

# Ravi Agarwal

Doctoral Candidate, Marketing, University of Nebraska–Lincoln

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## EDUCATION

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### Doctor of Philosophy, Marketing

University of Nebraska–Lincoln

Expected May 2023

### Master of Business Administration, specializing in Business Analytics

University of Nebraska–Lincoln

2018

### Bachelor of Computer Engineering

Institute of Engineering, Pulchowk Campus, Nepal

2014

## Ph.D. DISSERTATION

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**Title:** Regulatory Focus in Key Account Management Teams, Governance Mechanisms, and Solution Outcomes

**Chair:** Alok Kumar

**Committee:** Amit Saini, Ravi Sohi, and Robin Gauthier (Department of Sociology)

**Status:** Proposal defended successfully, April 2022

**Overview:** My dissertation deals with successful organization and coordination of key account relationships. In particular, I discuss the role of motivational orientations of key account management (KAM) teams for effective key account selling. Although extant literature has examined a host of factors that are implicated in managing KAM relationships, the research remains narrowly trained on the role of resources or competencies (abilities) of seller firms in addressing customer needs, with limited acknowledgement of the motivational processes that guide decision-making in firms. Drawing on the regulatory focus theory and perspectives on interfirm exchange, I discuss how regulatory foci at the buyer-seller KAM interface drive the effectiveness and efficiency of KAM outcomes. The moderating roles of KAM team's structural properties (e.g., network density and centralization) are examined, as are the moderating roles of governance mechanisms (e.g., formal contracts and process monitoring) deployed by the buyer firm. To test the hypotheses, survey data from business-to-business buyer firms in a variety of industries will be leveraged and analyzed using seemingly unrelated regression analysis with corrections for endogeneity and heterogeneity. By incorporating regulatory focus in

the examination of key account selling, my work both addresses an important gap in the KAM literature and offers heuristics to practitioners for effective key account management.

## **RESEARCH INTERESTS**

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Key Account Management, Business-to-Business (B2B) Marketing, Marketing Strategy, Sales, Interfirm Governance, Supply Chain Relationships, Strategic Alliances, New Product Development

## **MANUSCRIPTS UNDER REVIEW**

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### **“Improvisation in Strategic Alliances.”**

Co-authors: Alok Kumar, Aric Rindfleisch, Amit Saini, and Argha Sen

Status: Invited for 2<sup>nd</sup> round review, *International Journal of Research in Marketing*

## **RESEARCH IN PROGRESS**

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### **“Buyer’s Involvement in Developing Supplier Capabilities: The Role of Specialized Investments.”**

Co-authors: Alok Kumar, Joseph Cannon, and Abe Masato

Status: Preliminary draft available

Target: *Journal of Marketing*, Fall 2022

### **“The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover.”**

Co-authors: Blake Runnalls, Nikolas Dimotakis, and Pinar Kekec

Status: Preliminary results and manuscript available, designing a second study

Target: *Journal of Applied Psychology*, Fall 2023

### **“Regulatory Focus in Key Accounts: The Buyer’s Perspective.”** (Based on dissertation)

Co-author: Alok Kumar

Status: Conceptualization complete, data collection in progress

Target: *Journal of Marketing*, Spring 2023

### **“Governance Misalignment in Key Account Management Programs: Causes and Consequences.”** (Based on dissertation)

Co-author: Alok Kumar

Status: Conceptualization complete, data collection in progress

Target: *Journal of Marketing*, Summer 2023

## **CONFERENCE PRESENTATIONS**

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Ravi Agarwal, Abe Masato, **Alok Kumar**, Joseph P. Cannon, “Buyer’s Involvement in Developing Supplier Capabilities: The Role of Specialized Investments”, AMA Summer Academic Conference, August 2022 (forthcoming).

## CONFERENCE PRESENTATIONS (Contd.)

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**Ravi Agarwal**, Alok Kumar “Regulatory Focus in Key Accounts: The Buyer’s Perspective”, ISBM Academic Conference, August 2022 (forthcoming).

**Ravi Agarwal**, Abe Masato, Alok Kumar, Joseph P. Cannon, “Supplier Development by Industrial Customers in B2B Markets: When and How?”, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska–Lincoln, March 2022.

**Ravi Agarwal**, Abe Masato, Alok Kumar, Joseph P. Cannon, “Supplier Development by Industrial Customers in B2B Markets: When and How?”, AMA Winter Academic Conference, February 2022.

Blake Runnalls, **Ravi Agarwal**, “The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover”, AMA Winter Academic Conference, February 2020.

**Ravi Agarwal**, Ravi Sohi, “Building Customer Relationships: Why Does the Most Recent History Matter in B2B Exchange Relations?”, AMA Winter Academic Conference, February 2020.

