

Ravi Sohi
Professor of Marketing
College of Business

OFFICE ADDRESS

345 College of Business,
730 N. 14th Street
University of Nebraska
Lincoln, Nebraska 68588-0492
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ravisohi@unl.edu

EDUCATION

Ph.D.	School: Major:	University of Wisconsin, Madison Marketing
M.S.	School: Major:	University of Wisconsin, Madison Marketing
M.M.S.	School: Major:	Jamnalal Bajaj Institute of Management Studies, University of Bombay, India Operations Management
B.E. (Hons.)	School: Major:	Birla Institute of Technology and Science – Pilani, India Mechanical Engineering

UNIVERSITY POSITIONS

ACADEMIC

- Robert D. Hays Distinguished Chair of Sales Excellence, College of Business Administration, University of Nebraska - Lincoln, 2015 – 2025
- Steinhardt Foundation Distinguished Professor, College of Business Administration, University of Nebraska - Lincoln, 2011 – 2015
- Professor of Marketing, College of Business Administration, University of Nebraska - Lincoln, 2006 – present
- Visiting Professor, ESCEM School of Business and Management, Poitiers France, April-May 2002 and March 2006
- Associate Professor of Marketing, College of Business Administration, University of Nebraska - Lincoln, 1998 – 2006
- Assistant Professor of Marketing, College of Business Administration, University of Nebraska-Lincoln, 1991 – 1998
- Teaching Assistant/Instructor, University of Wisconsin, Madison, 1988 – 1991
- Research Assistant, University of Wisconsin, Madison, 1986 – 1988

ADMINISTRATIVE

- Executive Director – Center for Sales Excellence, College of Business, University of Nebraska - Lincoln, 2013 – 2025
 - Founded the Center for Sales Excellence
- Chair – Department of Marketing, College of Business, University of Nebraska – Lincoln, 2010-11, and 2017 – 2024.
- Associate Dean – Graduate Programs and Research, College of Business Administration, University of Nebraska - Lincoln, 2011 – 2013
- Director of MBA programs, College of Business Administration, University of Nebraska - Lincoln, 2011 – 2012
- Director of Agribusiness Program, College of Business Administration, University of Nebraska - Lincoln, 2010 – 2011
- Chair of Graduate Programs, Department of Marketing, University of Nebraska - Lincoln, 1998 – 2001 and 2005 – 2008

PROFESSIONAL EMPLOYMENT

- Chloride India Ltd. Calcutta, India, 1983 – 1986
 - Sales Manager East India – Industrial Products Division
- Bank of America Calcutta, India, 1982 –1983
 - Operations Manager

HONORS AND AWARDS

- Journal of Personal Selling and Sales Management – Best Reviewer Award 2014.
- Received American Marketing Association's 2012 Louis W. Stern Award based on a journal article that has made a long-term contribution to the field of marketing and channels of distribution
- Fellow – CIC's Academic Leadership Program 2012
- UNL Parents Association's Certificate of Recognition for Contribution to Students, 2010
- College of Business Administration Distinguished Teaching Award 2009
- UNL Parents Association's Certificate of Recognition for Contribution to Students, 2007
- Seacrest Fellow, 2005
- College of Business Administration's Faculty Research Award, 2003-2004.
- Department of Marketing's Annual Faculty Research Award, 2002-2003.
- Recognized by the AMA's Collegiate Chapter for dedication to students, 2001
- Selected as the Marketing Professor of the Year by the Student Marketing Club, 1999.
- Journal of Personal Selling and Sales Management's National Award for Excellence in Reviewing, 1998.
- College of Business Administration's Distinguished Teaching Award, 1997 and 1998
- Nominated for Distinguished Teaching Award, 1991, 1995, 1999 and 2002
- University of Nebraska's Award for Outstanding Student Organization Advisor, 1994 and 1995
- Governor of Nebraska's Recognition Award for Outstanding Leadership as a member of the AMA Lincoln Chapter's Board of Directors, 1995
- AMA's National Award to the Lincoln Chapter for Outstanding College Relationships, 1993
- Stuart Leadership Development Program Award for Outstanding Service to Students, 1993

- University of Nebraska's Award for Service as Advisor to the Marketing Club, 1993
- University of Wisconsin-Madison's fellow to the Albert Haring Symposium, 1989

MEMBERSHIP IN ACADEMIC ORGANIZATIONS

- American Marketing Association
- Academy of Marketing Science
- Beta Gamma Sigma
- The Institute of Management Sciences

POSITIONS IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS

- Board of Directors, Lincoln Chapter of American Marketing Association, 1992 – 1995

PUBLICATIONS

ARTICLES IN REFEREED JOURNALS

“Advancing Sales Theory with Conceptual Papers: What’s New and What’s Next?” with Alexander Haas and Lenita M. Davis. *Journal of Personal Selling and Sales Management*, (2022), Vol. 42 (1), 3-11).

- Lead Article
- Runner-up *Journal of Personal Selling and Sales Management’s* 2023 Best Conceptual Paper Award.

