

Jeff S. Johnson

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EDUCATION

University of Nebraska-Lincoln

- Ph.D. May 2013 Department of Marketing
- M.B.A. December 2002 College of Business
- B.S. December 2001 Department of Finance

ACADEMIC EXPERIENCE

University of Missouri-Kansas City

Valentine Radford/Missouri Professor of Marketing 2025-Present

Valentine Radford/Missouri Associate Professor of Marketing 2023-2025

Associate Professor of Marketing 2019-2022

Assistant Professor of Marketing 2013-2019

CORPORATE EXPERIENCE

Union Pacific Distribution Services, Omaha, NE 2009

Director – Intermodal Operations

- Effectively led and managed a division of 32 employees with operational revenue of over \$319 million

Union Pacific Railroad, Omaha, NE 2006-2008

Product/Senior Product Manager - Chemicals

- Strategically managed \$79 million of polypropylene business, innovated new forecasting system for the division, recognized multiple times for top performance

Union Pacific Railroad, Los Angeles, CA 2004-2006

Business Manager – Field Sales

- Exceeded all performance goals in field sales position responsible for \$46 million

Union Pacific Railroad, Omaha, NE 2004

Account/Business Representative – Steel Products

- Exceeded all performance goals in inside sales position

FEATURED PUBLICATIONS (*NATURE*, ARTICLES ON UT DALLAS TOP 24 / FINANCIAL TIMES TOP 50 / ABS 4 AND 4* / INDIANA UNIVERSITY'S A-JOURNAL LISTS)

- Brucks, Melanie S., Jacqueline R. Rifkin, and **Jeff S. Johnson**. "Video Call Glitches Trigger Uncanniness and Harm Consequential Life Outcomes." *Nature*, (forthcoming).
- **Johnson, Jeff S. (Sole Author)**. "Grounded Theory Application in Sales Research." *Journal of Personal Selling & Sales Management*, (forthcoming).
- Sharma, Ashish, **Jeff S. Johnson**, Son K. Lam, and Scott B. Friend (2025). "How Frontline Employees Navigate the Double-Edged Effects of Customer Knowledge." *Journal of Personal Selling & Sales Management*, 45(3), 204-223.
- **Johnson, Jeff S.** and Scott B. Friend (2025). "The Curvilinear and Contingent Effect of Ethical Climate on Salesperson Performance." *European Journal of Marketing*, 59(2), 445-474.
- DeCarlo, Tom, Andrea Dixon, **Jeff S. Johnson**, and Son K. Lam (2025). "Salespeople's experience with last-mile internal selling processes: Benefits and challenges." *Industrial Marketing Management*, 127(May), 1-13
- Lam, Son K., **Jeff S. Johnson**, Andrea Dixon, and Karen Flaherty (2024). "Managers of Selling and Buying Organizations as Engineers of Employees' Networks." *Industrial Marketing Management*, 123(November), 201-221
- **Johnson, Jeff S. (Sole Author)** (2024). "'Sorry about my manager': Mitigating customer-facing adverse manager behaviors*,**." *Journal of the Academy of Marketing Science*. 52(4), 1130-1151.
*Winner of the 2025 Sales SIG Excellence in Research Award
**Only sole-authored article to ever win the award
- **Johnson, Jeff S. (Sole Author)** (2023). "How Business-to-Business Salespeople Deal with Buying Center Dissenters*." *International Journal of Research in Marketing*. 40(3), 590-608.
*Article featured on the Up Next podcast
(<https://www.upnextpodcast.com/episodes/305>)
- Nguyen, Peter, Scott B. Friend, Kevin Chase, and **Jeff S. Johnson** (2023). "Analyzing Sales Proposal Rejections via Machine Learning*." *Journal of Personal Selling & Sales Management*, 43(1), 24-45.
*Winner of the Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice

- Biemans, Wim, Avinash Malshe, and **Jeff S. Johnson** (2022). “The Sales-Marketing Interface: A Systematic Literature Review and Directions for Future Research.” *Industrial Marketing Management*, 102, 324-337.
- Friend, Scott B., Fernando Jaramillo, and **Jeff S. Johnson** (2020). “Ethical Climate at the Frontline: A Meta-Analytic Evaluation.” *Journal of Service Research*, 23(2), 116-138
- Friend, Scott B., **Jeff S. Johnson**, and Kumar Rakesh Ranjan (2020). “An Antecedent and Contingent Outcome Model of Fail Fast Strategy in Sales Force Management.” *Industrial Marketing Management*, 87(5), 106-116.
- **Johnson, Jeff S. (Sole Author)** (2020). "Developing Qualitative Propositions in Sales Research: Existing Approaches and a New Multiphasic Technique." *Journal of Personal Selling & Sales Management*, 40(1), 19-24.
- Friend, Scott B., Kumar Rakesh Ranjan, and **Jeff S. Johnson** (2019). “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” *Industrial Marketing Management*, 82(10), 265-75.
- **Johnson, Jeff S.***, Joseph M. Matthes*, and Scott B. Friend* (2019). “Interfacing and Customer-Facing: Sales and Marketing Selling Centers.” *Industrial Marketing Management*, 77(2), 41-56.
*Denotes equal contribution
- **Johnson, Jeff S.** and Joseph M. Matthes (2018). “Sales-to-Marketing Job Transitions*.” *Journal of Marketing*, 82(4), 32-48.
*One of four articles included in the *Journal of Marketing* Insights in the Classroom collection for sales force management (<https://www.ama.org/2019/04/09/sales-to-marketing-job-transitions/>)
- **Johnson, Jeff S. (Sole Author)** (2018). “Six Principles for Strategic Migrations.” *MIT Sloan Management Review*, <https://sloanreview.mit.edu/article/six-principles-for-strategic-migrations/>
- Friend, Scott B., **Jeff S. Johnson**, and Ravipreet S. Sohi (2018). “Propensity to Trust Salespeople: A Contingent Multilevel-Multisource Examination.” *Journal of Business Research*, 83(2), 1-9.
- **Johnson, Jeff S.*** and Fernando Jaramillo* (2017). “Meta-Analyses in Sales Research.” *Journal of Personal Selling & Sales Management*, 37(2), 134-152.
*Denotes equal contribution
- Malshe, Avinash, **Jeff S. Johnson**, and Paul Viio (2017). “Understanding the Sales-Marketing Interface Dysfunction Experience in Business-to-Business

- Firms: A Matter of Perspective.” *Industrial Marketing Management*, 63(5), 145-157.
- **Johnson, Jeff S.** and Ravipreet S. Sohi (2017). “Getting Business-to-Business Salespeople to Implement Strategies Associated with Introducing New Products and Services.” *Industrial Marketing Management*, 62(4), 137-149.
 - Friend, Scott B.* and **Jeff S. Johnson*** (2017). “Familiarity Breeds Contempt: Perceived Service and Sales Complacency in Key Account Relationships.” *Journal of Personal Selling & Sales Management*, 37(1), 42-60.
*Denotes equal contribution
 - **Johnson, Jeff S.**, Scott B. Friend, and Hannah S. Lee (2017). “Big Data Facilitation, Utilization, and Monetization: Exploring the 3Vs in a New Product Development Process*.” *Journal of Product Innovation Management*, 34(5), 640–658.
*Recognized as “one of the journal's top downloaded recent papers” for all JPIM articles published in 2017 and 2018
 - **Johnson, Jeff S.** and Ravipreet S. Sohi (2016). “Understanding and Resolving Major Contractual Breaches in Buyer-Seller Relationships: A Grounded Theory Approach.” *Journal of the Academy of Marketing Science*, 44(2), 185-205.
 - **Johnson, Jeff S.**, Scott B. Friend, and Avinash Malshe (2016). “Mixed Interpretations of Sales Proposal Signals*.” *Journal of Personal Selling & Sales Management*, 36(3), 264-280.
*Winner of the Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice
 - **Johnson, Jeff S.** and Ricardo Boeing (2016). “A União Faz a Força (There is Strength in Unity): Understanding the Sales-Marketing Interface in Brasil.” *Journal of Personal Selling & Sales Management*, 36(2), 190-205.
 - **Johnson, Jeff S.**, Scott B. Friend, and Arvind Agrawal (2016). “Dimensions and Contingent Effects of Sales Compensation System Changes.” *Journal of Business Research*, 69(8), 2923-2930.
 - **Johnson, Jeff S. (Sole Author)** (2016). “Improving Online Panel Data Usage in Sales Research.” *Journal of Personal Selling & Sales Management*, 36(1), 74-85.
 - **Johnson, Jeff S.**, Scott B. Friend, Brian N. Rutherford, and G. Alexander Hamwi (2016). “Absolute Versus Relative Sales Failure*.” *Journal of Business Research*, 69(2), 596-603.
*Article featured in the Keller Center Research Report

