

# CURRICULUM VITAE

AMIT SAINI

Professor and W.W. Marshall College Professor of Marketing

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## OFFICE ADDRESS

345 College of Business,  
730 N. 14<sup>th</sup> Street  
University of Nebraska  
Lincoln, Nebraska 68588-0492  
402-472-2316; [asaini2@unl.edu](mailto:asaini2@unl.edu)

## EDUCATION

Ph.D.: Washington State University  
Major Field: Marketing  
Date: May 2003

Dissertation: "Organizational Assimilation of Technology for Relationship Marketing: The Case of Customer Relationship Management (CRM)"

PGDPC School: Mudra Institute of Communications (MICA), Ahmedabad, India  
Major Field: Market Research  
Date: June 1997

B.E.: Thapar Institute of Engineering and Technology, Punjab, India  
Major Field: Electronics (Instrumentation and Control)  
Date: June 1993

## COLLEGE AND UNIVERSITY POSITIONS

2024 – Present : Chair of the Department of Marketing  
2021- Present : Professor of Marketing, University of Nebraska-Lincoln  
2014 - Present : W.W. Marshall College Professor, University of Nebraska-Lincoln  
2010-2021 : Associate Professor of Marketing, University of Nebraska-Lincoln  
2003 – 2010 : Assistant Professor of Marketing, University of Nebraska-Lincoln

## PROFESSIONAL EMPLOYMENT

### **ORG-MARG, Bombay** 1997-1999

Market Research Executive (quantitative research). Responsible for all stages of syndicated and customized market research. Areas of research: Readership surveys, Segmentation studies, product tests, customer satisfaction tracking, and advertising tracking.

### **Pertech Computers Ltd., New Delhi** 1993-1995

IT Sales Management. Responsible for all sales management activities for information technology solution selling to corporate clients.

## HONORS AND AWARDS

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### Research

- Finalist for 2018 *Journal of Marketing* Harold H. Maynard award.
- *Department of Marketing, Research Award*, 2019-2020; 2016-2017; 2009-2010.
- *CBA Best Paper Award*, University of Nebraska-Lincoln, College of Business Administration. (April 2011).
- Finalist for 2010 *Journal of Marketing* Harold H. Maynard award.
- *Harold and Esther Edgerton Junior Faculty Award* for 2006-2008 at UNL.  
(University wide award presented to an outstanding junior faculty member who has demonstrated creative research, extraordinary teaching abilities, and academic promise).
- *UNL Layman Research Grant Awards* (2004-2005; 2008-2009).
- *Best Paper Award: Public Policy Track, American Marketing Association* 2005 Summer Conference (“Customer Privacy Protection: An Ethical Orientation and Marketing Control Perspective” with Clinton Lanier).
- *Maude Hammond Fling Faculty Research Fellow* at UNL (2003-2004).
- *Dissertation Award: Winner ISBM (Penn State) Doctoral Dissertation Competition*, 2002  
(Dissertation: “Organizational Assimilation of Technology for Relationship Marketing”).
- Named ISBM (Institute for the Study of Business Markets) Business Marketing Doctoral Fellow, 2002.
- *AMA Sheth Foundation Doctoral Consortium Fellow*, Emory University, Atlanta, GA, 2002.

### Teaching

- *Distinguished Teaching Award*, College of Business Administration, UNL: Winner 2007; Nominated 2008-2009; Nominated 2010-2011; Nominated 2011-2012; Nominated 2022.
- *UNL Parents Association* “Certification of Recognition for Contributions to Students” 2024.
- *UNL Parents Association* “Certification of Recognition for Contributions to Students” 2015.
- *UNL Parents Association* “Certification of Recognition for Contributions to Students” 2013.
- *UNL Parents Association* “Certification of Recognition for Contributions to Students” 2007.
- *Outstanding Graduate Student Teaching*, College of Business and Economics, Washington State University, 2001-2002.

## RESEARCH

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**Research Areas:** Strategic Marketing Management – *Intra-organizational* issues (technology adoption; resources, capabilities, and orientation), *Inter-organizational* issues (MNC channels of distribution, B2B group purchasing GPOs, franchising), and *Marketing ethics* (B2B purchasing ethics; ethical climate, control, and risk taking; privacy).

**Research Impact:** Google scholar citations: 2005; h-index: 15; i10-index: 18

### Refereed Journal Articles

Alok Kumar, Ravi Agarwal, Argha Sen, Amit Saini, and Aric Rindfleisch (2025), “Improvisation in New Product Alliances,” *International Journal of Research in Marketing*, forthcoming.

