**THOMAS GEORGE BRASHEAR ALEJANDRO, PhD**

Associate Professor of Marketing

Isenberg School of Management

University of Massachusetts Amhrest

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# PRIMARY RESEARCH AND TEACHING INTERESTS

Research: Sales Management, Business-to-Business, Go-to-Market Strategy, Sales Channels, Global

Teaching: International, Marketing Management, Strategy, Sales Management, Film Marketing

# EDUCATION

PhD, Marketing (1998), Georgia State University

MS, Marketing (1996), Georgia State University

MBA, (1992), Eastern Kentucky University

BA, Spanish (1992), Centre College

BA, Economics (1989), University of Kentucky

* Harvard Business School, Moving a Case Class Online Teaching Seminar (2020).
* ECCH Case Writing Workshop – Dublin, Ireland, February 2013
* Intensive Portuguese, Pontificia Universidade Catolica, Rio de Janeiro, Brasil, (July 2006)
* Harvard Business School Case Method Teaching Seminar (1998).
* Doing Business in Brasil, EAESP, Fundação Getulio Vargas, São Paulo, Brasil (1997)
* Additional Graduate Work: University of Kentucky, Economics and Marketing (1992-93).

# EXPERIENCE

Nov 2019 – Jan 2024 Director - Bachelors Degree w/Individualized Concentration, University of Massachusetts Amherst

2019 – present Visiting Professor, EAESP, Fundação Getulio Vargas, São Paulo, Brasil

2018 – 2019 Interim Director BDIC - Bachelors Degree w/Individualized Concentration

2003 – present Associate Professor of Marketing, University of Massachusetts Amherst

1997 – 2003 Assistant Professor of Marketing, University of Massachusetts Amherst

