

Curriculum Vitae

Scott B. Friend, Ph.D.
Associate Professor of Marketing
Miami University
Farmer School of Business

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Associate Professor of Marketing • Miami University • Farmer School of Business

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Education

Doctor of Philosophy • Georgia State University • Atlanta, Georgia
Concentration: Marketing

Master of Science • Georgia State University • Atlanta, Georgia
Major: Marketing

Bachelor of Business Administration • University of Georgia • Athens, Georgia
Major: Marketing • *Minor:* Psychology

Academic Experience

Miami University • Oxford, Ohio
Associate Professor of Marketing (August 2019 – present)
Assistant Professor of Marketing (August 2015 – August 2019)

University of Nebraska-Lincoln • Lincoln, Nebraska
Assistant Professor of Marketing (August 2010 – May 2015)
Assistant Director, Center for Sales Excellence (May 2014 – May 2015)

Georgia State University • Atlanta, Georgia
Part-Time Instructor of Marketing (August 2009 – May 2010)
Graduate Teaching Assistant (August 2007 – July 2009)

Research & Publications

Publications:

- Malshe, Avinash, Douglas E. Hughes, Valerie Good and **Scott B. Friend** (2021). “Marketing Strategy Implementation Impediments and Remedies: A Multi-Level Theoretical Framework within the Sales-Marketing Interface.” *International Journal of Research in Marketing*, In Press.
- Peterson, Robert M., Avinash Malshe, **Scott B. Friend** and Howard Dover (2021). “Sales Enablement: Conceptualizing and Developing a Dynamic Capability.” *Journal of the Academy of Marketing Science*, 40 (3), 542-565.
- Ranjan, Kumar Rakesh and **Scott B. Friend** (2020). “An Integrative Framework of Sales Ecosystem Well-Being.” *Journal of Personal Selling & Sales Management; Special Issue – Systematic and Holistic Perspectives on Sales Theory*, 40 (4), 234-250.
- Crosno, Jody, Robert Dahlstrom and **Scott B. Friend** (2020). “Assessments of Equivocal Salesperson Behavior and Their Influences on the Quality of Buyer-Seller Relationships.” *Journal of Personal Selling & Sales Management*, 40 (3), 161-179.

- **Friend, Scott B.**, Jeff S. Johnson and Kumar Rakesh Ranjan (2020). “An Antecedent and Contingent Outcome Model of Fail Fast Strategy in Sales Force Management.” *Industrial Marketing Management*, 87, 106-116.
 - 2018 Sales Education Foundation / Neil Rackham Research Grant Program
- **Friend, Scott B.**, Fernando Jaramillo and Jeff S. Johnson (2020). “Ethical Climate at the Frontline: A Meta-Analytic Evaluation.” *Journal of Service Research*, 23 (2), 116-138.
- **Friend, Scott B.**, Avinash Malshe and Gregory J. Fisher (2020). “What Drives Customer Re-Engagement? The Foundational Role of the Sales-Service Interplay in Episodic Value Co-Creation.” *Industrial Marketing Management*, 84, 271-286.
- **Friend, Scott B.**, Kumar Rakesh Ranjan and Jeff S. Johnson (2019). “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” *Industrial Marketing Management*, 82, 265-275.
- Johnson, Jeff S, Gregory Fisher and **Scott B. Friend** (2019). “Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies.” *Journal of Marketing Theory and Practice*, 27 (3), 251-268.
- Skiba, Jennifer, Amit Saini and **Scott B. Friend** (2019). “Sales Manager Cost Engagement: Antecedents and Performance Implications.” *Journal of Personal Selling & Sales Management*, 39 (2), 123-137.
- Johnson, Jeff S., Joseph M. Matthes and **Scott B. Friend** (2019). “Interfacing and Customer-Facing: Sales and Marketing Selling Centers.” *Industrial Marketing Management; Special Issue – Sales Team Theory and Practice*, 77, 41-56.
- Malshe, Avinash and **Scott B. Friend** (2018). “Initiating Value Co-Creation: Dealing with Non-Receptive Customers.” *Journal of the Academy of Marketing Science*, 46 (5), 895-920.
- **Friend, Scott B.**, Jeff S. Johnson and Ravipreet S. Sohi (2018). “Propensity to Trust Salespeople: A Contingent Multilevel-Multisource Examination.” *Journal of Business Research*, 83 (1), 1-9.
- Malshe, Avinash, **Scott B. Friend**, Jamal Al-Khatib, Mohammed I. Al-Habib and Habiballah Mohamed Al-Torkistani (2017). “Strategic and Operational Alignment of Sales-Marketing Interfaces: Dual Paths within an SME Configuration.” *Industrial Marketing Management*, 66 (1), 145-158.
- Johnson, Jeff S., **Scott B. Friend** and Hannah S. Lee (2017). “Big Data Facilitation, Utilization, and Monetization: Exploring the 3Vs in a New Product Development Process.” *Journal of Product Innovation Management; Special Issue – Innovation in Data-Rich Environments*, 34 (5), 640-658.
 - Included in *JPIM* virtual special issue – Disruption Innovation: Conceptual Foundations, Empirical Evidence, and Research Opportunities in the Digital Age
- **Friend, Scott B.** and Jeff S. Johnson (2017). “Familiarity Breeds Contempt: Perceived Service and Sales Complacency in Business-to-Business Relationships.” *Journal of Personal Selling & Sales Management; Special Issue – The Intersection of Professional Selling and Service*, 37 (1), 42-60.

