

Dr. Blake A. Runnalls

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Marketing
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Education

Ph D, Michigan State University, 2017.

Major: Marketing

Dissertation Title: The Impact of Social Networks on Sales Training Transfer and Performance

MA, University of South Florida, 2011.

Major: Economics

MBA, University of Massachusetts-Amherst, 2009.

BA, Marist College, 2003.

Major: Communications/Public Relations

Academic, Government, Military and Professional Positions

Academic - Post-Secondary

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 14, 2017 - Present).

MBA Program Coordinator, University of Massachusetts. (2010).

Research Assistant, University of Massachusetts, Isenberg School of Management. (2007 - 2009).

Professional

Research Assistant, Center for Urban Transportation Research (CUTR), ITS, Traffic, Operations, and Safety. (2011 - 2012).

General Electric, Practicum Project MBA Team Member. (2009).

Intern Associate; Private Banking USA, Credit Suisse, Boston, MA. (2008).

General Adjuster, McLarens Young International, New York, NY. (2007).

Claims Representative/Network Representative, Progressive Insurance, Hudson Valley, NY. (2004 - 2007).

Professional Memberships

Society for Learning Analytics Research. (2017 - Present).

Academy of Marketing Science. (2012 - Present).

American Marketing Association. (2012 - Present).

Economics Scholar Society; Omicron Delta Epsilon (ODE). (2011 - Present).

Development Activities Attended

Workshop, "Internationalizing Doctoral Education in Business (IDEB)," University of Connecticut Center for International Business Education and Research (CIBER). (2013).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 458, Sales Force Management, 3 courses.

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Chabowski, B., Kekec, P., Morgan, N. A., Hult, G. Tomas M., Walkowiak, T., Runnalls, B. A. (in press). A Review of the Export Literature. *Journal of International Marketing*.

Conference Proceedings

Voorhees, C. M., Baker, T. L., Fombelle, P. W., Runnalls, B. A. (2016). *Majority and Minority Influence Associated with Online Reviews*. Las Vegas, NV: AMA Winter Educators' Conference.

Sternquist, B., Runnalls, B. A. (2015). *Food Retail FDI: Learning Through History*. Bengaluru: Academy of International Business (AIB) Summer Conference.

Voorhees, C. M., Calantone, R. J., Runnalls, B. A., Randhawa, P., McCall, M. (2015). *Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment*. San Antonio, TX: AMA Winter Educators' Conference.

Runnalls, B. A. (2013). *How Online Price Competition is Changing the Retail Landscape: A View from Auction Theory*. Babson College: Pricing and Retailing Conference.

Presentations Given

Runnalls, B. A. (Presenter & Author), Hughes, D. E., 3rd Annual Organizational Frontline Research Symposium, "The Impact of Social Networks on Sales Training Transfer and Performance," Orlando, FL. (2017).

Kekec, P. (Presenter & Author), Runnalls, B. A. (Author Only), Zhao, Y. (Author Only), Hult, G. Tomas M. (Author Only), AMA Winter Educators' Conference, "Knowledge, Strategy, and Performance: A Longitudinal Analysis," American Marketing Association, Las Vegas, NV. (February 2016).

Voorhees, C. M. (Author Only), Baker, T. L. (Author Only), Fombelle, P. W. (Presenter & Author), Runnalls, B. A. (Author Only), AMA Winter Educators' Conference, "Majority and Minority Influence Associated with Online Reviews," American Marketing Association, Las Vegas, NV. (February 2016).

Sternquist, B. (Author Only), Runnalls, B. A. (Presenter & Author), Academy of International Business (AIB) Summer Conference, "Food Retail FDI: Learning Through History," Bengaluru, India. (June 2015).

Voorhees, C. M. (Author Only), Calantone, R. J. (Author Only), Runnalls, B. A. (Presenter & Author), Randhawa, P. (Author Only), McCall, M. (Author Only), AMA Winter Educators' Conference, "Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment," American Marketing Association, San Antonio, TX. (February 2015).

Runnalls, B. A. (Presenter & Author), Voorhees, C. M. (Author Only), Calantone, R. J. (Author Only), AMA Summer Educators' Conference, "User Generated Content and Firm Performance," American Marketing Association, San Francisco, CA. (August 2014).

Runnalls, B. A. (Presenter & Author), Pricing and Retailing Conference, "How Online Price Competition is Changing the Retail Landscape: A View from Auction Theory," Babson College. (2013).

Contracts, Grants and Sponsored Research

Grant

Runnalls, B. A., Runnalls, B. (Principal Investigator), "ADVANCING CORPORATE TRAINING THROUGH A BLENDED LEARNING APPROACH," Sponsored by Internal, NU Foundation. Current Status: Submitted.

Runnalls, B. A., Hughes, D. E., Calantone, R. J., Voorhees, C. M., "Measuring and Evaluating Sales Training Effectiveness," Sponsored by Sales Education Foundation and Neil Rackham, Associations/Foundations. (2014 - 2015). Current Status: Awarded.

Awards and Honors

Broad College of Business Dissertation Competition, Broad College of Business/Michigan State University. (2017).

Graduate School Dissertation Completion Fellowship, Michigan State University. (2017).

Young Scholar Research Competition, Organizational Frontlines Research (OFR). (2017).

Sales SIG Doctoral Dissertation Proposal Competition, American Marketing Association (AMA). (February 2017).

Fellowship Award, Graduate Office, Michigan State University. (2016).

Fellowship Award, Graduate Office, Michigan State University. (2015).

Stanley Hollander Award, Michigan State University. (2015).

AMA-Sheth Doctoral Consortium Fellow, American Marketing Association (AMA). (July 2015).

Fellow, Institute for the Study of Business Marketing (ISBM) Ph.D. Summer Camp. (2014).

Fellowship Award, Graduate Office, Michigan State University. (2014).

Stanley Hollander Award, Michigan State University. (2014).

Presenter, 2014 Haring Symposium, Indiana University. (April 2014).

Best Paper Award, Shao Chang Lee Paper Competition presented by the Asian Studies Center at Michigan State University. (2013).

Fellowship Award, Graduate Office, Michigan State University. (2013).

Full Tuition Graduate Assistantship, University of South Florida. (2011).

Full Tuition Graduate Assistantship, University of Massachusetts-Amherst. (2009).

Full Tuition Graduate Assistantship, University of Massachusetts-Amherst. (2008).

Full Tuition Graduate Assistantship, University of Massachusetts-Amherst. (2007).

SERVICE

College Service

Judge, All-Michigan State University Sales Competition. (2014 - 2017).

Co-Coached the Michigan State University Team at the National Collegiate Sales Competition, hosted by Kennesaw State University. (2016).

Professional Service

Reviewer, Ad Hoc Reviewer, Journal of Personal Selling and Sales Management. (2016 - Present).

Session Chair, American Marketing Association (AMA) Winter Educators' Conference, New Product Lunch Strategy Track. (2016).

Reviewer/Discussant, Conference Paper, Academy of International Business (AIB) Conference. (2013 - 2016).

Reviewer/Discussant, Conference Paper, Academy of Marketing Science (AMS) Conference. (2013 - 2016).

Reviewer/Discussant, Conference Paper, American Marketing Association (AMA) Conferences. (2013 - 2016).

Session Chair, Academy of Marketing Science (AMS) Conference, Sales Track. (2015).