1994 - 1997 Instructor of Marketing, Georgia State University

# INTERNATIONAL EXPERIENCE

# 2023 May EAESP, Fundação Getulio Vargas, São Paulo, Brasil, OneMBA

# 2023 Feb EAESP, Fundação Getulio Vargas, São Paulo, Brasil, OneMBA

# 2022 July Beijing University of Post and Telecommunications, Beijing, China

# 2022 July-August EAESP, Fundação Getulio Vargas, São Paulo, Brasil, Mestrado Profissional

# 2021 July Beijing University of Post and Telecommunications, Beijing, China

# 2019 October EAESP, Fundação Getulio Vargas, São Paulo, Brasil, Mestrado Profissional

# 2019 August Pontificia Universidade Catolica (PUC-Rio) - Rio de Janeiro, Brasil

# 2019 July EAESP, Fundação Getulio Vargas, São Paulo, Brasil

# 2019 July Beijing University of Post and Telecommunications, Beijing, China

# 2019 June Central South University, Changsha, China

# 2017 July EAESP, Fundação Getulio Vargas, São Paulo, Brasil

# 2017 June Linköping University, Linköping, Sweden

# 2016 August Hunan University, Changsha, China

# 2016 August Universidade Federal do Parana, Curitiba, Brasil

2015 August Universidade Federal do Parana, Curitiba, Brasil

# INTERNATIONAL EXPERIENCE (cont’d)

2015 August Positivo University, Curitiba, Brasil

2015 July Nankai University, Tianjin, China

2015 April Linköping University, Linköping, Sweden

2014 December Hunan University, Changsha, China

2013 July-August Universidade Federal do Parana, Curitiba, Brasil

2013 June-August Pontificia Universidade Catolica do Parana (PUC-PR), Curitiba, Brasil

2013 April-May Linköping University, Linköping, Sweden

2012 Nov-December Aalto University (Helsinki School of Economics), Helsinki, Finland

2011 July Renmin University, Beijing, China

2011 June University of the West Indies – Mona - Kingston, Jamaica

2011 May Linköping University, Linköping, Sweden

2010 December Aalto University (Helsinki School of Economics), Helsinki, Finland

2009 August Linköping University, Linköping, Sweden

2009 May, Oct & Dec Universitati Commerciale Luigi Bocconi (Bocconi) - Milan, Italy

2009 June – July University of the West Indies – Mona - Kingston, Jamaica

2008 June-Aug Fundação Dom Cabral - Belo Horizonte, Brasil

2007 July Fundação Dom Cabral- Belo Horizonte, Brasil

2006 June-Aug Pontificia Universidade Catolica (PUC-Rio) - Rio de Janeiro, Brasil

# RESEARCH

**Research Impact: Google Scholar (8.24.2024)**

Total citations: 7124 h-index - 39 i10 index - 56

Citations since 2019: 3039 h-index - 30 i10 index - 50

# Refereed Journal Publications

1. “Guest Editorial: A blockchain-based approach to marketing in the sharing economy.” (Tan, T. M., Salo, J., Alejandro, T. G. B., Tan, G. W. H., Ooi, K. B., & Dwivedi, Y. K.) *Journal of Business Research*, *177*, 114639 (2024).
2. “Strategic Third-Party Product Entry and Mode Choice under Self-Operating Channels and Marketplace Competition: A Game-Theoretical Analysis”, (Xu, B., Huang, J., Zhang, X., & Alejandro, T. B.) *Journal of Theoretical and Applied Electronic Commerce Research*, *19*(1), 73-94 (2024).
3. “Drivers of Salespeople Engagement: A Justice Perspective”, (Reza Rajabi, Thomas Brashear Alejandro & Hossein Hashemi) in *Industrial* *Marketing Management*, 116 (January), 51-65 (2024).
4. “Equilibrium blockchain adoption strategies for duopolistic competitive platforms with network effects” (B Xu, H Li, X Zhang, TB Alejandro) in *Journal of Business Research* 164, 11395 (2023).
5. “COVID-19 Research in Management: An Updated Bibliometric Analysis” (Hossein Hashemi, Reza Rajab, & Thomas G. Brashear-Alejandro) in *Journal of Business Research* 149, 795–810. (2022)..
6. "Salesforce Responsive Roles in Turbulent Times: Case Studies in Agility Selling" (Benoit Bourguignon, Harold Boeck, & Thomas Brashear Alejandro) in the *Journal of Business and Industrial Marketing*. 36 (8), 1286-1299. (2021).
