

Dr. Blake A. Runnalls

University of Nebraska-Lincoln
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).

Licensures and Certifications

Accelerated Strengths Coach Certification, College of Business, University of Nebraska-Lincoln. (May 2019 - Present).

Search Committee Certification, EAD, University of Nebraska-Lincoln. (October 2017 - November 2023).

Professional Memberships

Academy of Marketing Science. (2012 - Present).

American Marketing Association. (2012 - Present).

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

Society for Learning Analytics Research. (2017 - 2020).

Development Activities Attended

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (August 2017 - May 2019).

Conference Attendance, "Haring Symposium," University of Indiana, Bloomington, Indiana, USA. (April 2018).

Conference Attendance, "4th Annual Organizational Frontline Research Symposium," American Marketing Association, New Orleans, Louisiana, USA. (February 2018).

Conference Attendance, "AMA Winter Marketing Educators' Conference," American Marketing Association, New Orleans, Louisiana, USA. (February 2018).

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

Awards and Honors

Faculty Mentoring Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (April 2019).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 257, Sales Communication, 2 courses.

MRKT 371, Sales Practicum I, 4 courses.

MRKT 458, Sales Force Management, 12 courses.

Non-Credit Instruction

Guest Lecture, Executive MBA Program, Bilkent University, Ankara, Turkey. (June 3, 2022 - June 4, 2022).

Co-coach, students participating in 2021 Virtual International Collegiate Sales Competition, Florida State University, 2 participants. (October 2021 - November 2021).

Co-coach, students participating in 2020 Virtual International Collegiate Sales Competition, Florida State University, 6 participants. (October 2020 - November 2020).

Co-coach, students participating in 2020 Challenger Sales Institute Sales Competition, Challenger Sales Institute, Edmund, OK, 6 participants. (March 2020 - April 2020).

Travel With Students, RBI National Sales Competition, hosted by Russ Berrie Institute Professional Sales at William Patterson University, 1 participant. (November 2018).

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

Awards and Honors

Nominated, 2022-2023 College of Business Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2022).

Nominated, 2021-2022 College of Business Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2021).

Nominated, 2020-2021 College of Business Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (January 2021).

2018-2019 College of Business Distinguished Teaching Award, College of Business, University of Nebraska-Lincoln. (April 2019).

College Distinguished Teaching Award, Office of the Executive Vice Chancellor and Chief Academic Officer, University of Nebraska-Lincoln. (April 2019).

Faculty Teaching Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (April 2019).

RESEARCH

Published Intellectual Contributions

Book Chapters

Baker, T. L., Fombelle, P., Voorhees, C., Lindsey Hall, K. K., Runnalls, B. A. (2019). The Impact of Customer Engagement Behaviors and Majority/Minority Information on the Use of Online Reviews. *The Handbook of Research on Customer Engagement*.

Refereed Journal Articles

Smith, T., Boulamatsi, A., Dimotakis, N., Tepper, B., Runnalls, B. A., Reina, C., Lucianetti, L. (2022). "How Dare You?!": A Self-verification Perspective on How Performance Influences the Effects of Abusive Supervision on Job Embeddedness and Subsequent Turnover. *Personnel Psychology*, 75(3), 645-674.

Dimotakis, N., Lambert, L., Fu, S., Boulamatsi, A., Smith, T. A., Runnalls, B. A., Corner, A.J., Tepper, B., Mauer, T. (in press). Gains and Losses: Week-to-Week Changes in Leader-Follower Relationships. *Academy of Management Journal*.

Chabowski, B., Kekec, P., Morgan, N. A., Hult, G. Tomas M., Walkowiak, T., Runnalls, B. A. (2018). An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions. *Journal of International Marketing*, 26(1), 118-143.