- **Johnson, Jeff S. (Sole Author)** (2015). “Broadening the Application of Mixed Methods in Sales Research.” *Journal of Personal Selling & Sales Management*, 35(4), 334-345.
- **Johnson, Jeff S. (Sole Author)** (2015). “Qualitative Sales Research: An Exposition of Grounded Theory.” *Journal of Personal Selling & Sales Management*, 35(3), 262-273.
- Friend, Scott B. and **Jeff S. Johnson** (2015). “Implicit Measures in Sales Research.” *Journal of Personal Selling & Sales Management*, 35(1), 72-84.
- **Johnson, Jeff S.*** and Scott B. Friend* (2015). “Contingent Cross-Selling and Up-Selling Relationships with Performance and Job Satisfaction: An MOA-Theoretic Examination**.*.” *Journal of Personal Selling & Sales Management*, 35(1), 51-71.
 *Denotes equal contribution
 **Article featured in the Taylor & Francis Psychology of Work Collection
 ***Article featured in the Most Read Article Collection for JPSSM 2014 - 2016
- **Johnson, Jeff S.** and Ravipreet S. Sohi (2014). “The Curvilinear and Conditional Effects of Product Line Breadth on Salesperson Performance, Role Stress, and Job Satisfaction.” *Journal of the Academy of Marketing Science*, 42(1), 71-89.
- Friend, Scott B.* and **Jeff S. Johnson*** (2014). “Key Account Relationships: An Exploratory Inquiry of Customer-Based Evaluations.” *Industrial Marketing Management*, 43(4), 642-658.
 *Denotes equal contribution
- **Johnson, Jeff S. (Sole Author)** (2014). “Nonlinear Analyses in Sales Research: Theoretical Bases and Analytical Considerations for Polynomial Models.” *Journal of Personal Selling & Sales Management*, 34(4), 302-317.
- **Johnson, Jeff S.**, Scott B. Friend, and Brad Horn (2014). “Levels of Analysis and Sources of Data in Sales Research: A Multilevel-Multisource Review*.” *Journal of Personal Selling & Sales Management*, 34(1), 70-86.
 *Article featured in the Most Read Article Collection for JPSSM 2014 - 2016
- Friend, Scott B., **Jeff S. Johnson**, Brian N. Rutherford, and G. Alexander Hamwi (2013). “INDSALES Model: A Facet-Level Job Satisfaction Model Among Salespeople.” *Journal of Personal Selling & Sales Management*, 33(4), 419-438.

OTHER JOURNAL PUBLICATIONS AND PEER REVIEWED BOOK CHAPTERS

- Jaramillo, Fernando, **Jeff S. Johnson**, and Scott B. Friend (2023). "Servant Leadership and Frontline Outcomes: A Meta-Analytic Evaluation." Eds. Satinder K. Dhiman and Gary E. Roberts. Chapter in *The Palgrave Handbook of Servant Leadership*. P. 549-569.
- **Johnsons, Jeff S.**, (2023). "'You Move Me': Understanding and Optimizing Job Rotation." *Management and Business Review*.
<https://mbrjournal.com/2023/09/27/you-move-meunderstanding-and-optimizing-job-rotation/>
- **Johnson, Jeff S.** and Shannon Cummins (2022). "What Works Best When Teaching with Live Cases." *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/inspiring-minds/what-works-best-when-teaching-with-live-cases>
- **Johnson, Jeff S.***, Scott B. Friend*, and Sina Esteky* (2022). "Can Rewards Induce Corresponding Forms of Theft? The Reward-Theft Parity Effect." *Business Ethics, the Environment & Responsibility*.
*Denotes equal contribution
- **Johnson, Jeff S.** and Shannon Cummins (2022). "Best Practices for and Outcomes of Implementing Live Cases in Marketing Courses." *Journal for the Advancement of Marketing Education*, 30(1), 15-26.
- Cummins, Shannon and **Jeff S. Johnson** (2021). "The Impact of Live Cases on Student Skill Development in Marketing Courses." *Journal of Marketing Education**.
*Honorable Mention for Outstanding Article of the Year at JME
- **Johnson, Jeff S.**, Scott B. Friend, and Gregory J. Fisher (2019). "Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies." *Journal of Marketing Theory and Practice*, 27(3), 251-268*.
*Lead article
- **Johnson, Jeff S. (Sole Author)** (2019). "End of the Line for Sales Management Truisms." *Ivey Business Journal*, May/June Issue,
<https://iveybusinessjournal.com/end-of-the-line-for-sales-management-truisms/>
- Friend, Scott B.*, **Jeff S. Johnson***, Fred Luthans*, and Ravipreet S. Sohi* (2016). "Positive Psychology in Sales: Integrating Psychological Capital." *Journal of Marketing Theory and Practice*, 24(3), 306-327.
*Denotes equal contribution