7. “Revisiting and Replicating the Dominant Logic on Salesperson Job Satisfaction, Organizational Commitment, and Turnover” (Reza Rajabi, Thomas Brashear Alejandro, James S. Boles & Shikar Sarin) in the *Journal of Business Research,* 126 (March), 524-532. (2021).
8. Artificial intelligence applied to small businesses: the use of automatic feature engineering and machine learning for more accurate planning Nascimento, A. M., de Melo, V. V., Queiroz, A. C. M., Brashear-Alejandro, T., & de Souza Meirelles, F.) in the *Revista de Contabilidade e Organizações*, *14*, 1-15. (2020).
9. “[Mentoring Characteristics and Functions: Mentoring’s Influence on Salespeople](javascript:void(0))” (Thomas Brashear-Alejandro, H Barksdale, D.N Bellenger, J.S. Boles, C James) in the *Journal of Business & Industrial Marketing* 34 (2), 303-316. (2019).
10. “Relationalism and Justice as Social Norms: Social Exchange Process in Sales Management and the Role of Tenure” (Ilgim Dara, Thomas Brashear Alejandro, Cristian Chelariu & Jeffrey Foreman) forthcoming in the *Journal of Business and Industiral Marketing* 34 (1), 49-61. (2019).
11. “Value-based selling: A Multi-component Exploration,” (Mario Kienzler, Daniel Kindström, & Thomas Brashear Alejandro) in the *Journal of Business & Industrial Marketing* 34(2), 360-373. (2019).
12. “Entrepreneurial Motivation as a Key Salesperson Competence: Trait Antecedents and Performance Consequences” (Reza Rajabi & Thomas Brashear Alejandro) in *Journal of Business & Industrial Marketing.* 33(4), 405-416. (2018).
13. “The Effects of Value Appropriation Strategies in Channels on Intangible Firm Value,” (Jun Kang, Thomas G. Brashear, Anthony Asare & Sixing Chen) in *Journal of Business & Industrial Marketing.* 33(2), 208-219 (2018).
14. “Interorganizational Drivers of Channel Performance: A Meta-Analytic Structural Model (Jun Kang, Anthony K. Asare, Thomas G. Brashear, Elad Granot, & Ping Li) in *Journal of Business & Industrial Marketing*. 33(2), 183-195 (2018).
15. “Drivers of Franchiser Growth: A Meta-analysis,” (Jun Kang, Anthony K. Asare, Thomas G. Brashear, Ping Li) in the *Journal of Business & Industrial Marketing.* 33(2), 196-207 (2018).
16. “Business to Business Technology Adoption in Customer Driven Supply Chains,” (Anthony K. Asare, Thomas Brashear Alejandro & Jun Kang), in *Journal of Business & Industrial Marketing*. 31(1), 1-12 (2016).
17. “Leveraging Loyalty Programs to Build Customer–Company Identification,” (Thomas Brashear Alejandro, Jun Kang & Mark D. Groza),in *Journal of Business Research*, 69 (3), 1190-1198 (2016).
18. “Service Selling In Industrial Organizations: An Exploratory Study of Challenges and Opportunities,” (Daniel Kindström, Christian Kowalkowski & Thomas Brashear Alejandro) in *Journal of Services Management*. 26(3), 372-393 (2015).
19. "Customer-Company Identification and the Effectiveness of Loyalty Programs" (Jun Kang, Thomas Brashear Alejandro, and Mark Groza) in *Journal of Business Research*. 68(2), 464-471 (2015).
20. “Value-based Pricing: Institutional Antecedents and Behavioral Influences” in *Industrial Marketing Management*, (Pekka Töytäri, Risto Rajala, & Thomas Brashear Alejandro). 47, 53-64 (2015).
21. “The Value Relevance of Brand Equity, Intellectual Capital and Intellectual Capital Management Capability,” (Jing Yang, Anthony Kwame Asare, & Thomas Brashear Alejandro) i *Journal of Strategic Marketing*. 1-17.(2015).
22. "Proposal of a Model for Management of Graduate Programs in Administration from the Evaluation Systems of Brasil (CAPES) and the U.S. (AACSB)", (Emerson Antonio Maccari, Martinho Isnard Ribeiro de Almeida, Edson Luiz Riccio, & Thomas Brashear Alejandro) in RAUSP (Revista de Administraçã da Universidade de São Paulo,49(2), 369-383. (2014)
23. “A ROSE, by any other name”…: Relationship typology and performance measurement in supply chains,” (Christian Chelariu, Anthony Kwame Asare, Thomas Brashear-Alejandro), in the *Journal of Business & Industrial Marketing*, 29/4, 332-343. (2014).