“Sales Profession and Professionals in the Age of Digitization and Artificial Intelligence Technologies: Concepts, Priorities, and Questions,” with Jagdip Singh, Karen Flaherty, Dawn Deeter-Schmelz, Johannes Habel, Kenneth Le Muenier-Fitzhugh, Avinash Malshe, Ryan Mullins and Vincent Onyemah. *Journal of Personal Selling and Sales Management*, (2019, Vol. 39 (1), 2-22).

- Lead Article
- Honorable mention for the JPSSM James M. Comer Award for the best contribution to Selling and Sales Management Theory

“Propensity to Trust Salespeople: A Contingent Multilevel-Multisource Examination,” with Scott B. Friend and Jeff S. Johnson, *Journal of Business Research*, (2018, Vol. 83 (February), 1-9).

- Lead Article

“Getting Business-to-Business Salespeople to Implement Strategies Associated with Introducing New Products and Services,” with Jeff S. Johnson, *Industrial Marketing Management* (2017, Vol. 62, 137-149).

“Positive Psychology in Sales: Integrating Psychological Capital,” with Scott B. Friend, Jeff S. Johnson and Fred Luthans, *Journal of Marketing Theory and Practice* (2016, Vol. 24 (3), 306-327).

“Understanding and Resolving Major Contractual Breaches in Buyer-Seller Relationships: A Grounded Theory Approach,” with Jeff S. Johnson, *Journal of the Academy of Marketing Science* (2016, Vol 44 (2), 185-205).

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

“Relational Behavior of Leaders: A Comparison by Vocational Context,” with G. Ronald Gilbert and Robert C. Myrtle, *Journal of Leadership & Organizational Studies*, (2015, Vol. 22 (2), 149-160).

“The Curvilinear and Conditional Effects of Product Line Breadth on Salesperson Performance, Role Stress, and Job Satisfaction,” with Jeff S. Johnson, *Journal of the Academy of Marketing Science* (2014, Vol. 42 (1), 71-89).

“What Makes Strategy Making across the Sales-Marketing Interface More Successful?” with Avinash Malshe, *Journal of the Academy of Marketing Science* (2009, Vol. 37 (4), 400-421).

“Sales Buy-in of Marketing Strategies: Exploration of its Nuances, Antecedents and Contextual Conditions,” with Avinash Malshe, *Journal of Personal Selling and Sales Management* (2009, Vol. 29 (Summer), 207-225).

- Lead Article

“Measuring Work Preferences: A Multidimensional Tool to Enhance Career Self-Management,” with G. Ronald Gilbert and Adriana McEachern, *Career Development International* (2008, Vol. 13 (1), 56-78).

“The Role of Relational Knowledge Stores in Interfirm Partnering,” with Jean Johnson and Raj Grewal, *Journal of Marketing* (2004, Vol. 68 (3), 21-36).

- Recipient of the American Marketing Association’s 2012 Louis W. Stern Award

"The Development of Interfirm Partnering Competence: Platforms for Learning, Learning Activities, and Consequences of Learning," with Jean Johnson, *Journal of Business Research*, (2003, Vol. 56 (9), 757-766).

"The Relationship Between IT Competency and Firm Performance: Is Organizational Learning the Missing Link?" with Mike Tippins, *Strategic Management Journal* (2003, Vol. 24 (8), 745-761).

"The Influence of Firm Dispositions on Interfirm Relationship Formation in Business Markets," with Jean Johnson, *International Journal of Research in Marketing*, (2001, Vol.18 (4), 299-318).

- Lead article

"Listening to Your Customers: The Impact of Perceived Salesperson Active Listening Behavior on Relationship Outcomes," with Rosemary Ramsey, *Journal of the Academy of Marketing Science*, (1997 Vol. 24(3), 195-207).

"The Role of Motivated Reasoning in Vendor Consideration," with Ju-Young Park and Ray Marquardt, *Psychology & Marketing*, (1997, Vol. 14 (6), pp. 585-600).

"Sales Force Automation and the Adoption of Technological Innovations by Salespeople: Theory and Implications," with Madhavan Parthasarathy, *Journal of Business and Industrial Marketing*, (1997, Vol. 12(3) pp.196-208).

"Interest Domination as a Framework for Exploring Channel Changes in Transitional Economies," with Debra Dahab and James W. Gentry, *Journal of Macromarketing*, (1996, Vol. 16(2), 8-23).

- Lead Article

"How Does Sharing A Sales Force Between Multiple Divisions Affect Salespeople?" with Daniel C. Smith and Neil M. Ford, *Journal of the Academy of Marketing Science*, (1996, Vol. 24 (3), 195-207).

- Lead Article

"The Effect of Environment Dynamism and Heterogeneity on Salespeople's Role Perceptions, Performance and Job Satisfaction," *European Journal of Marketing*, (1996, Vol. 30 (7), 49-67).

"Communication Flows in Distribution Channels: Impact on Assessments of Communication Quality and Satisfaction," with Jakki J. Mohr, *Journal of Retailing*, (1995, Vol. 71(13), 393-416).