- Meyer, Tracy, Donald C. Barnes and **Scott B. Friend** (2017). “The Role of Delight in Driving Repurchase Intentions.” *Journal of Personal Selling & Sales Management; Special Issue – The Intersection of Professional Selling and Service*, 37 (1), 61-71.
- Cho, Yoon-Na, Brian N. Rutherford, **Scott B. Friend**, G. Alexander Hamwi and JungKun Park (2017). “The Role of Emotions on Frontline Employee Turnover Intentions.” *Journal of Marketing Theory and Practice*, 25 (1), 57-68.
- Bradford, Shalonda, Brian N. Rutherford and **Scott B. Friend** (2017). “The Impact of Training, Mentoring, and Coaching on Personal Learning in the Sales Environment.” *International Journal of Evidence Based Coaching and Mentoring*, 15 (1), 133-151.
- Skiba, Jennifer, Amit Saini and **Scott B. Friend** (2016). “The Effect of Managerial Cost Prioritization on Sales Force Turnover.” *Journal of Business Research*, 69 (12), 5917-5924.
- Johnson, Jeff S., **Scott B. Friend** and Avinash Malshe (2016). “Mixed Interpretations of Sales Proposal Signals.” *Journal of Personal Selling & Sales Management*, 36 (3), 264-280.
 - 2016 Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice in the *Journal of Personal Selling & Sales Management*
- Johnson, Jeff S., **Scott B. Friend** and Arvind Agrawal (2016). “Dimensions and Contingent Effects of Variable Compensation System Changes.” *Journal of Business Research*, 69 (8), 2923-2930.
- **Friend, Scott B.** and Avinash Malshe (2016). “Key Skills for Crafting Customer Solutions within an Ecosystem: A Theories-In-Use Perspective.” *Journal of Service Research*, 19 (2), 174-191.
- Johnson, Jeff S., **Scott B. Friend**, Brian N. Rutherford and G. Alexander Hamwi (2016). “Absolute versus Relative Sales Failure.” *Journal of Business Research*, 69 (2), 596-603.
- **Friend, Scott B.**, Jeff S. Johnson, Fred Luthans and Ravi Sohi (2016). “Positive Psychology in Sales: Integrating Psychological Capital.” *Journal of Marketing Theory and Practice; Special Issue – Connecting Theory and Practice in Selling and Sales Management*, 24 (3), 306-327.
- Hartman, Nathaniel N., Brian N. Rutherford, **Scott B. Friend**, and G. Alexander Hamwi (2016). “Mentoring’s Impact on Salesperson Job Satisfaction Dimensions.” *Marketing Management Journal*, 26 (1), 35-50.
 - 2016 Outstanding Article of the Year in *Marketing Management Journal*.
- **Friend, Scott B.** and Jeff S. Johnson (2015). “Implicit Measures in Sales Research.” *Journal of Personal Selling & Sales Management*, 35 (1), 72-84.
- Johnson, Jeff S. and **Scott B. Friend** (2015). “Contingent Cross-Selling and Up-Selling Relationships with Performance and Job Satisfaction: An MOA-Theoretic Examination.” *Journal of Personal Selling & Sales Management*, 35 (1), 51-71.
 - Included in online article collection focusing on the psychology of work: <http://explore.tandfonline.com/page/beh/psychology-of-work>