(Note: **Bold** = Presenter)

## TEACHING INTERESTS

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Marketing Analytics, Digital Marketing, International Marketing, Sales, Marketing Channels, Marketing Management, Marketing Strategy

## TEACHING EXPERIENCE

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Course	Course Title	Format	Semester (enrollment)	Evaluation*
MRKT 453	International Marketing	Online	Summer 2022 (25 students)	4.95/5.00
MRKT 350	Marketing Analytics	In-person	Fall 2021 (50 students)	4.37/5.00
MRKT 453	International Marketing	Online	Summer 2021 (28 students)	4.64/5.00
MRKT 453	International Marketing	In-person	Spring 2020 (45 students)	4.26/5.00
MRKT 453	International Marketing	In-person	Fall 2019 (49 students)	3.94/5.00
MRKT 300	Contemporary Marketing	Online	Summer 2019 (23 students)	4.24/5.00

\* *Evaluations based on average of items for ‘course’, ‘teaching’, and ‘instructor’ assessment.*

## SCHEDULED TEACHING

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- MRKT 350: Marketing Analytics, Fall 2022, in-person

## **INVITED GUEST LECTURES**

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“Social Network Analysis in Marketing,” MRKT 931: Doctoral Seminar on Marketing Channels, University of Nebraska–Lincoln, Spring 2022.

“Salesperson Compensation and Incentives,” MRKT 458: Sales Force Management, University of Nebraska–Lincoln, Fall 2018.

## **HONORS AND AWARDS**

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**Recipient**, Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition, 2022

**Recipient**, Department of Marketing Award for Excellence in Research by a Graduate Student, College of Business, University of Nebraska–Lincoln, 2022

**Doctoral Fellow**, Institute for the Study of Business Markets (ISBM), 2022

**Fellow**, AMA-Sheth Foundation Doctoral Consortium 2021

**Fellow**, Haring Symposium, Indiana University, 2021

**Dean’s Coin Award**, College of Business, University of Nebraska–Lincoln, 2021

**Discussant**, Haring Symposium, Indiana University, 2021

**Nominee**, College of Business Graduate Teaching Assistant Award, College of Business, University of Nebraska–Lincoln, 2021

**Recipient**, Department of Marketing Award for Excellence in Teaching by a Graduate Student, College of Business, University of Nebraska–Lincoln, 2020

**Discussant**, Robert Mittelstaedt Doctoral Symposium, University of Nebraska–Lincoln, 2019

## **RESEARCH FUNDING**

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Institute for the Study of Business Markets (ISBM), Pennsylvania State University, \$3,000 (April 2022)

## **SERVICE TO DISCIPLINE**

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Special Session Chair (IOSIG), 2022 AMA Winter Academic Conference, Advancements in Interfirm Research, Spring 2022.

Reviewer, Winter AMA Academic Conference, Spring 2019

## **SERVICE TO DEPARTMENT**

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Marketing Department Representative, University of Nebraska–Lincoln, Graduate Student Assembly, Spring 2022-Present

Judge, Center for Sales Excellence Team Role-Play Competition, April 2022

Student Coordinator, Robert Mittelstaedt Doctoral Symposium, Spring 2019

PhD Student Social Chair, Department of Marketing, 2019-2020

## **RELEVANT COURSEWORK**

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### **At the University of Nebraska–Lincoln**

<b>Area</b>	<b>Seminar</b>	<b>Instructor</b>
Theory	Marketing Channels	Dr. Alok Kumar
	Issues in Selling and Sales Management	Dr. Ravi Sohi
	Marketing Management	Dr. Amit Saini
	Marketing and Society	Dr. Les Carlson
	Social Psychology	Dr. Cynthia Willis-Esqueda
	Entrepreneurship	Dr. Varkey K. Titus
	Research Process and Workflow Analysis	Dr. Christina Carnes
Method	Research Design & Data Analysis (I & II)	Dr. Calvin Garbin
	Psychometric Methods	Dr. Calvin Garbin
	Structural Equation Modeling	Dr. Jim Bovaird
	Multivariate Analysis	Dr. Matthew Fritz
	Social Network Analysis	Dr. Gertrude Gauthier
	Longitudinal Structural Equation Modeling	Dr. Anna Jaffe

### **Outside University of Nebraska–Lincoln**

<b>Area</b>	<b>Seminar</b>	<b>Instructor</b>
Method	Research Methods in Marketing	Dr. Lisa Scheer, University of Missouri
	Establishing Causality: A Multi-Method Approach	Dr. Alok Saboo, Dr. Mahima Hada (ISBM, Penn State)