

**Dr. Pinar Runnalls**  
University of Nebraska-Lincoln  
Marketing  
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## **Education**

Ph D, Michigan State University, 2017.  
Major: Marketing

MS, Brock University, Goodman School of Business, 2012.  
Major: Marketing

BS, Brock University, Goodman School of Business, 2010.  
Major: Marketing (Honors)

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2020 - Present).

IBUS Fellow, University of Nebraska-Lincoln, International Business, College of Business. (August 2019 - Present).

Lecturer, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2019 - July 2020).

Assistant Professor, Nebraska Wesleyan University, College of Business. (August 2019 - May 2020).

Visiting Scholar, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2018 - May 2019).

Visiting Assistant Professor of Marketing, University of Nebraska at Omaha, College of Business. (August 2017 - May 2018).

### **Licensures and Certifications**

Search Committee Certification, University of Nebraska-Lincoln. (January 2021 - January 2024).

Certified Digital Marketing Professional, DMI and AMA. (May 2022).

### **Professional Memberships**

Academy of Marketing Science. (2013 - Present).

American Marketing Association. (2013 - Present).

### **Development Activities Attended**

Conference Attendance, "2022 AMA Winter Educators' Conference," American Marketing Association, Las Vegas, NV. (February 2022).

Faculty Development, "Summer Institute for Online Teaching," University of Nebraska-Lincoln, Lincoln, Nebraska. (May 2020).

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln, Lincoln, Nebraska. (August 2019 - May 2020).

## TEACHING

### Teaching Experience

#### University of Nebraska-Lincoln

MRKT 300, Contemporary Marketing, 10 courses.

MRKT 441, Digital Marketing and Electronic Commerce, 6 courses.

MRKT 453, International Marketing, 7 courses.

MRKT 855, Marketing and Globalization, 4 courses.

### Awards and Honors

Nominated, 2022-2023 College of Business Excellence in Teaching Award (Non-Tenure Track), University of Nebraska-Lincoln, College of Business. (December 2022).

Nominated, 2021-2022 College of Business Excellence in Teaching Award (Non-Tenure Track), University of Nebraska-Lincoln, College of Business. (December 2021).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

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.

Kozlenkova, I. V., Hult, G. Tomas M., Lund, D. J., Mena, J. A., Kekec, P. (2015). The Role of Marketing Channels in Supply Chain Management. *Journal of Retailing*, 91(4), 586-609.

#### Conference Proceedings

Runnalls, B. A., Hughes, D. E., Kekec, P. (2022). *The Impact of Salesperson Intentions on Sales Training Transfer*. Monterey, CA: 2022 AMS Conference.

Runnalls, B. A., Kekec, P., Richards, K., Means, T., Hughes, D. (2022). *Advancing Sales Training Research Through A Blended Learning Approach*. Las Vegas, Nevada: 2022 AMA Winter Marketing Educators' Conference.

Kim, C., Runnalls, B. A., 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. A., 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.

Kekec, P. *Unveiling the Influence of the Consumer Wine Appreciation Dimension on Purchasing Behaviour*. Academy of Marketing Science (AMS) 42nd Annual Conference.

## **Presentations Given**

Runnalls, P. (Author Only), Runnalls, B. A. (Author Only), Hughes, E. (Presenter & Author), 2022 AMS 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. (Author Only), Means, T., 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).

Harris, C. (Presenter & Author), Runnalls, B. (Author Only), Dimotakis, N. (Author Only), P. K., 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. (Author Only), P. K., 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).

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

Runnalls, P., 2014 ISBM Ph.D. Camp, "Relationships and Strategy Typologies." (2014).

Kekec, P. (Presenter & Author), Thongpapanl, N., Auh, S., 42nd Annual AMS Conference, "Unveiling the Influence of the Consumer Wine Appreciation Dimension on Purchasing Behaviour," Academy of Marketing Science, Monterey, CA. (May 2013).

## **Awards and Honors**

2019 AMA S. Tamer Cavusgil Award, American Marketing Association. (2019).

AMA-Sheth Doctoral Consortium Fellow, American Marketing Association. (2016).

## **SERVICE**

### **University Service**

Mentor doctoral student Ece Baskol in teaching. (August 2021 - May 2022).

Assistance, 2022 Center for Sales Excellence Internal Role Play Competition. (April 2022).

Committee Member, Faculty Search Committee, Assistant Professor Practice. (December 2021 - March 2022).

Assist with updating the Department of Marketing website. (January 2022).

Committee Member, College of Business, Strategic Planning Refresh Project. (2021).

Table Host, Global Cafe and Connections, 2021 International Education Week. (2021).

Center for Sales Excellence Program, Co-Coordinated the 2021 Nebraska Center for Sales Excellence Virtual Networking Event. (November 2021).

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

Center for Sales Excellence Program, Co-Coordinated the 2021 Nebraska Center for Sales Excellence Virtual Role Play Competition. (April 2021).

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

## **Professional Service**

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

Reviewer/Discussant, Conference Paper, AMA Marketing Educators' Conference. (2013 - Present).

Conference-Related, 2019 Academy of Marketing Science (AMS), Ethics, Sustainability, and CSR Track Co-Chair, Vancouver, BC. (2018 - 2019).