Alok Kumar, Huanhuan Shi, Jennifer Skiba, Amit Saini, and Zhi Lu (2023), “Impact of Buying Groups on Buyer-Supplier Relationships: Group-Dyad Interactions in Business-to-Business Markets,” *Journal of Marketing Research*, 60 (6), 1197–1220.

Vivek Dubey, Joseph Matthes, and Amit Saini, (2023), “Impact of Socioeconomic Values Collaboration on Performance in Franchising,” *Journal of Business Research*, 162, p.113877.

Joseph Matthes, Amit Saini, Vivek Dubey (2021), “Performance Implications of Marketing Agreement, Cooperation, and Control in Franchising,” *Journal of Marketing Theory and Practice*, 28 (3), 387-408.

Tim Reilly, Amit Saini and Jennifer Skiba (2020), “Ethical Purchasing Dissonance: Antecedents and Coping Behaviors,” *Journal of Business Ethics*, 163 (3), 577-597.

Jennifer Skiba, Amit Saini, and Scott Friend (2019), “Sales Manager Cost Engagement: Antecedents and Performance Implications,” *Journal of Personal Selling and Sales Management*, 39 (2), 123-137.

Rajdeep Grewal, Amit Saini, Alok Kumar, Robert F. Dwyer, and Robert Dahlstorm (2018), “Marketing Channel Management by Multinational Corporations in Foreign Markets,” *Journal of Marketing*, 82 (4), 49-69. Finalist for 2018 JM Harold H. Maynard award for best JM article.

Jennifer Skiba, Amit Saini, and Scott Friend (2016), “The Effect of Managerial Cost Prioritization on Sales Force Turnover,” *Journal of Business Research*, 69 (12), 5917-5924.

Michael T. Krush, Ravipreet Sohi, and Amit Saini (2015), “Dispersion of Marketing Capabilities: Impact on Marketing’s Influence and Business Unit Outcomes,” *Journal of the Academy of Marketing Science*, 43 (1), 32-51.

Rajdeep Grewal, Alok Kumar, Girish Mallapragada, and Amit Saini (2013), “Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters-Subsidiary Relationship,” *Journal of Marketing Research*, 50 (3), 378-398.

The authors contributed equally and are listed alphabetically.

Jean L. Johnson, Kelly Martin, and Amit Saini (2012), “Neglected Determinants of Market Orientation: The Role of the Firm’s Strategic Culture,” *Industrial Marketing Management*, 41 (4), 715-724.

Jean L. Johnson, Kelly Martin, and Amit Saini (2011), “Strategic Culture and Contextual Factors as Determinants of Organization Level Anomie: Implications and Outcomes for Publicly-Traded and Privately-Held Firms,” *Business Ethics Quarterly*, 21 (3), 473-502.

Rajdeep Grewal, Anindita Chakravarty, and Amit Saini (2010), “Governance Mechanisms and the Making of Business-to-Business Electronic Markets,” *Journal of Marketing*, 74 (4), 45-62.

The authors contributed equally and are listed in random order. Finalist for 2010 JM Harold H. Maynard award for the best JM article.

Amit Saini (2010), “Purchasing Ethics and Inter-organizational Buyer-Supplier Relational Determinants: A Conceptual Framework,” *Journal of Business Ethics*, 95 (3), 439-455.

Amit Saini, Rajdeep Grewal, and Jean L. Johnson (2010), “Putting Market-Facing Technology to Work: Organizational Drivers of CRM Performance,” *Marketing Letters*, 21 (4), 365-383.

Amit Saini and Kelly Martin (2009), “Strategic Risk-Taking Propensity: The Role of Ethical Climate and Marketing Output Control,” *Journal of Business Ethics*, 90 (4), 593-606.

Amit Saini, Mike Krush, and Jean L. Johnson (2008), “Anomie and the Marketing Function: The Role of Control Mechanisms,” *Journal of Business Ethics*, 83 (4), 845-862.

Clinton Lanier and Amit Saini (2008), “Understanding Consumer Privacy: A Review and New Directions,” *Academy of Marketing Science Review*, Volume 10, 2008.

Amit Saini and Jean L. Johnson (2005), “Organizational Capabilities in E-Commerce: An Empirical Investigation of E-Brokerage Service Providers,” *Journal of the Academy of Marketing Science*, 33(3), 360-375.

Jean L. Johnson, Puiwan Ruby Lee, Amit Saini, and Bianca Grohmann (2003), “Market Focused Strategic Flexibility: Conceptual Advances and an Integrative Model,” *Journal of the Academy of Marketing Science*, 31 (1), 74-89.