- Mikeska, Jessica G., Alexander Hamwi, **Scott B. Friend**, Brian N. Rutherford and JungKun Park (2015). “Artificial Emotions Among Salespeople: Understanding the Impact of Surface Acting.” *Marketing Management Journal*, 25 (2), 54-70.
- **Friend, Scott B.**, Carolyn F. Curasi, James S. Boles, and Danny N. Bellenger (2014). “Why Are You Really Losing Sales Opportunities? A Buyer Perspective on the Determinants of Key Account Sales Failures.” *Industrial Marketing Management; Special Issue – Key Account Management Effectiveness: Broadening the Scope of Analysis*, 43 (7), 1124-1135.
- **Friend, Scott B.** and Jeff S. Johnson (2014). “Key Account Relationships: An Exploratory Inquiry of Customer-Based Evaluations.” *Industrial Marketing Management*, 43 (4), 642-658.
- Johnson, Jeff S., **Scott B. Friend** and Bradley Horn (2014). “Levels of Analysis and Sources of Data in Sales Research: A Multilevel-Multisource Review.” *Journal of Personal Selling & Sales Management*, 34 (1), 70-86.
 - Recognized as a “Top 10 Articles Downloaded in 2015” by the *Journal of Personal Selling & Sales Management*
 - Included in free access collection of 20 Most Read Articles published in *JPSSM* from 2014-2016: <http://explore.tandfonline.com/page/bes/rpss-most-read-2016>
- **Friend, Scott B.**, Jeff S. Johnson, Brian N. Rutherford and G. Alexander Hamwi (2013). “INDSALES Model: A Facet-Level Job Satisfaction Model Among Salespeople.” *Journal of Personal Selling & Sales Management*, 33 (4), 419-438.
- Hartmann, Nathaniel, Brian N. Rutherford, G. Alexander Hamwi and **Scott B. Friend** (2013). “The Effects of Mentoring on Salesperson Commitment.” *Journal of Business Research*, 66(11), 2294-2300.
- **Friend, Scott B.**, G. Alexander Hamwi and Brian N. Rutherford (2011). “Buyer-Seller Relationships within a Multisource Context: Understanding Customer Defection and Available Alternatives.” *Journal of Personal Selling & Sales Management*, 31(4), 383-395.
- Rutherford, Brian N., G. Alexander Hamwi, **Scott B. Friend** and Nathaniel Hartmann (2011). “Measuring Salesperson Burnout: A Reduced Maslach Burnout Inventory for Sales Researchers.” *Journal of Personal Selling & Sales Management*, 31(4), 431-442.
- **Friend, Scott B.**, Danny N. Bellenger and James S. Boles (2010). “Drivers of Organizational Commitment among Salespeople.” *Journal of Selling & Major Account Management*, 9(1), 25-41.
- Moschis, George P. and **Scott B. Friend** (2008). “Segmenting the Preferences and Usage Patterns of the Mature Consumer Health-Care Market.” *International Journal of Pharmaceutical and Healthcare Marketing*, 2(1), 7-21.

Conference Proceedings & Presentations:

- Ranjan, Kumar Rakesh, Scott B. Friend and Avinash Malshe. “Multi-Level Co-Creation Processes within Strategic Accounts.” Proc. of 2020 American Marketing Association Summer Educators’ Conference, Virtual Conference.
- Jeff S. Johnson and **Scott B. Friend**. “Dealing with a Negative Member of the Buying Center.” Proc. of 2020 American Marketing Association Winter Educators’ Conference, San Diego, CA.
- **Friend, Scott B.**, Avinash Malshe and Gregory J. Fisher. “Sales-Service Interfaces in B2B Value Co-Creation.” Proc. of 2019 American Marketing Association Summer Educators’ Conference, Chicago, IL.
- **Friend, Scott B.**, Kumar Rakesh Ranjan and Jeff S. Johnson. “Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance.” Proc. of 2019 American Marketing Association Winter Educators’ Conference, Austin, TX.
- Dahlstrom, Robert, Jody Crosno and **Scott B. Friend**. “With or Without Guile: The Role of Attributions in Resolving *Ex Post* Inference Problems.” Proc. of 2018 American Marketing Association Summer Educators’ Conference, Boston, MA.
- Johnson, Jeff S., Gregory J. Fisher and **Scott B. Friend**. “Crowdsourcing Service Innovation Creativity: Environmental Influences and Contingencies.” Proc. of 2018 American Marketing Association Winter Educators’ Conference, New Orleans, LA.
- Johnson, Jeff S., **Scott B. Friend** and William T. Self. “Biting the Hand That Rewards You: Discovering the Reward-Theft Parity Effect.” Proc. of 2017 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Skiba, Jenifer, Amit Saini and **Scott B. Friend**. “Does Cost Mindfulness of Sales Managers Hurt or Help Sales Team Morale?” Proc. of 2016 Great Lakes Institute NASMEI Conference, Chennai, India.
- Meyer, Tracy, Donald C. Barnes and **Scott B. Friend**. “Evaluating Satisfaction vs. Delight in Predicting Customer Behavior in a Retail Service Encounter.” Proc. of 2016 Society for Marketing Advances Conference, Atlanta, GA.
- **Friend, Scott B.**, Jeff S. Johnson and Ravi Sohi. “Propensity to Trust in Business-to-Business Relationships: A Contingent Multilevel-Multisource Examination.” Proc. of 2016 American Marketing Association’s Summer Educators’ Conference, Atlanta, GA.
- Johnson, Jeff S., **Scott B. Friend** and Hannah Lee. “The 3Vs of Big Data: Strategic Drivers and Contingent Effects on New Product Revenue.” 2016 JPIM/MSI Research Workshop – Innovation in Data-Rich Environments, Knoxville, TN.
- Malshe, Avinash and **Scott B. Friend**. “Managing Customer Non-Receptivity during Value Co-creation.” Proc. of 2016 European Marketing Academy Conference, Oslo, Norway.
- Agrawal, Arvind, Jeff S. Johnson and **Scott B. Friend**. “Dimensions and Contingent Effects of Compensation System Changes.” Proc. of 2015 American Marketing Association’s Summer Educators’ Conference, Chicago, IL.

- Johnson, Jeff S. and **Scott B. Friend**. “Familiarity Breeds Contempt: Manifestations of Overconfidence in Business-to-Business Relationships.” Proc. of 2015 American Marketing Association’s Winter Educators’ Conference, San Antonio, TX
- Johnson, Jeff S., **Scott B. Friend**, Brian N. Rutherford and G. Alexander Hamwi. “Absolute versus Relative Sales Failure.” Proc. of 2014 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Mikeska, Jessica, **Scott B. Friend**, G. Alexander Hamwi and Brian N. Rutherford. “Artificial Emotions Among Salespeople: The Impact of Surface Acting on Job Satisfaction and Organizational Commitment.” Proc. of 2013 American Marketing Association’s Winter Educators’ Conference, Las Vegas, NV.
- Hartmann, Nathaniel, Brian N. Rutherford, **Scott B. Friend** and G. Alexander Hamwi. “Effects of Mentoring on Work Attitudes and Outcomes: Direct or Indirect a la Burnout?” Proc. of 2012 National Conference in Sales Management, Indianapolis, IN.
- **Scott B. Friend** and Jeff S. Johnson. “Key Account Retention: A Naturalistic Approach Assessing the Drivers & Outcomes of Key Account Relationships.” Proc. of 2011 American Marketing Association’s Summer Educators’ Conference, San Francisco, CA.
- Hartmann, Nathaniel, Brian N. Rutherford, **Scott B. Friend** and G. Alexander Hamwi. “The Effects of Salesperson Mentoring on Multi-Faceted Job Satisfaction.” Proc. of 2011 Global Sales Science Institute Conference, Milan, Italy.
- Hartmann, Nathaniel, Brian Rutherford, G. Alexander Hamwi, and **Scott B. Friend**. “The Impact of Mentoring on Burnout and its Consequences.” Proc. of Association of History, Literature, Science and Technology Conference, Houston, TX.
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles, Carolyn F. Curasi and Joe F. Hair. “Why Are You Really Winning and Losing Deals: A Customer Perspective on Determinants of Sales Failure.” Proc. of 2010 Society for Marketing Advances Conference, Atlanta, GA.
- **Friend, Scott B.**, G. Alexander Hamwi and Brian N. Rutherford. “Understanding the Customer Defection Process: An Examination of Multiple Source Buyer-Seller Relationships.” Proc. of 2010 National Conference in Sales Management, Milwaukee, WI. (**Abstracted: *The Journal of Personal Selling and Sales Management***)
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles, Carolyn F. Curasi and Joe F. Hair. “Why Are You Really Winning and Losing Deals: A Customer Perspective on Determinants of Sales Failure.” Proc. of 2009 Society for Marketing Advances Conference, New Orleans, LA.
- **Friend, Scott B.**, George P. Moschis, Kara Chan and Andrew M. Baker. “A Cross-Cultural Comparison of Consumer Materialism and Compulsive Consumption: A Life Course Perspective and Test of Measurement Equivalence.” Proc. of 2009 American Marketing Association’s Winter Educators’ Conference, Tampa, FL.
- **Friend, Scott B.**, Danny N. Bellenger, James S. Boles and Pam Scholder Ellen. “The Impact of Relative Power and Information Within the Buyer-Seller Dyad: The Importance of Honesty, Benevolence and Competence.” Proc. of 2009 AMA Winter Educator’s Conference, Tampa, FL.