Conference Proceedings

- Runnalls, B. A., Blume, B., Huang, J., Wang, Z., Ford, J. Kevin (2023). *Sink or Swim? Antecedents and Outcomes of Informal Field Based Learning*. Boston, MA: 2023 Society for Industrial and Organizational Psychology (SIOP) Conference.
- Runnalls, B., Hughes, D. E., Kekec, P. (2022). *The Impact of Salesperson Intentions on Sales Training Transfer*. Monterey, CA: 2022 AMS Conference.
- Runnalls, B., Kekec, P., Richards, K., Means, T., Hughes, D. (2022). *Advancing Sales Training Research Through a Blended Learning Approach*. Las Vegas, NV: 2022 Winer AMA Marketing Educators' Conference.
- Boulamatsi, A., Dimotakis, N., Liu, S., Runnalls, B. A. (2020). *Dim Receptions: How Newcomer Competence in the Eyes of Their Veteran Peers Affect Socialization*. Vancouver: Academy of Management Conference.
- Kim, C., Runnalls, B., Dimotakis, N., Kekec, P. (2020). *How Leader-Member Exchange (LMX) Agreement Impacts Salesperson Turnover*. San Diego, CA: AMA Winter Marketing Educators' Conference.
- Agarwal, R., Runnalls, B., Dimotakis, N., Kekec, P. (2020). *The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover*. San Diego, CA: AMA Winter Marketing Educators' Conference.
- Runnalls, B. A., Hughes, D. E. (2017). *The Impact of Social Networks on Sales Training Transfer and Performance*. Orlando, FL: 3rd Annual Organizational Frontline Research Symposium.
- 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), Blume, B. (Author Only), Huang, J. (Author Only), Wang, Z. (Author Only), Ford, J. Kevin (Author Only), 2023 Society for Industrial and Organizational Psychology (SIOP) Conference, "Sink or Swim? Antecedents and Outcomes of Informal Field Based Learning," Boston, MA. (April 2023).
- Runnalls, B. (Author Only), Hughes, D. E. (Presenter & Author), Kekec, P. (Author Only), 2022 AMS Annual Conference, "The Impact of Salesperson Intentions on Sales Training Transfer," Academy of Marketing Science, Monterey, CA. (May 2022).
- Runnalls, B. A. (Presenter & Author), Kekec, P. (Author Only), Richards, K., Means, T. (Author Only), Hughes, D., 2022 AMA Winter Marketing Educators' Conference, "Advancing Sales Training Research Through a Blended Learning Approach," American Marketing Association, Las Vegas, Nevada. (February 2022).

- Runnalls, B., Educational Talent Search Speaker for LPS Seniors, "Internships, Jobs, and Career Progress," Lincoln Public Schools, Virtual. (March 2021).
- Harris, C. (Presenter & Author), Runnalls, B. (Author Only), Dimotakis, N., P. K. (Author Only), 2020 AMA Winter Marketing Educators' Conference, "How Leader-Member Exchange (LMX) Agreement Impacts Salesperson Turnover," American Marketing Association, San Diego, CA. (February 2020).
- Agarwal, R. (Presenter & Author), Runnalls, B. (Author Only), Dimotakis, N., P. K. (Author Only), 2020 AMA Winter Marketing Educators' Conference, "The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover," American Marketing Association, San Diego, CA. (February 2020).
- Balducci, B. (Presenter & Author), Pourmasoudi, M. (Author Only), Runnalls, B. (Author Only), Singh, S. K. (Presenter & Author), 2020 Organizational Frontline Research Symposium, "Empowering Frontline Employee," San Diego, CA. (February 2020).
- Runnalls, B. A., UNL New Faculty Orientation, "Teaching at Nebraska," University of Nebraska-Lincoln Executive Vice Chancellor's Office, Lincoln, NE. (August 2019).
- Runnalls, B. A., Question & Answer Session with Ph.D. Students, "How to Survive the Job Search," College of Business, University of Nebraska-Lincoln, Lincoln, NE. (March 2019).
- Runnalls, B. A. (Presenter & Author), College of Business Faculty, "Collecting Data From Organizations: How to Align Yourself with Practitioners," University of Nebraska-Lincoln, Lincoln, NE. (November 9, 2018).
- Runnalls, B. A. (Presenter & Author), 4th Annual Organizational Frontline Research Symposium, "The Impact of Social Networks on Sales Training Transfer and Performance," New Orleans, LA. (February 2018).
- 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: Declined.