## **Book Chapters**

Martin, Kelly D., Jean L. Johnson, and Amit Saini (2019), “Organizational Improvisation, Market Orientation, and Performance Implications in Varying Industry Conditions,” in *Future-Focused Strategic Marketing*, Babu John Mariadoss and Raj Echambadi, editors. New York: Nova Science.

## Research Grants and Contracts

UNL Layman Grant (2008), \$10,000

UNL Layman Grant (2005), \$10,000

\$6,700 competitive research grant (# 4-1133) awarded by the Marketing Science Institute (MSI) for the project “*A Capabilities View of Strategy Implementation for the Internet.*”

\$7,268 research grant (#4-1204) awarded by the Marketing Science Institute (MSI) for dissertation research titled “Organizational Assimilation of Technology for Relationship Marketing: The Case of Customer Relationship Management (CRM) in Business Marketing.”

\$2000 Ethics Curriculum Development Grant, College of Business Administration, UNL

## Contributions to the Ph.D. Program

*Dissertations Chaired:* (1) Joseph Matthes, 2014 (Placement: *Marquette University*)  
(2) Jenifer Skiba, 2016 (Placement: *Missouri State University*)  
(3) Durgesh Pattanayak 2024 (Placement: *University of Mary Washington*)

*Program/ Dissertations Committee Member:* 19 Committees

*Ph.D. Seminar:* MRKT 940 Seminar in Marketing Management (2010-current)

## Conference Proceedings

Kumar, A., Shi, H., Skiba, J., Saini, A. (2018). *Buyer Groups in Industrial Markets*. Boston, MA: Institute for the Study of Business Markets Academic Conference.

Saini, A., Matthes, J. (2017). *Agree to Disagree: Role of Values Alignment in Franchising Relationships*. Chennai, India: 11th Great Lakes NASMEI (North American Society of Marketing Educators).

Saini, A. (2016). *Does Cost Mindfulness of Sales Managers Hurt or Help Sales Team Morale?*. 10th Great Lakes NASMEI Marketing Conference.

Saini, A., Matthes, J. M. (2015). *A Conceptualization & Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships*. 2015 AMA Winter Educators' Conference.

Saini, A. (2014). *Purchasing Manager Responses to Unethical B2B Marketing Practices*. Chennai: 8th Great Lakes NASMEI Marketing Conference.

Saini, A. (2013). *Sales Responses to Unethical Purchasing Practices in Business-to-Business Relationships: A Conceptual Framework*. Chicago, IL: 20th Annual Vincentian Business Ethics Conference, DePaul University.

Matthes, J., Saini, A. (2013). *Strategic Drivers of Mobile Application Performance*. AMA Summer Educators' Conference.

Johnson, J., Saini, A. (2012). *A Stratified Examination of the Drivers and Outcomes of Marketing Cross-Pollination*. Chicago, IL: AMA Summer Educators' Conference.

Matthes, J., Saini, A. (2012). *The Role of Franchisee Marketing Commitment on Promotion Execution and Performance*. Chicago, IL: AMA Summer Marketing Educators' Conference.

Sohi, R. S., Krush, M., Saini, A. (2012). *A Study of Perceptual Alignment & Asymmetry On Buyer-Seller Relationship Outcomes*. AMA Winter Educators' Conference.

Mikeska, J., Saini, A. (2012). *Is Believing in the Product Necessary? A Conceptual Model for Frontline Employee Buy-In*. AMA Winter Educators' Conference.

Grewal, R., Kumar, A., Saini, A. (2011). *Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders* (vol. 21). AMA Winter Educators' Conference, Austin TX, Special Session 2011.

Saini, A. (2010). *Can I Trust them with my Retirement Savings?: Ethics and Trust Issues in the Marketing of Financial Planning Services*. Chicago, IL: 17th Annual Vincentian Business Ethics Conference, DePaul University.

Grewal, R., Chakravarty, A., Saini, A. (2009). *Making Business-to-Business Electronic Markets*. AMA Winter Educators' Conference, Special Session.

Saini, A. (2008). *Inter-organizational Determinants of Unethical Decisions by Industrial Purchasers*. New York, NY: 15th Annual Vincentian Business Ethics Conference.

Saini, A. (2005). *CRM Technology and Organizational Adaptation: An Empirical Investigation*. Milan: European Marketing Academy Conference.