Dissertation:

- *Dissertation Title:* “Why Are You Really Winning and Losing Deals: A Consumer Perspective on Determinants of Sales Failures” (May 2010)
- *Dissertation Committee:* Dr. Danny N. Bellenger (co-chair), Dr. James S. Boles (co-chair), Dr. Carolyn F. Curasi (Georgia State University) and Dr. Joe F. Hair (Kennesaw State University)
 - **AMA Sales SIG Dissertation Award** – Winner; sponsored by the Sales Excellence Institute at the University of Houston (2011)
 - **SMA Dissertation Competition** – Runner-Up (2009)

Teaching

Courses Taught	Professional Selling; Sales Communication; Sales Force Management; Business-to-Business Marketing; Marketing Research; Principles of Marketing; Marketing Management
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Honors & Awards

- **Faculty-Staff Commendations** – Center for Teaching Excellence Faculty Commendation (2021, 2020, 2019, 2017)
- **Farmer School of Business Awards for Research Excellence** – James Robeson Junior Faculty Research Excellence Award (2017)
- **Outstanding Article of the Year** – “Mentoring’s Impact on Salesperson Job Satisfaction Dimensions” in *Marketing Management Journal* (2017)
- **Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice** – “Mixed Interpretations of Sales Proposal Signals” in the *Journal of Personal Selling & Sales Management* (2016)
- **Journal of Personal Selling & Sales Management Best Reviewer Award** – Winner (2016)
- **UNL College of Business Administration Distinguished Teaching Award** – Winner (2013)
- **UNL Beta Theta Pi** – Outstanding Educator (2013, 2010)
- **Haring Symposium (Indiana University)** – UNL faculty representative (2013)
- **UNL Delta Sigma Pi Outstanding Faculty Award** – Winner (2012), Nominee (2015)
- **AMA Sales SIG Dissertation Award** – Winner; sponsored by the Sales Excellence Institute at the University of Houston (2011)
- **Society for Marketing Advances Dissertation Competition** - Runner-Up (2009)
- **Doctoral Consortium Fellow Nominee** – Society for Marketing Advances conference (2009)
- **Emerald Literary Network Awards for Excellence** – *Highly Commended Award Winner*; “Segmenting the Preferences and Usage Patterns of the Mature Consumer Health-Care Market” (2009)
- **Emerald Literary Network Awards for Excellence** – *Outstanding Reviewer*; International Journal of Pharmaceutical and Healthcare Marketing (2009)
- **Leadership Research Scholar** – University of Georgia grant provided by the *Leadership Research Consortium*; “Leadership Characteristics in Marketing: A Comparison of Consumer Opinion Leaders and Market Industry Leaders” (2004)