CONFERENCE PROCEEDINGS

American Marketing Association (AMA) Educators' Conferences

- Chaker, Nawar N., Son K. Lam, Sebastian Hohenberg, Huanhuan Shi, and **Jeff S. Johnson** (2025). "Sales Research Methods – An Overview of Opportunities and Challenges Special Session" in the *AMA Winter Educators' Conference Proceedings*.
- **Johnson, Jeff S.**, Scott B. Friend, and Riley Dugan (2024). "Contingent Nonlinear Effects of Ethical Climate on Salesperson Role Stress" in the *AMA Winter Educators' Conference Proceedings*.
- **Johnson, Jeff S.** and Scott B. Friend (2023). "Ethical Climate's Curvilinear Salesperson Performance Implications" in the *AMA Summer Educators' Conference Proceedings*.
- Nguyen, Peter, Scott B. Friend, Kevin Chase, and **Jeff S. Johnson** (2022). "Sales Failure Analysis for In- Versus Out-Suppliers via Text-Based Machine Learning" in the *AMA Winter Educators' Conference Proceedings*.
- Friend, Scott B., Avinash Malshe, Kumar Rakesh Ranjan, and **Jeff S. Johnson** (2022). "Sales Strategies for Creating Multilevel Value within Key Accounts" in the *AMA Winter Educators' Conference Proceedings*.
- **Johnson, Jeff S.** and Scott B. Friend (2020). "Dealing with a Negative Member of the Buying Center" in the *AMA Winter Educators' Conference Proceedings*.
- Friend, Scott B., Kumar Rakesh Ranjan, and **Jeff S. Johnson** (2019). "Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance" in the *AMA Winter Educators' Conference Proceedings*.
- **Johnson, Jeff S.**, Scott B. Friend, and Gregory J. Fisher (2018). "Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies" in the *AMA Winter Educators' Conference Proceedings*.
- **Johnson, Jeff S.**, Scott B. Friend, and William T. Self (2017). "Biting the Hand that Rewards You: Discovering the Reward-Theft Parity Effect." in the *AMA Summer Educators' Conference Proceedings*.
- Friend, Scott B., **Jeff S. Johnson**, and Ravipreet S. Sohi (2016). "Propensity to Trust in Business-to-Business Relationships: A Contingent Multilevel-Multisource Examination." In the *AMA Summer Educators' Conference Proceedings*.

- Agrawal, Arvind, **Jeff S. Johnson**, and Scott B. Friend (2015). “Dimensions and Contingent Effects of Compensation System Changes.” in the *AMA Summer Educators’ Conference Proceedings*.
- **Johnson, Jeff S.** and Scott B. Friend (2015). “Familiarity Breeds Contempt: Manifestations of Complacency in Key Account Relationships.” in the *AMA Winter Educators’ Conference Proceedings*.
- Friend, Scott B., **Jeff S. Johnson**, Brian N. Rutherford, and G. Alexander Hamwi (2014). “Absolute versus Relative Sales Failure.” in the *AMA Summer Educators’ Conference Proceedings*.
- **Johnson, Jeff S.** and Amit Saini (2012). “A Stratified Examination of the Drivers and Outcomes of the Types of Marketing Cross-Pollination.” in the *AMA Summer Educators’ Conference Proceedings*.
- **Johnson, Jeff S.**, Shipra Gupta, Les Carlson, Nora J. Rifon, Robert LaRose, and Elizabeth T. Quilliam (2012). “Adult and Teen Internet Safety Perceptions and Behaviors: A Comparative Protection Motivation Theory Examination,” in the *AMA Winter Educators’ Conference Proceedings*.
- **Johnson, Jeff S.** and Ravipreet S. Sohi (2011). “Managing Contractual Breaches When Legal Enforcement May Not Be an Option.” in the *AMA Summer Educators’ Conference Proceedings*.
- Friend, Scott B. and **Jeff S. Johnson** (2011). “Key Account Retention: A Naturalistic Approach Assessing the Drivers & Outcomes of Key Account Relationships.” in the *AMA Summer Educators’ Conference Proceedings*.