Saini, A., Lanier, C. (2005). *Customer Privacy Protection: An Ethical Orientation and Marketing Control Perspective*. AMA Summer Educators' Conference (**Winner Best Paper Award– Public Policy Track**).

## Conference Presentations

“Social Networks, Customer Orientation, or Geographic Location? Their Effects on IPO Performance” 2024 *AMA Summer Academic Conference*. Amit Saini, Ashutosh Patil, Arnav Saboo, Ayush Mishra.

Pattanayak, D., and Saini, A., (2022). Role of Risk Management Capability in Achieving B2B NPD Resilience and NPD Success. *Summer AMA*, Chicago, IL.

Punyatoya, P., Saini, A. (2022). Influence of Online Brand Community Management Capability on Firm Performance. *AMS Annual Conference*, Monterey, CA.

Kumar, A., Shi, H. , Skiba, J. , Saini, A., Institute for the Study of Business Markets Academic Conference, "Buyer Groups in Industrial Markets," ISBM, Boston, MA. (August 2018).

Saini, A. , Matthes, J., 11th Great Lakes NASMEI (North American Society of Marketing Educators), "Agree to Disagree: Role of Values Alignment in Franchising Relationships," Chennai, India. (December 2017).

Saini, A. , 10th Great Lakes NASMEI Marketing Conference, "Does Cost Mindfulness of Sales Managers Hurt or Help Sales Team Morale?," North American Society for Marketing Education in India, Chennai, India. (December 2016).

Matthes, J. M. , Saini, A. , 2015 AMA Winter Educators' Conference, "A Conceptualization & Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships," American Marketing Association, San Antonio, TX. (February 2015).

Saini, A. , 8th Great Lakes NASMEI Marketing Conference, "Purchasing Manager Responses to Unethical B2B Marketing Practices," North American Society for Marketing Education in India, Chennai, India. (December 28, 2014).

Saini, A., Executive Education Power Lunch, "Growing into New Markets: Using Market Based Strategies," University of Nebraska-Lincoln, College of Business Administration, Lincoln, NE. (February 19, 2014).

Saini, A. , 20th Annual Vincentian Business Ethics Conference, "Sales Responses to Unethical Purchasing Practices in Business-to-Business Relationships: A Conceptual Framework," DePaul University, Chicago, IL. (October 2013).

Matthes, J. , Saini, A. , AMA Summer Educators' Conference, "Strategic Drivers of Mobile Application Performance," AMA, Boston, MA. (August 2013).

Johnson, J. , Saini, A. , AMA Summer Educators' Conference, "A Stratified Examination of the Drivers and Outcomes of Marketing Cross-Pollination," AMA, Chicago IL. (August 2012).

Matthes, J. , Saini, A. , AMA Summer Educators' Conference, "The Role of Franchisee Marketing Commitment on Promotion Execution and Performance," AMA, Chicago IL. (August 2012).

Sohi, R. S. , Krush, M. , Saini, A. , AMA Winter Educators' Conference, "A Study of Perceptual Alignment & Asymmetry on Buyer-Seller Relationship Outcomes," AMA, St. Petersburg, FL. (February 2012).

Mikeska, J. , Saini, A. , Winter Educators' Conference, "Is Believing in the Product Necessary?: A Conceptual Model for Frontline-Employee Buy-in," American Marketing Association. (February 2012).

Grewal, R. , Kumar, A. , Saini, A. , AMA Winter Educators' Conference, "Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders," AMA, Austin, TX. (February 2011).

Saini, A. , 17th Annual Vincentian Business Ethics Conference, "Can I Trust them with my Retirement Savings?: Ethics and Trust Issues in the Marketing of Financial Planning Services," DePaul University, Chicago, IL. (October 2010).

Grewal, R. , Chakravarty, A. , Saini, A. , AMA Winter Educators' Conference, "Making Business to Business Electronic Markets." (February 2009).

Saini, A. , 15th Annual Vincentian Business Ethics Conference, "Inter-organizational Determinants of Unethical Decisions by Industrial Purchasers," St. John's University's, New York, NY. (October 2008).

Saini, A., Lanier, C., AMA Summer Educators' Conference, "Customer Privacy Protection: An Ethical Orientation and Marketing Control Perspective," AMA, San Francisco, CA. (2005).

Saini, A., Johnson, J. L., EMAC (European Marketing Academy Conference), "CRM Technology and Organizational Adaptation: An Empirical Investigation," EMAC, Milan, Italy. (2005).

Saini, A., Johnson, J. L., AMA Summer Educators' Conference, "Leveraging Implementation Capabilities in E-Business Ventures," AMA, Chicago, IL. (2003).

