

# Jeff S. Johnson

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5110 Cherry Street, Room 334B  
Department of Marketing and Supply Chain Management  
Henry W. Bloch School of Management  
University of Missouri-Kansas City  
Kansas City, MO 64110-2499

Phone: 402.415.3639  
Fax: 816.235.6560  
jjohns60@hotmail.com

## EDUCATION

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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

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University of Missouri-Kansas City

*Associate Professor of Marketing.*

2019-Present

*Assistant Professor of Marketing.*

2013-2019

- First UMKC faculty member to win all three top university-level awards available to assistant professors for research, teaching, and community service (UMKC Trustees' Faculty Scholar Award, Chancellor's Early Career Award for Excellence in Teaching, and Chancellor's Award for Excellence in Community Engagement).

## CORPORATE EXPERIENCE

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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 in revenue

Union Pacific Railroad, Omaha, NE

2004

*Account/Business Representative – Steel Products.*

- Exceeded all performance goals in inside sales position

## FEATURED PUBLICATIONS (UT DALLAS TOP 24 / FINANCIAL TIMES TOP 50 / ABS 4 AND 4\*)

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- Friend, Scott B., Fernando Jaramillo, and **Jeff S. Johnson** (Forthcoming). “Ethical Climate at the Frontline: A Meta-Analytic Evaluation.” *Journal of Service Research*.
- **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/>
- **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.** 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.

## SUPPORTING PUBLICATIONS (ARTICLES ON INDIANA UNIVERSITY’S A-MARKETING JOURNAL LIST)

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- **Johnson, Jeff S. (Sole Author)** (Forthcoming). "Developing Qualitative Propositions in Sales Research: Existing Approaches and a New Multiphasic Technique." *Journal of Personal Selling & Sales Management*.
- Friend, Scott B., Kumar Rakesh Ranjan, and **Jeff S. Johnson** (Forthcoming). “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” *Industrial Marketing Management*.

- **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
- 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.\*  
\*Lead article
- **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 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
- 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

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- **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  
\*\*Article featured in the Keller Center Research Report

## CONFERENCE PROCEEDINGS

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### *American Marketing Association (AMA) Educators’ Conferences*

- **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.** 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 *4<sup>th</sup> 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 35<sup>th</sup> Annual Macromarketing Conference*.

## TEACHING EXPERIENCE

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### UNIVERSITY OF MISSOURI – KANSAS CITY

#### *Sales Management*

Developed custom course and brand-new offering 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 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 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 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

#### *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**

<b>Course Taught</b>	<b>Semester</b>	<b>Enthusiasm</b>	<b>Knowledge</b>	<b>Overall</b>
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**

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### ***Scholarship***

- 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, 1<sup>st</sup> 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 grad 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
- Discussant at the 19<sup>th</sup> Annual Mittelstaedt Symposium 2010
- 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***

- 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
- UPRR New Business Prospecting Top Honor 2004

**ACADEMIC SERVICE**

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- Member, Marketing Search Committee 2019
- Member, Supply Chain Search Committee 2019
- Member, Bloch BBA Task Force 2019
- Reviewer, *AMA Winter Educators' Conference* 2019
- Member, Faculty Leadership Committee 2019
- Member, Department-Level Tenure Committee 2019
- Reviewer, *Journal of Retailing* 2019
- Member, Search Committee for Multiple NTT Faculty Positions 2019
- Expert Contributor, Wallet Hub, [https://wallethub.com/credit-cards/american-express/#expert=Jeff\\_Johnson](https://wallethub.com/credit-cards/american-express/#expert=Jeff_Johnson) 2019
- Reviewer, *Journal of Business Research* 2019
- Founding Faculty Advisor, UMKC Marketing Leadership Association 2019
- Reviewer, *European Journal of Marketing* 2019
- Member, Bloch Strategic Planning Committee 2019

- Member, UMKC Undergraduate Research Advisory Board 2019
- Member, Teaching Excellence Committee 2019
- Member, Editorial Review Board of *Journal of Personal Selling & Sales Management* 2019
- Reviewer, *AMS Annual Conference* 2018
- Reviewer, *Journal of Service Research* 2018
- Reviewer, *AMA Winter Educators' Conference* 2018
- Faculty Sponsor, Bloch School Internship Program 2018
- Reviewer, *Journal of Marketing Theory & Practice* 2018
- Member, Experience UMKC Faculty Panel 2018
- Member, Editorial Review Board of *Journal of Personal Selling & Sales Management* 2018
- Member, Undergraduate Task Force 2018
- Member, UMKC Strategic Planning Committee 2018
- Member, UMKC Undergraduate Research Advisory Board 2018
- Member, Teaching Excellence Committee 2018
- Member, UMKC Strategic Planning Committee 2017
- Member, UMKC Undergraduate Research Advisory Board 2017
- Member, Bloch Marketing Bid Team 2017
- Reviewer, *AMA Winter Educators' Conference* 2017
- Member, Graduate Programs Task Force 2017
- Member, Teaching Excellence Committee 2017
- Reviewer, *Journal of Business Research* 2017
- Reviewer, *Journal of Personal Selling & Sales Management* 2017
- DECA Marketing Judge 2017
- Reviewer, *Global Sales Science Institute Conference* 2016

- Reviewer, *Academy of Marketing Science World Marketing Congress* 2016
- Guest Speaker, ENT 5330: Creative Problem Solving 2016
- Member, New Faculty Orientation Teaching Panel 2016
- Leader, Bloch BRAND Marketing Plan Committee 2016
- Member, Marketing Faculty Search Committee 2016
- Chair, Role of Trust in Business-to-Business Relationships Session  
*AMA Summer Educators' Conference* 2016
- Member, Teaching Excellence Committee 2016
- Reviewer, *Journal of Personal Selling & Sales Management* 2016
- Reviewer, *AMA Summer Educators' Conference* 2016
- Led Major Student Projects Providing Marketing Plan and Promotional  
Materials for the Bloch School 2016
- Member, Marketing Faculty Search Committee 2015
- Reviewer, *Journal of Marketing Theory & Practice* 2015
- Reviewer, *AMA Summer Educators' Conference* 2015
- Reviewer, *Journal of Personal Selling & Sales Management* 2015
- 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
- Reviewer, *AMA Winter Educators' Conference* 2015
- Led Major Student Projects Providing Marketing Plan and Promotional  
Materials for the UMKC Marketing Department 2014
- Bloch Marketing Strategy Search Committee 2014
- Marketing Department Representative - UMKC PowerPorts 2014
- Marketing Department Representative and Welcome Speaker  
at the American Advertising Federation UMKC Event 2014
- Led Major Student Projects Providing Full Marketing Plans to Two

- Local Businesses in Need of Marketing Assistance 2014
- Organizer and Leader, Marketing Iconic Event 2014
- Led Major Student Projects Providing Full Marketing Plans to Five Local Businesses in Need of Marketing Assistance 2013
- Created Promotional Materials to Help Launch New Sales Management Offering 2013
- Professional MBA Planning Committee 2013
- Reviewer, *AMA Winter Educators' Conference* 2013
- Chair, Marketing Planning and Organization Session *AMA Summer Educators' Conference* 2012
- Reviewer, *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
- Reviewer, *AMA Winter Educators' Conference* 2011
- Reviewer, *Journal of Consumer Behavior* 2011
- Reviewer, *Journal of Small Business Management* 2011
- Reviewer, *AMA Summer Educators' Conference* 2011