Other Conferences

- **Johnson, Jeff S.** (2025). “Mid-Career Success Panel” at the *Sales Researchers’ Collaboration Consortium* conference.
- **Johnson, Jeff S.**, Scott B. Friend, and Avinash Malshe (2025). “A Systematic Review of Grounded Theory Research in Sales.” in the *Academy of Marketing Science Annual Conference* proceedings.
- Brucks, Melanie, Jacqueline R. Rifkin, and **Jeff S. Johnson** (2024). “Audiovisual Glitches Undermine Virtual Communication.” In the *MarkTech Conference* proceedings.
- Malshe, Avinash and **Jeff S. Johnson** (2023). “The Paradoxical Tensions Within Trans-Organizational Sales-Marketing Interfaces.” in the *Academy of Marketing Science 24th World Marketing Congress* proceedings.

- Rifkin, Jacqueline, Melanie Brucks and **Jeff S. Johnson** (2023). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection.” in the *Society for Consumer Psychology Conference* proceedings.
- Rifkin, Jacqueline, Melanie Brucks and **Jeff S. Johnson** (2022). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection.” in the *Association for Consumer Research Conference* proceedings.
- Cummins, Shannon and **Jeff S. Johnson** (2021). “The Impact of Live Cases on Student Skill Development in Marketing Courses.” in the *Marketing Educators’ Association Conference* proceedings.
- **Johnson, Jeff S.** and Joseph M. Matthes (2017). “Sales-to-Marketing Job Transitions.” in the *Global Sales Science Institute Conference* proceedings.
- **Johnson, Jeff S.**, Scott B. Friend, and Hannah S. Lee (2016). “The 3Vs of Big Data: Strategic Drivers and Contingent Effects on New Product Revenue.” at the *Journal of Product Innovation Management/Marketing Science Institute Research Workshop for Innovation in Data-Rich Environments*.
- **Johnson, Jeff S.** and Ravi Sohi (2013). “Getting Salespeople to Implement New Marketing Strategies.” in the *4th Conference on Enhancing Sales Force Productivity Proceedings*.
- **Johnson, Jeff S.** and Sandford Grossbart (2010). “Social Capital-Related Influences and Contractual Enforcement in Industry Networks.” in the *Papers of the 35th Annual Macromarketing Conference*.

TEACHING EXPERIENCE

UNIVERSITY OF MISSOURI – KANSAS CITY

Marketing Strategy

Developed custom course using lectures, case studies, group projects, exams, and live business cases with local businesses to promote real-world student learning and benefit the community. Despite being an intensive and difficult course, evaluations are some of the highest in the college.

Semester	Overall Instructor Effectiveness	Overall Class Quality
Spring 2025	4.6 / 5.0	4.8 / 5.0
Fall 2024	4.8 / 5.0	4.7 / 5.0
Spring 2024	N/A: <= 5 total respondents	
Fall 2023	4.9 / 5.0	4.9 / 5.0
Spring 2023 (day)	4.8 / 5.0	4.8 / 5.0
Spring 2023 (night)	4.7 / 5.0	4.7 / 5.0

Fall 2022	4.8 / 5.0	4.8 / 5.0
Spring 2022 (day)	5.0 / 5.0	4.9 / 5.0
Spring 2022 (night)	N/A: <= 5 total respondents	
Fall 2022	4.6 / 5.0	4.4 / 5.0
Spring 2021 (day)	4.3 / 5.0	4.3 / 5.0
Spring 2021 (night)	4.7 / 5.0	4.3 / 5.0
Fall 2020	4.8 / 5.0	4.8 / 5.0
Spring 2020 (night)	N/A: <= 5 total respondents	
Spring 2020 (day)	N/A: <= 5 total respondents	
Fall 2019	4.9 / 5.0	5.0 / 5.0
Spring 2019 (night)	5.0 / 5.0	5.0 / 5.0
Spring 2019 (day)	4.8 / 5.0	4.5 / 5.0
Fall 2018	4.9 / 5.0	4.7 / 5.0
Spring 2018	4.8 / 5.0	4.5 / 5.0
Fall 2017	4.9 / 5.0	4.9 / 5.0
Spring 2017	5.0 / 5.0	4.8 / 5.0
Fall 2016	4.9 / 5.0	4.9 / 5.0
Spring 2016	5.0 / 5.0	4.9 / 5.0
Fall 2015	4.9 / 5.0	4.8 / 5.0
Spring 2015	4.9 / 5.0	4.7 / 5.0
Fall 2014	4.9 / 5.0	4.7 / 5.0
Spring 2014	4.8 / 5.0	4.8 / 5.0
Fall 2013	4.9 / 5.0	4.9 / 5.0

Personal Selling

Developed an innovative personal selling course focused on providing high levels of student engagement and practical application. Students learn about their selling style using the Chally assessment, become certified in the leading sales CRM software (Salesforce.com), and practice every step of the sales process including a live, one-on-one sales call with me where they open the call, discuss their product, handle objections, close the deal, and address post-sale problems.

