

**Phillip Wiseman
Curriculum Vitae**

Email: Phillip.Wiseman@ttu.edu

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
 Concentration: Marketing
 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

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.

Wiseman, Phillip, Michael Ahearne, Zachary Hall, and Seshadri Tirunillai, “Onboarding Salespeople: Socialization Approaches,” *Journal of Marketing*, 86 (6), 13-31.

Journal Papers Under Review/Revision

“Salesperson Goodwill and Customer Relationships,” Phillip Wiseman, Sascha Alavi, Johannes Habel, and Pia Anna Ehlig.

Status: Revising for 4th round review at *Journal of Marketing Research*

“Noncash Incentives and the Sales Force: The Power of Wishlists,” Mohsen Pourmasoudi, Phillip Wiseman, and Michael Ahearne.

Status: Revising for 3rd round review at *Journal of Marketing Research*

“Automated Lead Nurturing in Business-to-Business Sales Organizations,” Michael Ahearne, Johannes Habel, Nathaniel Hartmann, Shashank Vaid, and Phillip Wiseman.

Status: Revising for 2nd round review at *Journal of Marketing*

Working Papers

“The War for Talent: The Relationship between Unemployment and Service Quality,” Michael Ahearne, Jeff Boichuk, Johannes Habel, Victor Nogueira, and Phillip Wiseman.

“Managing The Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets: Evidence from Hurricane Harvey,” Phillip Wiseman, Michael Ahearne, Seshadri Tirunillai, and Irene Nahm.

Work in Progress

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

Status: Data analysis underway

“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

“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)

Conference Presentations – Academic Audience

Wiseman, Phillip (*Presenter*), Michael Ahearne, and Mohsen Pourmasoudi (2023), “Noncash Incentives and the Sales Force: The Power of Wishlists,” *American Marketing Association Winter Conference*.

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*.

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

Grants

3/2023	Rawls College of Business Research Support Grant <u>Amount of Funding:</u> \$5,000
9/2022	Rawls College of Business Research Support Grant <u>Amount of Funding:</u> \$3,300

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

Media Relations

4/2022	“Does Business Goodwill Pay Off?” <i>Bauer Business Focus (Radio Segment on Houston Public Media)</i> <u>Link to Recording:</u> https://www.houstonpublicmedia.org/articles/shows/bauer-business-focus/2022/04/18/423454/does-business-goodwill-pay-off/
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Teaching Experience

Texas Tech University – Personal Selling

Fall 2022 No. of Sections (Instructional Format): 1 (In Person)
Section Average: 4.85/5.00

University of Houston – Marketing Strategy and Planning

Spring 2022 No. of Sections (Instructional Format): 2 (Synchronous Online)
Section Average: 4.89/5.00 (4.86 to 4.92)

Fall 2021 No. of Sections (Instructional Format): 2 (Synchronous Online)
Section Average: 4.91/5.00 (4.82 to 5.00)

Summer 2021 No. of Sections (Instructional Format): 1 (Synchronous Online)
Section Average: 4.75/5.00

Summer 2019 No. of Sections (Instructional Format): 1 (In Person)
Section Average: 4.94/5.00

Institutional and Professional Service

2019 – 2022 Steering Committee for the C.T. Bauer College of Business' 2020-2025 Strategic Plan
Role: Member (Representative for Doctoral Students)

2017 – 2021 AMA DocSIG
Role: Vice Chair of Productivity Research

2021/2019/2018 University of Houston 38th/37th/36th Marketing Doctoral Symposium
Role: Faculty Nominated Organizer

2019/2017 4th/3rd Thought Leadership on the Sales Profession Conference
Role: Coordinator

Industry Work Experience

2/2014 – 7/2016 **The Norman Group**, Orlando, Florida
Business Analyst

2/2013 – 12/2013 **John Wiley and Sons**, Orlando, Florida
Marketing Department Project Management Intern (MBA Internship)

Graduate Coursework

Marketing:

Marketing Management and Strategy
Marketing Models
Multivariate Methods in Marketing
Marketing Research Methods
Behavioral Constructs in Marketing
Decision Making and Well Being

Michael Ahearne
Sam Hui
James Hess
Edward Blair and Partha Krishnamurthy
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

Seshadri Tirunillai

Associate Professor of Marketing,
Jerome Robinson Fellow, and PhD
Coordinator
Bauer College of Business
University of Houston
seshadri@bauer.uh.edu

Edward Blair

Wolff Chair in Entrepreneurship
Department Chair, Marketing &
Entrepreneurship
Bauer College of Business
University of Houston
blair@uh.edu

Lamar Pierce

Professor of Organization & Strategy
Olin Business School
Washington University in St. Louis
pierce@wustl.edu

Ye Hu

Associate Professor of Marketing
and Conn Fellow
Bauer College of Business
University of Houston
yehu@uh.edu