"Toward a Greater Understanding of Salesperson Perceptions about Sales Contests," with William H. Murphy, *European Journal of Marketing*, (1995, Vol. 29 (13), 42-66).

"Dual Diffusion: Analysis and Implications for Sales Force Management," with Madhavan Parthasarathy, and Ronald D. Hampton, *Journal of Marketing Theory and Practice*, (Summer 1994, Vol.2, (3), 1-14).

- Lead Article

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

"What Actuates Sales Misdemeanors in Selling Situations?" with Bamidele Adeleke, *AMA Winter Educators' Conference* (2025).

"Predecessor Effect on Salespeople: A Grounded Theory Approach," with Revanth Raghupatruni, *AMA Winter Educators' Conference* (2025).

"Navigating Sales Success: Organizational Socialization Strategies for Newcomer Well-Being," with Plavini Punyatoya, *AMA Winter Educators' Conference* (2025).

"Interceding Disputes: Salesperson's Influence in B2B Claim and Counterclaim Dispute Resolutions," with Durgesh Pattanayak, *AMA Winter Educators' Conference* (2024).

"Managing Time for Selling Effectively," with Plavini Punyatoya, *Academy of Marketing Science Annual Conference* (2023).

"Customer Mistreatment: A Dyadic Perspective," with Carissa Kim, *AMA Winter Educators' Conference* (2023).

"Internal Self-Promotion Acts and Marketing Boundary Spanners: When and Why it is Functional," with Sunil Singh, Jagdip Singh, and Avinash Malshe, *AMA Winter Educators' Conference* (2022).

"A Conceptual Framework for Salesperson Socialization," with Plavini Punyatoya, *AMA Winter Educators' Conference* (2022).

"Using Sales Force Intelligence to Extract Social Media Intelligence," with Shilpa Somraj, *AMA Winter Educators' Conference* (2020).

"Building Customer Relationships: Why Does the Most Recent History Matter in B2B Exchange Relations?" with Ravi Agarwal, *AMA Winter Educators' Conference* (2020).

"Research Excellence Today," *Faculty Consortium: New Horizons in Selling and Sales Management, Boston* (2018).

"Leveraging Partner Relationships to Enhance Organizational Learning," *MARCON 2016 International Marketing Conference at IIM-Calcutta, India* (2016).

“Ambiguous Organizational Orientations and Salesperson Opportunistic Behaviors,” with Jagdip Singh, *Academy of Management Meeting* (2016).

“Propensity to Trust in Business-to-Business Relationships: A Contingent Multilevel-Multisource Examination, with Scott B. Friend and Jeff S. Johnson, *AMA Summer Educators’ Conference* (2016).

“Business Groups in Emerging Markets,” with Aditya Gupta, *Academy of Marketing Science World Marketing Conference – Paris* (2016).

“Developing Better Products by Leveraging an Organization’s Learning Capacity, with Avinash Malshe, *45th EMAC Annual Conference – Oslo Norway* (2016).

“Fudge and Fake: When is Salesperson Opportunistic Behavior Functional and Why Salespeople Do It,” with Jagdip Singh, *AMA Winter Educators’ Conference* (2016).

“Conceptualizing the Prosocial Orientation of a Firm,” with Arvind Agrawal, *AMA Winter Educators’ Conference* (2016).

“Firm’s Willingness to Continue in an Internet-Based Two-Sided Market or Multisided Platform: A Fairness Perspective,” with Argha Sen, *AMA Summer Educators’ Conference* (2015).

“Piecing the Puzzle Together: The Roles and Functions of Business Groups in Emerging Markets,” with Aditya Gupta, *40th Annual Macromarketing Conference, Chicago* (2015).

“Sales and Marketing: Two Coins of Two Sides of the Same Coin,” with Avinash Malshe, *Global Sales Science Institute 9th Annual Conference, Hiroshima Japan* (2015).

“Learning to Improve New Product Outcomes,” with Avinash Malshe, *Academy of Marketing Science 17th Biennial World Marketing Conference, Lima Peru* (2014).

“Leadership Effectiveness Compared Across Three Different Work Settings,” with Robert C. Myrtle and G. Ronald Gilbert, *Academy of Management Annual Meeting, Philadelphia* (2014).

“Attachment Style Influence on Marketing Relationships,” with Jennifer Skiba, *AMA Winter Educators’ Conference* (2014).

“Getting Sales and Marketing to Work Together: A Grounded Theory Investigation,” with Avinash Malshe, *International Conference on Listening to Consumers in Emerging Markets*, organized by AMA, ACR, AMS and IIM Lucknow at New Delhi, India (2014).

“Getting Salespeople to Implement New Marketing Strategies,” with Jeff Johnson, *4th Conference on Enhancing Sales Force Productivity, Muenster Germany* (2013).

“Perceptual Alignment and Asymmetry in Buyer-Seller Relations,” with Michael Krush and Amit Saini, *AMA Winter Educator’s Conference- Special Session* (2012).

“Managing Contractual Breaches When Legal Enforcement May Not Be an Option,” with Jeff Johnson, *AMA Summer Educators’ Conference* (2011).