Semester	Overall Instructor Effectiveness	Overall Class Quality
Spring 2025	4.6 / 5.0	4.6 / 5.0
Fall 2024	5.0 / 5.0	4.8 / 5.0
Spring 2024	4.7 / 5.0	4.8 / 5.0
Fall 2023	4.6 / 5.0	4.8 / 5.0
Fall 2022	4.9 / 5.0	4.7 / 5.0
Fall 2021	4.6 / 5.0	4.5 / 5.0
Fall 2020	4.5 / 5.0	4.5 / 5.0

Sales Management

Developed custom course taught from 2014 to 2019 using lectures, case studies, guest speakers, and personal experience. Evaluations are some of the highest in the college.

Semester	Overall Instructor Effectiveness	Overall Class Quality
Fall 2019	4.9 / 5.0	4.7 / 5.0
Fall 2018	4.8 / 5.0	4.8 / 5.0
Spring 2018	4.8 / 5.0	4.7 / 5.0
Fall 2017	4.8 / 5.0	4.7 / 5.0
Spring 2017	4.9 / 5.0	4.8 / 5.0
Fall 2016	4.9 / 5.0	4.9 / 5.0
Spring 2016	5.0 / 5.0	5.0 / 5.0
Fall 2015	4.9 / 5.0	4.8 / 5.0
Spring 2015	5.0 / 5.0	5.0 / 5.0
Fall 2014	4.9 / 5.0	4.9 / 5.0
Spring 2014	5.0 / 5.0	5.0 / 5.0

Marketing Principles

Developed lectures, case studies, group projects, exams, and several new activities to enhance student learning in an interactive introductory course. Overall instructor effectiveness was rated 4.6 out of 5 and overall class quality 4.5 out of 5 for its single offering in Fall 2013.

UNIVERSITY OF NEBRASKA – LINCOLN

Marketing Research - Marketing Channels - Principles of Marketing

Developed and implemented all aspects of the classes including creating a syllabus, lectures, activities, exams, in-class experiments, Maple TA mastery quizzes, Marketing-Applied Excel module, statistical analysis workflows, popular press reviews, projects, practitioner interaction, and specialized research projects.

Summary of Instructor Evaluations

Course Taught	Semester	Enthusiasm	Knowledge	Overall
Marketing Research	Spring 2012	4.80 / 5	4.80 / 5	4.63 / 5
Marketing Channels	Spring 2012	4.63 / 5	4.63 / 5	4.51 / 5
Marketing Channels	Fall 2011	4.73 / 5	4.77 / 5	4.53 / 5
Marketing Research	Spring 2011	4.66 / 5	4.80 / 5	4.37 / 5
Marketing Research	Fall 2010	4.55 / 5	4.58 / 5	4.03 / 5
Principles of Marketing	Summer 2010	4.74 / 5	4.87 / 5	4.58 / 5
Marketing Research	Spring 2010	4.73 / 5	4.76 / 5	4.55 / 5
Principles of Marketing	Fall 2009	4.65 / 5	4.65 / 5	4.35 / 5
Principles of Marketing	Fall 2009	4.50 / 5	4.56 / 5	4.12 / 5

HONORS AND AWARDS

Scholarship

- 2025 Sales SIG Excellence in Research Award, Winner (award given for the article with the top contribution to sales research in 2024 across all journals) 2025
- Invited as a panel member for the Sales Researchers' Collaboration Consortium to discuss research productivity strategies and mentor sales scholars 2025
- Invited as a “leading scholar” to participate in the 2025 Winter AMA special session on sales research methodology 2024
- Named the #12 Top Scholar in Sales Research for the Past 5 Years by ScholarGPS (top 0.5% of all scholars worldwide) 2024
- Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, Winner 2024
- Named to the editorial review board of the *Journal of Business Research* 2023
- Honorable Mention for Outstanding Article of the Year at the *Journal of Marketing Education* 2023
- Sales Education Foundation Research Grant Program, Winner 2018
- Named to the editorial review board of the *Journal of Personal Selling & Sales Management* 2018
- UMKC Trustees' Faculty Scholar Award, Winner (top award for research excellence by an assistant professor at UMKC; 1 out of all assistant professors university-wide) 2017
- Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, Winner 2017
- Marketing Science Institute Research Accelerator Award, Winner 2016
- AMA Sales SIG Dissertation Award, 1st Runner-Up 2014
- ISBM Doctoral Dissertation Award, Winner 2013
- Named ISBM Business Marketing Doctoral Fellow 2013