24. “A Socio-Marketing Analysis of the Concept of Cute and its Consumer Culture Implications,” (Elad Granot, Thomas G. Brashear & La Toya M. Russell) in *Journal of Consumer Culture.* 14(1), 66-87. (2014).
25. “A Conceptual Development of Value Appropriability for Marketing Channel Strategy,” (Thomas G. Brashear & Jun Kang), *Revista Brasileira de Estratégia* - REBRAE, 6(3), 319-33 (2013).
26. “The Relationship Between Supplier Development and Firm Performance: The Mediating Role of Marketing Process Improvement.” (Anthony K. Asare, Thomas G. Brashear & Jing Yang) in the *Journal of Business & Industrial Marketing*, 28/6, 523-32. (2013).
27. “Populence: Exploring Luxury for the Masses,” (Elad Granot, Latoya Russell, & Thomas G. Brashear) in the *Journal of Marketing Theory and Practice*. 21(1), 31–44. (2013).
28. “A Structural Guide to In-Depth Interviewing in Business and Industrial Marketing Research,” (Elad Granot, Thomas G. Brashear & Paulo Cesar Motta), in *Journal of Business & Industrial Marketing*, 27(7). 547- 553. (2012).
29. “Research Methods in Personal Selling and Sales Management Research,” (Thomas G. Brashear, Anthony Asare & Jing Yang) in the *Journal of Personal Selling & Sales Management*, 32(4). 473-490. (2012).
30. “Service Infusion as Incrementalism in Action: Empirical Evidence from the Materials Handling Industry”, (Christian Kowalkowski, Daniel Kindström, Thomas Brashear Alejandro, Staffan Brege, & Sergio Biggemann) in the *Journal of Business Research*, 65 (6), 765-772. (2012). Emerald Publishing, *Citation of Excellence* – Top 50 Most Influencial Papers of 2012 (2015).
31. “Relações Entre Avaliação de Justiça e Intenção de Turnover em Equipes de Vendas: Teste de Um Modelo Teórico,”(Evandro Luiz Lopes, Sérgio Luiz Do Amaral Moretti, & Thomas Brashear Alejandro), in *RAE- Revista De Administração de Empresas*, 51(6) 553-567. (2011).
32. “Qualitative Methods in International Research: Cross-Cultural Consideration”, (Raj Javalgi, Elad Granot & Thomas G. Brashear) in *Journal of Personal Selling & Sales Management*, 31(2), 155-69. (2011).
33. “Bridging the Theory to Practice Gap in Value Based Selling”, (Pekka Toytari, Thomas Brashear Alejandro, Ilmari Ollila, Nora Rosendahl, & Petri Parvinen), in *Journal of Business & Industrial Marketing* 26(7), 493-502 (2011).
34. “The Role of Social Capital and Knowledge Transfer in Selling Center Performance,” (Jing Yang, Thomas G. Brashear & James S. Boles), *Journal of Business & Industrial Marketing* 26 (3) 152 – 161, (2011).
35. “The Role of Channel Orientation in B2B Technology Adoption,” (Anthony K. Asare, Elad Granot, Thomas G. Brashear, & V. Kashyap), in *Journal of Business & Industrial Marketing*, 26(3), 193–201. (2011).
36. “Information Seeking In Complex Industrial Buying: Empirical Evidence From Brasil,” (Thomas Brashear Alejandro, Christian Kowalkowski, João Gustavo da Silva Freire Ritter, Renato Zancan Marchetti, & Paulo Henrique Prado) in *Industrial Marketing Management*, 40, 17-27(2011).
37. “The Outcome of Company and Account Manager Relationship Quality On Loyalty, Relationship Value and Performance,” (Thomas Brashear Alejandro, Daniela Vilaca Souza, James S. Boles, & Plinio Rafael Reis Monteiro) in *Industrial Marketing Management*. 40, 36-43.(2011).
38. “The Consumer and Her Decisions: The Emergence of Brand-Driven Retail Experience,” (Elad Granot, Henry Greene, & Thomas G. Brashear) in *Journal of Business Research*, 63(8), 801-8. (2010).
39. “Marketing Relationships In Brasil: Trends in Value Strategies and Capabilities,” (Ribeiro, Áurea Helena Puga, Thomas G. Brashear, Plinio Reis Monteiro, & Luciana F. Damázio), in *Journal of Business & Industrial Marketing*, 24 (5/6). 449-59 (2009).
40. “A Profile of the Internet Shopper: Evidence from Six Countries,” (Thomas G. Brashear, Vishal Kashyap, Michael D. Musante, & Naveen Donthu), in the *Journal of Marketing Theory and Practice*, 17(3): 267-281 (2009). Top 20 most cited article in *Journal of Marketing Theory and Practice 2015.*