“Interfirm Knowledge Transfer in Co-Optative Buyer-Seller Relationships: The Case of Plural Governance,” with Shipra Gupta, *AMA Summer Educators’ Conference* (2011).

"A Multi Source Assessment of Leadership Effectiveness by Industry Type," with G. Ronald Gilbert, Dana Farrow and Rich Callahan, *Academy of Management Annual Meeting – San Antonio TX* (2011).

“A Motley Pattern of Sales-Marketing Integration,” with Avinash Malshe and Michael Krush, *Academy of Marketing Science World Marketing Conference – Reims, France* (2011).

“Do Board Member Power Blocs Improve Firm Value and Management Effectiveness?” with Shannon Cummins, *AMA Summer Educators’ Conference* (2010).

“How Managerial Insights Inform our Notion of Sales-Marketing Integration,” with Avinash Malshe, *Third Biennial Conference in Sales Productivity*, (2010).

“The Forms of Sales Person Market Knowledge: Their Differential Transmission and Facilitating Conditions,” with Edward L. Nowlin and Michael T. Krush, *National Conference in Sales Management* (2010).

“Do Board Member Power Blocs Enhance Firm Innovation?” with Shannon Cummins, *AMA Winter Educator’s Conference* (2010).

“A Nuanced Perspective of Sales Marketing Integration,” with Avinash Malshe, *38th EMAC Conference – Nantes, France* (2009).

“Marketing Strategy Implementation Failure: An Exploratory Investigation through the Sales-marketing Interface Lens,” with Avinash Malshe, *AMA Winter Educator’s Conference* (2009).

“Fostering Co-Operation Between Sales and Marketing,” with Avinash Malshe, *International Conference on Marketing Paradigms for Emerging Economies –IIM Ahmedabad, India* (2009).

“Sales-Marketing Interface: Unraveling the Nuances of Integrating Mechanisms,” with Avinash Malshe, *MSI's Second Biennial Conference on Enhancing Sales Productivity – Kiel Germany* (2008).

“Rocky Sales-Marketing Interface: An Exploratory Examination of Symptoms, Causes, Effects, and Remedies,” with Avinash Malshe, *AMA Winter Educator's Conference* (2008).

"Conceptualizing the Notion of Jealousy in Marketing Relationships," with Mike Krush, *AMA Summer Educators' Conference* (2007).

“Analysis of Work Preferences among Business Majors: Enabling Students to Do Well In Their Careers,” with G. Ronald Gilbert and Dana Farrow, *Academy of Management Conference – Philadelphia* (2007)

“Partnering to Learn in the Global Marketing Environment,” *Academy of Marketing Science Conference - New Delhi* (2006).

“Does Absorptive Capacity Improve Market Performance?” with Avinash Malshe *35th EMAC Conference – Athens, Greece* (2006)

“Can Embeddedness be used as a Governance Mechanism?” with Debra Dahab *34th EMAC Conference – Milan, Italy* (2005).

“Organizational Learning and Knowledge Development in B2B Relationships: Comparison Between U.S. and India,” with Mike Tippins and Hema Santhanam, *International Conference on Marketing Paradigms for Emerging Economies –IIM Ahmedabad, India* (2005).

“The Role of Relational Knowledge Stores in Interfirm Relationship Management,” with Jean Johnson and Rajdeep Grewal, *AMA Summer Educators' Conference* (2003), special session presentation.

“The Impact of Information Technology on Channel Relationship Quality: A Resource Based Perspective,” with Michael J. Tippins and Hema Santhanam, *AMA Summer Educators' Conference* (2003).

“Relational Learning and Firm Performance,” with Michael J. Tippins *32nd EMAC Conference – Glasgow, Scotland* (2003).

"The Role of Organizational Learning in Interfirm Relationships," *Academy of Marketing Science Conference - New Delhi* (2001).

"Learning to Partner: The Role of Organizational Learning in Building Trust and Commitment," with Jean Johnson, *30th EMAC Conference – Bergen Norway* (2001).

“Firm Predispositions and Interfirm Relationships” with Jean Johnson, *29th EMAC Conference – Rotterdam, The Netherlands* (2000).

“The Role of Precontractual Trust in “First Time” Supplier Selection,” with Ahmet Ekici, *AMA Winter Educators’ Conference* (2000).

“The Interaction of Information Technology and Organizational Learning: The Implications of Achieving IT Competency on Learning Processes,” with Michael J. Tippins, *AMA Winter Educators’ Conference* (1999).

"Why do Firms Partner with their Customers," *Academy of Marketing Science Conference - New Delhi* (1998)

“Social Relationships in a Transitional Economy Over Time: Does Market Development Change Embeddedness?” with Debra Dahab, Andras Bauer, Zsofia Kenesei, and James W. Gentry, *27th EMAC Conference – Stockholm, Sweden* (1998).

“Learning to Partner in Marketing Interfirm Relationships: A Propositional Inventory of Antecedents and Outcomes,” with Jean Johnson, *AMA Winter Educators’ Conference* (1998), special session presentation.