- AMA Sales SIG Dissertation Proposal Award, Winner 2013
- Outstanding Graduate Research Assistant Award, Winner (1 out of all College of Business Administration graduate assistants) 2013
- Lead Presenter at the 22nd Annual Robert Mittelstaedt Symposium 2013
- Presidential Fellowship, Winner (1 of 7 awarded to University of Nebraska graduate students state-wide) 2012
- AMA/Sheth Doctoral Consortium Fellow 2012
- Haring Symposium Student Representative 2012
- Departmental Award for Excellence in Research by a Graduate Student, Winner 2012
- UNL Othmer Fellowship (Highest fellowship awarded to incoming students) 2009
- College of Business MBA Dean's List 2002
- College of Business MBA Scholarship 2002
- College of Business Administration Dean's List (All Semesters) 1998-2001
- Omaha World Herald Distinguished Scholar Award 1998
- UNL Distinguished Scholar Award 1998

Teaching and Service

- Named an Artificial Intelligence Fellow at the Bloch School 2025
- Honorable Mention for Outstanding Article of the Year at the *Journal of Marketing Education* 2023
- Elmer F. Pierson Good Teaching Award, Winner (one given at the school level) 2021
- Chancellor's Award for Excellence in Community Engagement (university-wide award), Winner 2018
- Chancellor's Early Career Award for Excellence in Teaching, Winner (one out of all assistant professors university-wide) 2016

- Elmer F. Pierson Good Teaching Award, Winner (one given at the school level) 2016
- UNL Outstanding Graduate Teaching Assistant, Honorable Mention (university-wide competition) 2011
- College of Business Administration Outstanding Graduate Teaching Assistant, Nomination 2011
- Departmental Award for Excellence in Teaching by a Graduate Student, Winner 2011
- UNL Teaching Council Award for Contribution to Students, Winner 2011
- UNL Distinguished Teacher Award, Nomination (campus-wide) 2010

Professional

- Union Pacific Railroad (UPRR) Summit Award Nomination (company-wide) 2009
- UPRR Extra Mile Award 2009
- UPRR Golden Spike Award 2008
- UPRR Chemicals Group Achievement Award 2008

ACADEMIC SERVICE

- Faculty Guest Speaker, UMKC DECA 2025
 - Member, Departmental Promotion Committee 2025
 - Member, UMKC Research Advisory Council 2025
 - Member, Artificial Intelligence Teaching Fellow 2025
 - Member, Bloch Grade Appeal Committee 2025
 - Member, Departmental Promotion Committee 2025
 - Member, Marketing Week Planning Committee 2025
 - Expert Contributor, Wallet Hub (https://wallethub.com/edu/ci/liberty-mutual-car-insurance-review/82812#expert=Jeff_S._Johnson) 2025
 - Chair, Bloch Faculty Leadership Committee 2023 – Present
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- Leader, Major Student Projects Providing Full Marketing Plans to Local Businesses in Need of Marketing Assistance 2013 - Present
- Faculty Advisor, UMKC Marketing Leadership Association 2019 - Present
- Chair, Bloch Teaching Excellence Committee 2022 – Present
- Expert Contributor, Wallet Hub (https://wallethub.com/credit-cards/photo/#expert=Jeff_S._Johnson) 2024
- Member, Sales SIG Excellence in Research Award Committee 2024
- Expert Contributor, Wallet Hub (https://wallethub.com/d/discover-it-credit-card-801c#expert=jeff_s._johnson) 2024
- Panel Member, Drinks with Leaders (#1 LinkedIn Live Business Show in Kansas City; <https://www.linkedin.com/company/drinks-with-leaders>) 2024
- Featured Presenter, Up Next Podcast on Buying Center Dissenters (<https://www.upnextpodcast.com/episodes/305>) 2024
- Chair, Department-Level Third Year Review Committee 2024
- Mentor, UMKC Honors Program (Program Suspended 2024) 2023-2024
- Member, External Tenure Review Case 2023
- Member, Bloch Careers Panel 2023
- Member, Bloch BBA Task Force 2023
- Expert Contributor, Wallet Hub (https://wallethub.com/best-credit-card-deals#expert=Jeff_S._Johnson) 2023
- Leader, Marketing Department 6 Pillars of Diversity Initiative 2023
- Panel Member, Drinks with Leaders (#1 LinkedIn Live Business Show in Kansas City; <https://www.linkedin.com/company/drinks-with-leaders>) 2023
- Member, Bloch Faculty Leadership Committee 2019 - 2023
- Member, Bloch Teaching Excellence Committee 2016 - 2022
- Member, Sales SIG Doctoral Dissertation Award Panel 2022
- Member, Marketing Faculty Search Committee 2022