Saini, A., Johnson, J. L., AMA Summer Educators' Conference, "Casting a Strategic Net: The Influence of Strategy Type on Performance in E- Commerce," AMA, San Diego, CA. (2002).

Saini, A., Johnson, J. L., Grewal, R., AMA Winter Educators' Conference, "Performance in E-Commerce: The Role of Responsive and Proactive Market Orientations," AMA, Austin, Texas. (2002).



## SERVICE CONTRIBUTIONS AT UNL

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### Service to the Department of Marketing

**Ph.D. Coordinator, Marketing Graduate Committee** (September 2017 - 2024)

Committee **Chair, Faculty Search** Committee, (January 2022 – Aug 2022).

Committee Member, **Marketing Graduate Committee** (September 2017 - Present)

Committee Member, **Evaluation Advisory Committee** (September 2020 - May 2021)

Committee **Chair, Faculty Search** Committee, Open Rank (July 2019 - September 2019).

Committee Member, **Evaluation Advisory Committee** (September 2019 - May 2020)

Committee Member, **Evaluation Advisory Committee** (September 2018 - May 2019)

Committee Member, **Faculty Search** Committee, Open Rank (July 2018 - September 2018).

Committee Member, **Faculty Search** Committee, Department of Marketing Chair (September 2017 - December 2017).

Committee Member, **Faculty Search** Committee, Department of Marketing Chair (July 2016 - May 2017).

Committee Member, **Evaluation Advisory Committee** (September 2017 - May 2018)

Committee Member, **Faculty Search** Committee, Assistant or Associate Professor (July 2016 - November 2016).

Committee Member, **Faculty Search** Committee, Associate or senior Assistant Professor (July 2016 - November 2016).

Committee **Chair, Faculty Search** Committee, Assistant or Associate Professor (Two Positions). (June 2015 - September 2015).

Committee **Chair, Faculty Search** Committee, Assistant, Associate or Full Professor (June 2015 - September 2015).

Committee **Chair, Faculty Search** Committee, Assistant Professor (June 2015 - August 2015).

Committee Member, **Evaluation Advisory Committee** (September 2014 - May 2015).

Committee **Chair, Faculty Search** Committee, Hays Chair in Marketing (July 2014 - May 2015).

Committee Member, **Evaluation Advisory Committee** (August 2013 - May 2014).

Committee Member, **Faculty Search** Committee, Sales Center Director. (March 2013 - April 2014).

Committee Member, **Faculty Search** Committee - Department Chair (January 2012 - April 2012).

Committee **Chair**, **Faculty Search** Committee - Assistant or Associate Professor (July 2012 - October 2012).

Committee **Chair**, **Faculty Search** Committee - Assistant or Associate Professor (July 2011 - November 2011).

Committee Member, **Evaluation Advisory Committee** (September 2012 - May 2013).

Committee Member, Department **Ph.D. Program/Graduate Committee** (2012 – 2015).

Committee Member, **Marketing Graduate Committee** (September 2011 - May 2012)

Faculty Advisor – **AMA Marketing Club**, Student Chapter (2011-2012)

Committee Member, **Faculty Search** Committee - Assistant Professor Marketing (May 2009 - December 2009).

Committee Member, **Faculty Search** Committee for Professor of Marketing/Gold Professorship (2005 -2006).

Committee Member - Department **Journal List Evaluation** Committee (2011)

Committee Member - Department **Journal List Evaluation** Committee (2004)

Reader, **Second Year Ph.D. Paper** Review (May 2018)

Reader, **First Year Ph.D. Paper** Review (May 2017)

Reader, **First Year Ph.D. Paper** Review (May 2016)

Reader, **Ph.D. Comprehensive Exam** Review (May 2015)

Member - **Ph.D. Comprehensive Exam** Committee (2003)

**Chair – 2nd Year Ph.D. Paper** Committee for Jen Skiba (2013-2014)

**Chair – 2nd Year Ph.D. Paper** Committee for Joe Matthes (2011-2012)

**Chair – 2nd Year Ph.D. Paper** Committee for Tim Reilly (2009-2010)

Reader, **Second Year Ph.D. Paper** Review (2009)

1st year **Ph.D. Paper** supervisor – YaoWei Hao (2008)

Member – **2nd Year Ph.D. Paper** Committee for Daniel Shen (2005)

### **College of Business (CoB) Service**

Committee Member, Research and Discovery Group, **Dean's Strategic Planning Committee** (April 2021 - July 2021).

Committee Member, **Promotion and Tenure Committee** (August 2020 - Present).