“Measuring the Nature of Retailer-Supplier Embeddedness: Differences in Meaning across Cultures,” with Debra J. Dahab and James W. Gentry, *AMA Summer Educators' Conference*, (1997)

“Factors Influencing the Adoption and Implementation of Technology within Organizations,” with Madhavan Parthasarathy, *Academy of Marketing Science Conference*, (1997)

"Relationship Marketing: Some Determinants of Relationship Marketing From the Seller's Perspective," *AMA Summer Educators' Conference*, (1994).

"Prior Experiences and Their Impact on Central and Eastern European Responses to Marketing Communications: An Innovation and Adoption Models Perspective," with Carl Witte, *AMA Summer Educators' Conference*, (1994).

“Building Relationships with Customers: Some Critical Factors”, with Mary Martin, *AMA Summer Educators’ Conference*, (1993).

“The Effects of Organizational and Environmental Variables on Role Perceptions and Job Satisfaction of Salespeople,” *AMA Summer Educators’ Conference*, (1992).

“Acculturation Level: Between Home and Host, or at an Extreme,” with Sunkyu Jun, James W. Gentry, and Jill Karpisek, *Annual Meeting of the Society for Cross-Cultural Research*, (1992).

"Sharing a Sales Force Among Multiple Product Lines: A Propositional Inventory of the Antecedents and Outcomes," with Daniel C. Smith, and Neil M. Ford, *AMA Summer Educators' Conference*, (1991).

"In Search of Synergy: The Sales and Cost Effects of Sharing a Sales Force Among Multiple Product Lines," with Daniel C. Smith, *AMA Summer Educators' Conference*, (1990).

BOOK CHAPTERS

Sohi, Ravipreet S. and A. Lynne Phillips, *Organizational Learning and Inter-Organizational Knowledge Transfer*, in *Handbook of Marketing Channels*, Rajiv Dant and Chuck Ingene (eds.), Edward Elgar Publishing (2019).

INVITED PAPER PRESENTATIONS

"Is Your Supply-Chain Right for Your Product?" a keynote presentation made at the annual joint meeting of the Lincoln Chapters of the Association of Purchasing and Inventory Control Managers, and the Society of Manufacturing Engineers (1999).

"The Influence of Program-Commercial Mood Congruency on the Effectiveness of Television Commercials", paper presented at *19th Albert Haring Symposium* at Bloomington, Indiana, (1989).

RESEARCH FELLOWSHIPS AND GRANTS

- University of Nebraska – Ethics Foundation Grant, \$2000, 2007 – 2008.
- Seacrest Summer Research Fellowship, \$10,000 – 2006
- University of Nebraska - Layman Fund Research Grant, \$10,000, 2004 – 2005
- NSF EPSCOR Funding (Co-Investigator), \$79,879, 2001 – 2002.
- University of Nebraska – Ethics Foundation Grant, \$2000, 2000 – 2001.
- University of Nebraska – Ethics Foundation Grant, \$1000, 1999 – 2000.
- College of Business Administration’s Summer Research Fellowships – 1992, 1993, 1997.
- University of Nebraska - Layman Fund Research Grant, \$7500, 1997 – 1998
- University of Nebraska - Layman Fund Research Grant, \$7500, 1996 – 1997
- University of Nebraska - Layman Fund Research Grant, \$5000, 1995 – 1996

EDITORIAL BOARDS

- Associate Editor – Marketing, International Journal of Applied Decision Science, 2007 –
- Associate Editor, Journal of Personal Selling and Sales Management, 1998 – 2002
- Member, Editorial Review Board, Journal of Retailing, 2009 – 2023.
- Member, Editorial Review Board, Journal of Personal Selling and Sales Management, 1995 – present
- Member, Editorial Review Board, Academy of Marketing Science Review, 2003 – 2008.

REVIEW SERVICE

- Ad-Hoc Reviewer – Journal of Marketing
- Ad-Hoc Reviewer – Journal of the Academy of Marketing Science
- Ad-Hoc Reviewer – Journal of Service Research
- Ad-Hoc Reviewer – Journal of Business Research
- Ad-Hoc Reviewer – International Journal of Research in Marketing
- Ad-Hoc Reviewer – Journal of Marketing Theory and Practice
- Ad-Hoc Reviewer – Industrial Marketing Management
- Ad-Hoc Reviewer – Journal of Interactive Marketing
- Ad-Hoc Reviewer – Journal of Macro-Marketing
- Ad-Hoc Reviewer – International Journal of Hospitality Management
- Ad-Hoc Reviewer – International Journal of Information Technology & Decision Making
- Ad-Hoc Reviewer – Quarterly Journal of Business and Economics
- Reviewer – OFR Research Grant Proposals (2018-present)
- Reviewer – AMA Sales SIG Doctoral Proposal Competition (2019, 2020)
- Reviewer – International Conference on Research in Marketing – Indian Institute of Management, Ahmedabad, India, 2007,2008
- Reviewer – John A. Howard Dissertation Competition, 2006
- Reviewer - American Marketing Association's Summer Educators' Conferences, 1992-present
- Reviewer - American Marketing Association's Winter Educators' Conferences, 1992-present