Runnalls, B. (Principal Investigator), "Measuring Engagement and Learning in Online Education Programs," Sponsored by Internal. Current Status: Declined.

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/Foundation. (2014 - 2015). Current Status: Awarded.

Awards and Honors

Faculty Research Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2022).

Recipient, 2019 S. Tamer Cavusgil Award, Journal of International Marketing. (April 2019).

Haring Symposium, Faculty Representative, Indiana University. (April 2018).

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).

Intellectual Contributions in Submission

Journal Articles

Voorhees, C. M., Bhattacharya, A., Runnalls, B. A., Johnson, R., Bauer, C. An Investigation of the Dynamic and Heterogeneous Impact of Corporate Loyalty Program across Stores. *Rejected at Journal of Retailing, revising to submit to Journal of Business Research.*

SERVICE

University Service

Committee Member, Masters Committee. (February 2023 - Present).

Mentor doctoral student Plavini Punyatoya in the areas of teaching and research. (January 2021 - Present).

Mentor doctoral student Carissa Harris in the areas of teaching and research. (August 2018 - Present).

Develop relationships with partners of the Center for Sales Excellence and with companies nationally to increase the opportunities for the department to engage in practitioner-based research projects., Center for Sales Excellence Program. (January 2018 - Present).

Reviewer, Second Year/Comprehensive Exam Paper Reviewer. (February 2023).

Coordinator, Mittelstaedt & Gentry Doctoral Symposium. (August 2018 - May 2022).

Designed, organized, and coordinated the 2022 Nebraska Center for Sales Excellence Role Play Competition., Center for Sales Excellence Program. (April 2022).

Designed promotional material that align with the CSE's mission and goals., Center for Sales Excellence Program. (2021).

Developed relationships with CSE alumni to support current CSE students through guest speaking events., Center for Sales Excellence Program. (2021).

Designed, organized, and coordinated the 2021 Center for Sales Excellence Virtual Networking Event, Center for Sales Excellence Program. (November 2021).

BSAD 333, Interviewer. (October 2021).

Committee Member, Faculty Search Committee, Assistant Professor of Practice. (January 2021 - May 2021).

Designed, organized, and coordinated the 2021 Nebraska Center for Sales Excellence Virtual Role Play Competition., Center for Sales Excellence Program. (April 2021).

Organized and hosted a virtual CSE information session, Center for Sales Excellence Program. (March 2021).

Reviewer, Second Year/Comprehensive Exam Paper Reviewer. (August 2020).

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

First Year Paper Reviewer. (May 2019).

Mentor doctoral student Ravi Agarwal in the areas of teaching and research. (August 2018 - May 2019).

Co-Coordinator, Mittelstaedt Doctoral Symposium. (August 2018 - May 2019).

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

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

Professional Service

Reviewer, Ad Hoc Reviewer, Industrial Marketing Management. (2020 - Present).

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

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

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

Reviewer, Organizational Frontline Research (OFR) Young Scholar Competition. (2021).

Reviewer, University Sales Center Alliance (USCA) Research Proposal Competition. (2021).

Track Organizer, Personal Selling and Sales Management Track Co-Chair, Academy of Marketing Science (AMS) Conference, Vancouver. (January 2018 - May 2019).

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).

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

Awards and Honors

Service, Professional

Nominated and Initiated Faculty Member, Delta Sigma Pi, University of Nebraska-Lincoln.
(February 2019).

Service, University

Nominated, 2021-2022 College of Business Faculty Service Award, University of Nebraska-Lincoln, College of Business. (December 2021).