Committee Member, **Research and Professorship Review Committee** (August 2020 - May 2021).

Committee Member, **General Committee** (August 2018 - May 2020).

Committee Member, **MBA Committee** (2017 - 2018).

Committee Member, **Dean's Strategic Planning Task Force** (January 2018 - May 2018).

Committee Member, **Dean's Strategic Planning Task Force – Research** (2011).

Committee Member, **MBA/Masters Committee** (September 2011 - 2016).

Committee Member, **PhD/Research Policy** (September 2011 - May 2015).

Committee Member, **Associate Dean Search** Committee (December 2013 - December 2014).

Member - **General Committee** (Untenured Rep) CBA (2006-2008; Re-elected 2009).

Committee Member, **MBA Associate Director Search** Committee (January 2014 - May 2014).

Committee Member, **MBA Program Development** (2011-2012).

Committee Member, **MBA Director Search** Committee (December 2011 - December 2012).

Committee Member, **Scholarships, Honors, and Awards** Committee (August 2006 - May 2010).

Committee Chair, **Scholarships, Honors, and Awards** Committee (August 2005 - May 2006).

Committee Member, **Scholarships, Honors, and Awards** Committee (August 2004 - May 2005).

## University Service

Committee Member, **Raikes School Professor of Practice Search** Committee (January 2017 - August 2017).

Reviewer, **Harold and Esther Edgerton Junior Faculty Award** (2017).

Reviewer, Grant Proposal, **Layman Award Proposal** (November 2013 – December 2013).

Reviewer, Grant Proposal, **Layman Award Proposal** (2009).

Reviewer, Grant Proposal, **Layman Award Proposal** (2006).

Committee Member, **Marshall Corps** (2006 - 2009).

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## PROFESSIONAL SERVICE CONTRIBUTIONS

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**Chairperson**, AMA Marketing Strategy Special Interest Group (SIG) (2014-2017).

**Vice-Chair**, AMA Marketing Strategy Special Interest Group (SIG) (2011-2014).

**Conference Program Chair**, Co-chair of B2B Marketing Track at Winter AMA, 2014 AMA Winter Educators' Conference, Orlando, FL (February 2014).

**Conference Program Chair**, Co-chair of Marketing Theory Track at Winter AMA Educators' Conference, Las Vegas, NV (February 2013).

**Panel Organizer** & Participant for junior faculty, Mittelstadt Symposium, Lincoln, NE (2009).

**Discussant** –AMA Winter Marketing Educator's Conference, Austin TX (2008).

**Session Chair**, AMA Winter Educators' Conference, Austin TX (2008).

**Session Chair**, AMA Winter Marketing Educator's Conference, St. Petersburg, FL (2006).

Participant **Panel Discussion**, Marketing Science Institute (MSI) conference on “Integrating Customer Insights into Company Actions” (2004).

Participant **Panel Discussion**, Marketing Science Institute (MSI) conference on “Customer Management” (2004).

**Discussant** - 2003 AMA Summer Marketing Educator's Conference, Chicago, *Marketing Strategy* track.

## **Editorial Review Boards and Other Reviewing Services**

Editorial Review Board Member, *Journal of Marketing Research* (2018 - 2020).

Editorial Review Board Member, *International Journal of Applied Decision Sciences* (2007 - Present).

Editorial Review Board Member, *Academy of Marketing Science Review* (2006 - 2008).

Reviewer, Ad Hoc Reviewer, *Journal of Business Ethics* (2018).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing* (2018).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing Research* (2017).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing* (2017).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science (JAMS)* (2017).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science (JAMS)* (2016).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science (JAMS)* (2015).

Reviewer, Ad Hoc Reviewer, *Marketing Letters* (2013).

Reviewer, Ad Hoc Reviewer, *Institute for the Study of Business Markets Annual Dissertation Competition* (Penn State), (October 2011 - December 2011).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing* (2010).

Reviewer, Ad Hoc Reviewer, *Journal of Retailing* (2009).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science* (2009).

Reviewer, Ad Hoc Reviewer, *AMA Summer Marketing Educator's Conference* (2009).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing* (2009).

Reviewer, Ad Hoc Reviewer, *Journal of Business Ethics* (2008).

Reviewer, Ad Hoc Reviewer, *Journal of Marketing* (2008).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science* (2007).

Reviewer, Ad Hoc Reviewer, *AMA John Howard Dissertation Competition* (2006).

Reviewer, Ad Hoc Reviewer, *AMA Winter Marketing Educator's Conference, St. Petersburg, FL.* (2006).