- Reviewer - International Conference on Marketing and Development, 1997
- Reviewer - Relationship Marketing Conference, 1994, 1998
- Reviewer – Academy of Marketing Science Conference, 1999, 2002, 2007, 2008
- Reviewer – EMAC Conference, 2004, 2005
- Reviewer – International Conference on Marketing Paradigms for Emerging Economies – Indian Institute of Management, Ahmedabad, India, 2006, 2008, 2010.
- Reviewer, – 12th Biennial World Marketing Conference – Muenster, Germany, 2005

DISCUSSANT/SESSION CHAIR

- Co-Chair – University Sales Center Alliance’s Annual Virtual Research Symposium (2022 – 2025).
- Session Chair – 46th EMAC Conference 2016.
- Session Chair - American Marketing Association's Winter Educators' Conference 2003.
- Conference Track Co-Chair – American Marketing Association's Winter Educators' Conference 2013.
- Session Chair – 4th Conference on Enhancing Sales Force Productivity, Muenster Germany (2013).
- Session Chair – International Conference on Marketing Paradigms for Emerging Economies – Indian Institute of Management, Ahmedabad, India, 2009.
- Conference Track Co-Chair - American Marketing Association's Winter Educators' Conference 2008.
- Panel Discussant, Plenary Session – Academy of Marketing Science Conference, New Delhi, India 2006.
- Session Chair – International Conference on Marketing Paradigms for Emerging Economies – Indian Institute of Management, Ahmedabad, India, 2005.
- Session Chair - American Marketing Association's Summer Educators' Conference 2003.
- Conference Track Chair - American Marketing Association's Winter Educators' Conference 2001.
- Session Chair - American Marketing Association’s Winter Educators’ Conference, 1999.
- Session Chair - American Marketing Association’s Winter Educators’ Conference, 1996.
- Discussant - American Marketing Association's Winter Educators' Conference, 1995.

FORMAL DEVELOPMENT AND RENEWAL

Courses Attended

- 2012 AACSB Conference on Redesigning the MBA Curriculum
- 2011-12 CIC's Academic Leadership Program – Four conferences
- 2011 MBA Roundtable's Curriculum Innovation Symposium
- 1995 Transforming the Learning Environment -- A five day workshop conducted by UNL's Teaching and Learning Center
- 1994 Course on Teaching Portfolios conducted by UNL's Teaching and Learning Center

Consortia Attended

- 2018 AMA Faculty Consortium – New Horizons in Selling and Sales Management at Boston
- 2013 AMA Faculty Consortium – New Horizons in Selling and Sales Management at TCU
- 2007 Faculty Consortium on Selling and Sales Management, Orlando, FL
- 1999 Faculty Consortium on Selling and Sales Management, Orlando, FL
- 1996 Faculty Consortium on Selling and Sales Management, Orlando, FL
- 1992 Faculty Consortia on Selling and Sales Management, Memphis, TN

DOCTORAL DISSERTATIONS

Dissertation Supervisor

- Michael J. Tippins Marketing 1997 – 1999
 - Dissertation: Information Management Within the Distribution Channel: The Effects of Information Technology and Customer Learning on Channel Performance Outcomes
- Avinash Malshe Marketing 2003 – 2005
 - Dissertation: Toast to Fear: Marketplace Paranoia and Its Impact on Firm's Strategic Outcomes
 - Recipient of 2004 University of Nebraska Presidential Fellowship
- Michael Krush Marketing 2007 – 2009
 - Dissertation: The Dispersion of Marketing Capabilities and Its Effects on Marketing Strategy Execution, Business Relationships and Business Unit Performance
 - Co-Winner of 2008 ISBM Dissertation Award Competition

- Edward Nowlin Marketing 2006 – 2009
 - Dissertation: Sales Unit Knowledge Leveraging Mechanisms: A Mixed Method Analysis of Leveraging Salesperson Market Knowledge
 - Co-Winner of 2008 AMA Sales SIG Dissertation Award Competition
- Shannon Cummins Marketing 2009 – 2012
 - Dissertation: Marketing Strategy and the Board Room Network
 - Recipient of 2011 University of Nebraska Presidential Fellowship
- Jeff Johnson Marketing 2010 – 2013
 - Dissertation: The Implementation of New Marketing Strategies by the Salesperson: The Constraining Factor Model
 - Recipient of 2012 University of Nebraska Presidential Fellowship
 - Co-Winner of 2012 ISBM Dissertation Award Competition
 - Co-Winner of 2012 AMA Sales SIG Dissertation Proposal Award Competition
 - Runner-Up 2014 AMA Sales SIG Dissertation Award
- Carissa Kim Marketing 2019 – 2023
 - Dissertation: Realizing the Good Despite Customer Mistreatment
- Plavini Punyatoya Marketing 2021 – 2024
 - Dissertation: Effect of Organizational Socialization Strategies on Salesperson Performance
 - Co-winner of 2023 ISBM Dissertation Award Competition