Service

Journal Paper Reviews:

- **Editorial Review Boards**
 - Journal of Personal Selling & Sales Management (January 2017 – present)
 - JPSSM Best Reviewer Award (2016)
 - Marketing Management Journal (2018 – present)
- **Ad-hoc Reviewer**
 - European Journal of Marketing
 - Industrial Marketing Management
 - Journal of Service Research
 - Journal of Business Research
 - Marketing Management Journal
 - Journal of Personal Selling & Sales Management
 - Journal of Marketing Theory and Practice
 - International Journal of Pharmaceutical and Healthcare Marketing
 - Journal of Public Policy & Marketing
 - International Journal of E-Service & Mobile Applications
 - Journal of Business & Industrial Marketing
 - Psychology & Marketing

Conference Paper Reviews:

- **Ad-hoc Reviewer**
 - American Marketing Association
 - Society for Marketing Advances
 - National Conference in Sales Management

Professional Societies:

- **American Marketing Association (AMA) Selling & Sales Management Special Interest Group (Sales SIG), Chair Elect and Vice-Chair or Planning (2021-Present)**
- **American Marketing Association (AMA) Selling & Sales Management Special Interest Group (Sales SIG), Vice-Chair Recognition and Awards (2019-2021)**

Dissertation Committees:

- Shalonda Bradford (2014, *Savannah State University*) – A Comparative Analysis of Training, Mentoring and Coaching in the Sales Environment: Evaluating the Impact of Personal Learning on Role Ambiguity and Organizational Commitment
 - Outside Committee Members, Kennesaw State University (DBA)
- Joseph Matthes (2014, *Marquette University*) – A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships
- Jeff S. Johnson (2013, *University of Missouri – Kansas City*) – The Implementation of New Marketing Strategies by the Salesperson: The Constraining Factor Model
 - **Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition – Winner (2013)**
- Justine M. Rapp (2012, *University of San Diego*) – What Brings You Pleasure? The Dual Role of Desire within the Development of Compulsive Purchasing

Grants

Grants and Funding Received

- **Sales Education Foundation Research Grant Program (2021)** – Assessing Customer Defection and Sales Win-Back Strategies via Machine Learning
- **University Sales Center Alliance Research Grant Program (2021)** – Assessing Customer Defection and Sales Win-Back Strategies via Machine Learning
- **Miami University Committee on Faculty Research, Summer Research Appointment (SRA) (2021)** – Why Does Marketing Strategy Implementation Fail? A Multi-Level Theoretical Framework Within the Sales-Marketing Interface
 - **Farmer School of Business Supplement for Faculty Receiving SRA**
- **Farmer School of Business Summer Research Grant (2020)** – Multi-Level Co-Creation Processes within Strategic Accounts
- **Farmer School of Business Summer Research Grant (2019)** – The Bright and Dark Side of Customer Expertise
- **Sales Education Foundation / Neil Rackham Research Grant Program (2018)** – Failing Fast
- **John E. and Winifred E. Dolibois Faculty Development Fund (2017)** – Sales Educators’ Academy Conference
- **Miami University Committee on Faculty Research, Summer Research Appointment (SRA) (2017)** – Solution Co-Creation in Business-to-Business Relationships
 - **Farmer School of Business Supplement for Faculty Receiving SRA**
- **Marketing Science Institute (MSI) “Research Accelerator” Award (2016)** – Innovation in Data-Rich Environments
- **Miami University Center for Teaching Excellence, Minor Grant for Individual or Small Groups of Faculty (2015)** – MKT 405 Buyer-Seller Role-Plays
- **UNL Summer Research Award (2014)**
- **Peer Review of Teaching Project (2013)**
- **UNL College of Business Administration Ethics Curriculum Development Grant (2011)** – Ethics in Sales
- **AMA Sales SIG Dissertation Award (2011)** - sponsored by the Sales Excellence Institute at the University of Houston
- **Society for Marketing Advances (2009)** - Dissertation Competition
- **Leadership Research Consortium (2004)** - University of Georgia Leadership Research Scholar