- Member, Department-Level Promotion Committee 2022
- Expert Contributor, Wallet Hub (https://wallethub.com/credit-cards/citibank/#expert=Jeff_S._Johnson) 2022
- Expert Contributor, MoneyGeek (<https://www.moneygeek.com/credit-cards/no-annual-fee/#expert=jeff-johnson-phd>) 2021
- Expert Contributor, Wallet Hub (https://wallethub.com/edu/cc/capital-one-savor-review/68505#expert=Jeff_S._Johnson) 2021
- Member, Supply Chain Search Committee 2021
- Member, Department-Level Promotion Committee 2021
- Member, UMKC Trustee Faculty Scholar Award Review Committee 2021
- Expert Contributor, Wallet Hub, https://wallethub.com/best-credit-card-signup-bonus#expert=Jeff_Johnson 2021
- Member, Sales SIG Excellence in Research Award Panel 2021
- Member, Bloch Elevator Pitch Judging Panel 2021
- Member, UMKC Trustee Faculty Scholar Award Review Committee 2020
- Member, External Promotion and Tenure Reviewer 2020
- Member, AMA Sales SIG Doctoral Dissertation Award Panel 2020
- Member, COVID-19 Caring for Roos Phone-a-thon 2020
- Member, UMKC Marketing Strategy Panel 2020
- Completed Faculty Online Teaching Certification to Deliver New Online Sales Class 2020
- Member, Marketing Faculty Search Committee 2015, 2016, 2019
- Member, UMKC Undergraduate Research Advisory Board 2017 - 2019
- Member, Supply Chain Search Committee 2019
- Member, Search Committee for Multiple NTT Faculty Positions 2019
- Member, Bloch BBA Task Force 2019

- Member, Department-Level Tenure Committee 2019
- Expert Contributor, Wallet Hub, https://wallethub.com/credit-cards/american-express/#expert=Jeff_Johnson 2019
- Member, Bloch Strategic Planning Committee 2019
- Faculty Sponsor, Bloch School Internship Program 2018
- Member, Experience UMKC Faculty Panel 2018
- Member, UMKC Strategic Planning Committee 2017 - 2018
- Member, Bloch Marketing Bid Team 2017
- Member, Graduate Programs Task Force 2017
- DECA Marketing Judge 2017
- Member, New Faculty Orientation Teaching Panel 2016
- Leader, Bloch BRAND Marketing Plan Committee 2016
- Chair, Role of Trust in Business-to-Business Relationships Session
AMA Summer Educators' Conference 2016
- Guest Speaker, UMKC Doctoral Seminar in Theories of the Firm and Strategy 2015
- Chair, Relational Perspective on Marketing Channels Session
AMA Winter Educators' Conference 2015
- Bloch Marketing Strategy Search Committee 2014
- Marketing Department Representative - UMKC PowerPorts 2014
- Marketing Department Representative and Speaker
at the American Advertising Federation UMKC Event 2014
- Organizer and Leader, Marketing Iconic Event 2014
- Created Promotional Materials to Help Launch New Sales
Management Offering 2013
- Professional MBA Planning Committee 2013
- Chair, Marketing Planning and Organization Session
AMA Summer Educators' Conference 2012

- Co-author, UNL Sales Center Strategic Plan 2012
- Lead Student Coordinator, 21st Annual Robert Mittelstaedt Symposium 2012
- Vice President-Research, Marketing Doctoral Association 2010-2012

Editorial Review Boards

- *Journal of Business Research* 2023 – Present
- *Journal of Personal Selling & Sales Management* 2018 – Present

Journal, Conference, and Book Peer Reviewing 2025

- *Journal of Business Research, Journal of Personal Selling & Sales Management, Journal of Service Research, American Marketing Association Educators' Conference*

Journal, Conference, and Book Peer Reviewing Prior

- *Journal of Marketing, Journal of the Academy of Marketing Science, European Journal of Marketing, Industrial Marketing Management, Journal of Business Research, Journal of Marketing Theory & Practice, Journal of Personal Selling & Sales Management, Journal of Product Innovation Management, Journal of Retailing, Journal of Service Research, American Marketing Association Educators' Conferences, Academy of Marketing Science Conferences, Global Sales Science Institute Conference*