Dissertation Committee Member

- | | | |
|--------------------------|------------|-----------|
| • Kevin Coulson | Marketing | 1991-1993 |
| • Madhavan Parthasarathy | Marketing | 1993-1995 |
| • Preeti Sharma | Marketing | 1994-1995 |
| • Ju Young Park | Marketing | 1994-1997 |
| • Debra Dahab | Marketing | 1994-1996 |
| • Tim Burkink | Marketing | 1995-1996 |
| • Zhongbing Hu | Marketing | 1996-1998 |
| • Cara Okleshan | Marketing | 1997-1999 |
| • Marko Grunghagen | Marketing | 1997-1999 |
| • Jan Hansen | Management | 2003-2004 |
| • Lynne (Susie) Pryor | Marketing | 2002-2007 |
| • Ben Blackford | Management | 2007-2009 |
| • Joseph Matthes | Marketing | 2012-2014 |

• Jenifer Skiba	Marketing	2014-2016
• Argha Sen	Marketing	2017-2019
• Shilpa Somraj	Marketing	2019-2022
• Ravi Agarwal	Marketing	2021-2023
• Durgesh Pattanayak	Marketing	2023-2024

Doctoral Program Committees

• Suraj Commuri	Marketing	Member	1997-1999
• Ahmet Ekici	Marketing	Member	1997-1999
• Lynne (Susie) Pryor	Marketing	Member	2000-2002
• Tom Barber	Marketing	Chair	2000-2002
• Seungwoo Chun	Marketing	Member	2000-2004
• Avinash Malshe	Marketing	Chair	2001-2003
• Maia Beruchashvili	Marketing	Member	2003-2004
• Anyuan Shen	Marketing	Member	2004-2006
• Eddie Nowlin	Marketing	Chair	2005-2006
• Aubrey Fowler	Marketing	Member	2005-2006
• Julie Pennington	Marketing	Member	2005-2006
• Robert Harrison	Marketing	Member	2006-2007
• Michael Krush	Marketing	Member	2006-2007
• Yaowei Hao	Marketing	Chair	2008-2009
• Shipra Gupta	Marketing	Chair	2010-2011
• Jeff Johnson	Marketing	Chair	2010-2011
• Joe Matthes	Marketing	Member	2011-2012
• Jenifer Skiba	Marketing	Member	2013-2014
• Arvind Agrawal	Marketing	Chair	2014-2015
• Argha Sen	Marketing	Member	2015-2017
• Shilpa Somraj	Marketing	Member	2016-2019
• Carissa Harris	Marketing	Chair	2019-2020
• Plavini Punyatoya	Marketing	Chair	2021-2023
• Durgesh Pattanayak	Marketing	Member	2021-2023
• Revanth Raghupatruni	Marketing	Chair	2022-2024
• Swarup Saha	Marketing	Chair	2025-

COURSES TAUGHT

Doctoral

- Seminar on Inter-Organizational Marketing
- Seminar on Selling and Sales Management

MBA

- Marketing Management
- Channels of Distribution
- e-Business
- Special topics class with live company projects

Undergraduate

- Principles of Marketing
- Sales Force Management
- Channels of Distribution
- e-Business
- Marketing Research
- Marketing Management – Capstone Class

Executive

- Strategic Marketing Leadership – open enrollment programs
- Modern Day Sales Manager – open enrollment programs
- Customized Executive programs on Professional Selling and Sales Management for various organizations
- Customized Executive programs on Marketing for Physicians
- Customized Executive programs for the Governor’s Leadership Academy

INDEPENDENT STUDIES

- | | | |
|----------------------|-------------|-----------|
| • Robert Clark | Marketing | 1995 |
| • Antonio Gauthier | Advertising | 1995 |
| • Ju-Young Park | Marketing | 1995-1996 |
| • Saiffuddin Goderya | Marketing | 1995-1996 |
| • Mark Hutchinson | Marketing | 1996 |
| • Shannon McClinton | Marketing | 1998 |
| • Senem Gol | Marketing | 1998 |
| • Chris Moran | Marketing | 1999 |
| • Scott Olesky | Marketing | 2000 |
| • Johanna Henry | Marketing | 2000 |
| • Vladimir Startsev | Marketing | 2000 |
| • Chad Sueper | Marketing | 2001 |
| • Jessica Kennedy | Marketing | 2002 |
| • Nick Shaw | Marketing | 2002 |
| • Ryan Brabec | Marketing | 2003 |
| • Brooke Rayman | Marketing | 2003 |