Reviewer, Ad Hoc Reviewer, *AMS Review* (2006).

Reviewer, Ad Hoc Reviewer, *EMAC (European Marketing Academy Conference), Athens* (2006).

Reviewer, Ad Hoc Reviewer, *Institute for the Study of Business Markets Annual Dissertation Competition (Penn State)* (2006).

Reviewer, Ad Hoc Reviewer, *Journal of Small Business Management* (2006).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science* (2006).

Reviewer, Ad Hoc Reviewer, *AMS Review* (2005).

Reviewer, Ad Hoc Reviewer, *Journal of the Academy of Marketing Science (JAMS)* (2005).

Reviewer, Ad Hoc Reviewer, *Journal of Small Business Management* (2004).

Reviewer, Ad Hoc Reviewer, *AMA Summer Marketing Educator's Conference, Chicago* (2003).

Reviewer, Ad Hoc Reviewer, *AMA Summer Marketing Educator's Conference, San Diego* (2002).

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## **TEACHING EXPERIENCE**

### **University of Nebraska-Lincoln**

MRKT 442, Marketing Management, Capstone.

GRBA 813, MBA Managerial Marketing.

MRKT 341H, Honors: Marketing.

MRKT 458, Sales Management.

MRKT 835, Marketing Channels & Distribution.

MRKT 940, Ph.D. Seminar in Marketing Management.

MRKT 996, Directed Reading or Research.

MRKT 998A, Seminar in Special Topics; Qualifying Paper.

MRKT 999, Doctoral Dissertation.

RAIK 341H, Honors: Marketing.

GRBA 890, Administrative Internship; Marketing.

MRKT 399, Special Projects.

## **Executive Education**

*Nelnet Corporation*, Executive Development, June 2020.

Management/Executive Development, University of Nebraska-Lincoln, College of Business Administration. (March, 2017).

Management/Executive Development, University of Nebraska-Lincoln, College of Business Administration. (February 19, 2014).

*TD Ameritrade* Leadership Summit, Executive Development, 2014.

CoB Power Lunch, 2019

CoB Power Lunch, 2017

CoB Power Lunch, 2014

## **Directed Student Learning**

### **Doctorate (committee chair/supervisor)**

Doctorate (committee chair/supervisor), Marketing. (January 2013 - 2016).  
Advised: Jenifer Skiba (Placement: Assistant Professor, *Missouri State University*).

Doctorate (committee chair/supervisor), Marketing. (January 2011 - August 2014).  
Advised: Joseph Matthes (Placement: Assistant Professor, *Marquette University*)

Doctorate (committee chair/supervisor), Marketing. (January 2019 - August 2024).  
Advised: Durgesh Pattanayak (Placement: Assistant Professor, *University of Mary Washington*)

### **Doctorate (committee member)**

Doctorate (committee member), Marketing. (January 2019 - 2024).  
Advised: Plavini Punyatoya

Doctorate (committee member), Marketing. (January 2020 - 2023).  
Advised: Ravi Agarwal

Doctorate (committee member), Marketing. (May 2019 - 2023).  
Advised: Carissa Harris

Doctorate (committee member), Marketing. (April 2015 - December 2017).  
Advised: Aditya Gupta

Doctorate (committee member), Marketing. (May 2017 - 2020).  
Advised: Shilpa Somraj

Doctorate (committee member), Marketing. (April 2014 - March 2016).  
Advised: Arvind Agrawal

Doctorate (committee member), Marketing. (May 2015 - 2018).  
Advised: Argha Sen

Doctorate (committee member), Marketing. (February 2012 - December 2014).  
Advised: Tim Reilly

Doctorate (committee member), Marketing. (January 2011 - August 2014).  
Advised: Jessica Mikeska

Doctorate (committee member), Marketing. (August 2011 - June 2013).  
Advised: Jeff Johnson

Doctorate (committee member), Marketing. (2011 - August 2012).  
Advised: Shannon Cummins

Doctorate (committee member), Marketing. (December 2011 - 2015).  
Advised: Shipra Gupta

Doctorate (committee member), Marketing. (January 2008 - December 2009).  
Advised: Eddie Nowlin

Doctorate (committee member), Marketing. (January 2008 - August 2009).  
Advised: Mike Krush

Doctorate (committee member), Marketing. (January 2007 - August 2008).  
Advised: Clinton Lanier

Doctorate (committee member), Marketing. (August 2006 - August 2008).  
Advised: Aubrey Fowler

