symposium <u>Role:</u> Faculty Nominated Organizer
2019/2017	4 <sup>th</sup> /3 <sup>rd</sup> Thought Leadership on the Sales Profession Conference <u>Role:</u> Coordinator

## **Graduate Coursework**

### ***Marketing:***

Marketing Management and Strategy	Michael Ahearne
Marketing Models	Sam Hui
Multivariate Methods in Marketing	James Hess
Marketing Research Methods	Edward Blair and Partha Krishnamurthy

Behavioral Constructs in Marketing  
Decision Making and Well Being

Vanessa Patrick  
Partha Krishnamurthy

***Economics and Other***

Quantitative Economic Analysis  
Econometrics I  
Econometrics II  
Applied Econometrics  
Time Series Analysis  
Design of Experiments  
Social and Economic Networks: Models and  
Analysis (Coursera Course)

Vikram Maheshri  
Bent Sorensen  
Bent Sorensen  
Aimee Chin  
Christian Murray  
Binod Manandhar  
Matthew Jackson

**Programming, Data Collection, and Analysis Skills**

STATA, R, SPSS, MATLAB, SQL, Qualtrics XM, Lighthouse Studio, Excel

**References**

**Michael Ahearne**

C.T. Bauer Professor of Marketing  
Research Director, Sales Excellence Institute  
Bauer College of Business  
University of Houston  
[mahearne@uh.edu](mailto:mahearne@uh.edu)

**Seshadri Tirunillai**

Associate Professor of Marketing,  
Jerome Robinson Fellow, and PhD  
Coordinator  
Bauer College of Business  
University of Houston  
[seshadri@bauer.uh.edu](mailto:seshadri@bauer.uh.edu)

**Edward Blair**

Wolff Chair in Entrepreneurship  
Department Chair, Marketing &  
Entrepreneurship  
Bauer College of Business  
University of Houston  
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**Lamar Pierce**

Professor of Organization & Strategy  
Olin Business School  
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**Ye Hu**

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and Conn Fellow  
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