• Brent Frerichs	Agribusiness	2003
• Libby Anderson	Marketing	2004
• Heidi Knobbe	Marketing	2006
• Renee Braun	Marketing	2007
• Lacey Sinner	Marketing	2007
• Leah Wakefield	Marketing	2007
• Juancho Garcia	Marketing	2007
• Tiffanie Jurey	Marketing	2008
• Cory Hauser	Marketing	2010
• Andrea Klusaw	Marketing	2010
• Tatum Wiemer	Marketing	2010
• Brandon Claxton	Marketing	2010
• Allison Kahler	Marketing	2010
• Tyler Brown	Agribusiness	2011
• Jordan Nelson	Agribusiness	2014
• Nikki Novak	Agribusiness	2014
• Joe Boxburgh	Agribusiness	2014
• Simon Ostrander	Agribusiness	2015
• Grant Rathje	Agribusiness	2015
• Alexa Lahargoue	Agribusiness	2015
• Melissa Braun	Agribusiness	2016
• Dylan Bjerrum	Agribusiness	2016
• Ryan Lunn	Agribusiness	2016
• Haley Nobel	Agribusiness	2017
• Diana Bueno	Agribusiness	2018

SERVICE

Department Committees

- Chair – Gold Chair Search committees (2006, 2007).
- Member – Departmental Tenure-Track Faculty Search Committees (1996, 1998, 2001, 2002, 2005, 2011, 2012, 2014, 2015, 2016).
- Chair – Department Chair Search Committee (2017).
- Member – Department Chair Search Committee (2011-12, 2016).
- Chair – Departmental Professor of Practice Search Committee (2019).
- Member – Raikes School Professor of Practice Search Committee (2018)
- Graduate Chair – (1998 – 2001 and 2005 – 2008).
- Member – Evaluation Advisory Committee (2012-16).
- Co-Chair – Ph.D. Comprehensive Exam Committee (1999, 2002, 2003).

- Chair – Department Ph.D. Committee (1994 – 2010).
- Organizer for the Departmental Brown Bag Seminars (1992 – 1999, 2005 – present).
- Co-Chair - Department Planning Committee (1993).

College Service

- Member – College of Business Executive Committee (2017 – present)
- Member – Joint Agribusiness Committee (2010-2011, 2017 – present)
- Chair – Strategic Planning Task Force on Scholarship and Research (2018-19)
- Faculty Adviser to Pi Sigma Epsilon (2014 – 2017).
- Member – International Programs Director Search Committee (2015)
- Member – Committee Structure Review Task Force (2015)
- Chair – Center for Sales Excellence’s Director Search Committee (2013-2014)
- Chair – Center for Sales Excellence’s Professor of Practice Search Committees (2013-2014, 2015, 2021)
- Chair – MBA Director Search Committee (2012)
- Chair – Ph.D. and Research Committee (2011–13)
- Chair – MBA Committee (2011–12)
- Member – CBA Dean Search Committees (2008, 2010)
- Member – Graduate Committee (2005 – 2011)
- Member – Web-site Advisory Committee (2006 – 2007; 2010)
- Member – General Committee (2001 – 2004).
- Member – Workload Adjustment Policy Committee (2003 – 2004).
- Member – Research Policy Committee (2000 – 2003).
- Member – J D Edwards Undergraduate Curriculum Committee (2000 – 2001).
- Faculty Adviser to Beta Gamma Sigma (1999 – 2002).
- Member – CBA Awards Committee (1999).
- Member – Teaching Excellence Committee (1999).
- Member - Bylaws Review Committee (1996 – 2002).
- Member - Committee Structure Review Committee (1995 – 1996).
- Member – Scholarship, Honors and Awards Committee (1992 – 2001).

University Service

- Member – Department Executive Officers’ Committee (2018-19)
- Member – UNL Research Policy Committee (2011 – 15)
- Member – UNL Associate Deans’ Council (2011 – 13)
- Member – Search Committees for UNL Associate Vice Chancellors for Research – two searches (2012)
- Member – Graduate Fellowship Committee (2009 – 2010)
- Member – NU Graduate Council (2006 – 2009)
- Member – UNL Graduate Council (2005 – 2007)

- Member – Outstanding Research and Creative Activity award selection committee (2005 – 2008)
- Reviewer – Layman Awards (2006)
- Faculty Adviser to the UNL Marketing Club (1992 – 1995).
- Member - Committee for the Review of International Student Recruitment Publications (1995 – 1996).
- College of Business Administration's representative at UNL's reception and discussion session for the entering freshman honors class (August 1997).
- College of Business Administration's representative at UNL's World Herald Recognition dinner for Nebraska High School Talent Scholars (October 1996).
- Member – Task force for setting up the J D Edwards Program in Computer Science and Management (1999-2000)

Professional Service

- Board Member – University Sales Center Alliance (2021 – 2025)
- Chair – University Sales Center Alliance's Thought Leadership Committee (2021 – 2025)
- Chair – University Sales Center Alliance's Academic Inquiry Sub-Committee (2019 – 2021)

Outreach Service - International

- Member of UNL's IAPP Brazil task force (2013 – 2014)
- Member of UNL team for collaborations with Chinese universities (2012)
- Organized and led a group of Nebraska High School students to Tajikistan and Uzbekistan under the Samantha Smith Exchange Program, (Summer 1994).

Outreach Service - Community

- Supervised a student research project for the OASIS restorative justice program (Fall 2001)
- Executive training seminar for Nebraska Lottery (Spring 2000)
- Supervised research projects conducted by the Marketing Club for the benefit of the local community (1992 – 1995).