Doctorate (committee member), Marketing. (April 2006 - August 2007).  
Advised: Daniel Shen

Doctorate (committee member), Marketing. (May 2005 - May 2007).  
Advised: Maia Beruchasvili

Doctorate (committee member), Marketing. (May 2005 - May 2007).  
Advised: Risto Moisio

## **Other**

"Independent Study," Other (Within University of Nebraska-Lincoln). (January 2011 - May 2011).  
Advised: Giana Rada

"Independent Study," Marketing. (January 2011 - May 2011).  
Advised: Taylor Toomey



Postbaccalaureate, "Lied Center for the Performing Arts, Marketing Dept.," Other (Within University of Nebraska-Lincoln). (July 2012 - August 2012).

Advised: Amy Ossian

Postbaccalaureate, "National Research Corporation internship," Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).

Advised: Abigail Buxton

Postbaccalaureate, "Fiserv sales operation intern," Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).

Advised: Ayhan Oray

Postbaccalaureate, "FileBound internship," Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).

Advised: Jamie Kezeor

Postbaccalaureate, "NuTech Ventures internship," Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).

Advised: Kok Chen (Alex) Lam

Postbaccalaureate. (August 2011 - December 2011).

Advised: Mitch Barent

Postbaccalaureate. (July 2011 - December 2011).

Advised: Umeda Islamova

Postbaccalaureate, "First Year Paper," Marketing. (June 2011 - July 2011).

Advised: Jessica Mikeska

Postbaccalaureate, "First Year Paper," Marketing. (June 2011 - July 2011).

Advised: Joseph Matthes

Postbaccalaureate, "Second Year Paper," Marketing. (January 2010 - May 2010).

Advised: Tim Reilly

Postbaccalaureate, Marketing. (June 2008 - August 2008).

Advised: Yaowei Hao

## Student Evaluations

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Academic Term	Course Number	Course Title	Undergraduate/Graduate	Student Evaluation	Department Average
Fall 2010	MRKT 442-1	Marketing Management	Undergraduate	4.93	3.85
Fall 2010	MRKT 458-1	Sales Management	Undergraduate	4.19	3.85
Spring 2011	MRKT 458-1	Sales Management	Undergraduate	4.30	3.97
Fall 2011	GRBA 813	Managerial Marketing	MBA	4.20	3.93
Fall 2011	MRKT 442	Marketing Management	Undergraduate	4.81	3.93
Fall 2011	MRKT 458-1	Sales Management	Undergraduate	4.17	3.93
Fall 2011	MRKT 458-2	Sales Management	Undergraduate	4.27	3.93
Fall 2012	MRKT 442	Marketing Management	Undergraduate	4.81	4.06
Fall 2012	GRBA 813-1	Managerial Marketing	MBA	4.59	4.06
Fall 2012	GRBA 813-2	Managerial Marketing	MBA	4.13	4.06
Fall 2012	GRBA 835	Marketing Channels	MBA	4.59	4.06
Spring 2013	GRBA 813	Managerial Marketing	MBA	3.75	4.2
Fall 2013	GRBA 813	Managerial Marketing	MBA	4.50	4.23
Fall 2013	MRKT 442	Marketing Management	Undergraduate	4.83	4.23
Fall 2013	MRKT 458-1	Sales Management	Undergraduate	4.46	4.23
Fall 2013	MRKT 458-2	Sales Management	Undergraduate	4.72	4.23
Spring 2014	GRBA 813	Managerial Marketing	MBA	4.00	3.73
Spring 2015	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.90	4.12
Fall 2016	RAIK 341H	Raikes Marketing	Raikes School (UG)	4.64**	-
Spring 2016	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.69	4.37
Fall 2017	RAIK 341H	Raikes Marketing	Raikes School (UG)	4.69**	-
Spring 2017	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.88	4.26
Spring 2018	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.59	4.06
Spring 2019	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.68	3.82
Spring 2019	MRKT 940	Marketing Management	Ph.D. Seminar	5.0	3.82
Summer 2019	GRBA 813	Managerial Marketing	MBA	4.79	4.23
Spring 2020	GRBA 813	Managerial Marketing	MBA	4.73	4.04
Spring 2020	MRKT 341H	Honors Marketing	Honors Academy (UG)	4.80	4.04
Summer 2020	GRBA 813	Managerial Marketing	MBA	4.63	4.13

\*Q. 28 Which comes closest to your overall evaluation of instructor (5 point scale) (Now Q.6 on the revised evaluation form)

\*\*Q. 22. The instructor is prepared for class and is concerned about his or her preparation