41. “A Framework For Social Responsible Retailing Business Practices,” (Thomas Brashear, Anthony Asare, Lauren Labrecque & Paulo Motta) in *FACES: Revista de Administração,* 7(2), 11-25, (2008).
42. “A Six-Country Comparison of The Internet Shopper Profile,” (Thomas Brashear, Vishal Kashyap, Michael Musante, & Naveen Donthu) in *Revista de Ciências da Administração*, 10(21), 54-75 (2008).
43. “Measuring Distributive Justice: Assessing Equity, Equality and Need,” (Vishal Kashyap, Thomas G. Brashear & Chris Manolis) in the *Journal of Marketing Channels* 15(4), 253-79 (2008).
44. “Entrepreneurial Propensity in a Transition Economy: Exploring Micro-level and Meso-level Cultural Antecedents,” (Thomas G. Brashear, Cristian Chelariu, Talai Osmonbekov & Adriana Zait) in the *Journal of Business & Industrial Marketing* 23(6), 405-415 (2008).
45. “Customer Orientation and Salesperson Performance,” (Mark Cross, Thomas G. Brashear, Edward E. Rigdon, & Danny N. Bellenger) in the *European Journal of Marketing*, 41,7/8, 821-35. (2007).
46. "Developing Salesforce Relationalism: The Role of Distributive and Procedural Justice," (Vishal Kashyap, Anthony Asare, & Thomas G. Brashear) in *Journal of Personal Selling & Sales Management* 23(7), 235-45 (2007).
47. “The Effects of Individual Salesperson Control on Trust and Justice,” (Thomas G. Brashear, Chris Manolis, & Charles M. Brooks) in the *Journal of Business Research*. 58 (3), 241-49 (2005).
48. “How Women are Depicted In Ads: A Content Analysis Study with Brasilian Advertisements,” (Claudia Acevedo, Jouliana Nohara, Ana Arruda, Helenita Tamashiro, & Thomas Brashear) in *International Business and Economics Research Journal*, 5 (10), 59-71. (2006).
49. “An Exploratory Study of the Relative Effectiveness of Different Types of Salesforce Mentors,” (Thomas G. Brashear, Danny N. Bellenger, James S. Boles, & Hiram C. Barksdale, Jr.) in the *Journal of Personal Selling and Sales Management*, 26 (1), 7-18 (2006). *Marvin Jolson Award Recipient:* 2006.
50. “Public and Private Partnership Projects Related To Urbanism: Learning From a Case Study,” in *RAI - Revista de Administração e Inovação*, 2 (1), 78-88 (2005).
51. “A Decision Framework for Latin American B2B E-Commerce Strategy,” (Andrew J. Rohm, Thomas G. Brashear, & George R. Milne) in the *Journal of Business & Industrial Marketing*, 19 (6), 372-385 (2004).
52. “A Cross-National Model of Job-Related Outcomes of Work-Role and Family-Role Variables: A Retail Sales Context,” (Richard G. Netemeyer, Thomas Brashear Alejandro, & James S. Boles), in the *Journal of the Academy of Marketing Science* 32 (1), 49-60 (2004).
53. “Measurement of Distributive and Procedural Justice in Sales Management: Scale Development and Validation,” (Thomas G. Brashear, Charles M. Brooks, & James S. Boles) in the *Journal of Business Research* 57 (1), 86-93 (2004).
54. “An Empirical Test of The Brown and Peterson Model In A Polish Context,” (Thomas G. Brashear, Elzbieta Lepkowska-White, & Cristian Chelariu), in *Journal of Business Research* 56(12), 971-78 (2003).
55. “The Effects of Realistic Job Preview and Perceptions of Training On Salesperson Performance and Attitudinal Commitment: A Longitudinal Study,” (Hiram C. Barksdale, Jr , Danny N. Bellenger, James S. Boles, & Thomas G. Brashear), in the *Journal of Personal Selling & Sales Management* 23 (2), 125-138. (2003). Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management* 2003.
56. “An Empirical Test of Trust Building Processes and Outcomes in Sales Manager - Salesperson Relationships,” (Thomas G. Brashear, Charles M. Brooks, James S. Boles, & Danny N. Bellenger), in the *Journal of the Academy of Marketing Science*, 31 (2), 189-200 (2003).
57. “An Examination of the Relationships Between Retail Work Environments, Salesperson Selling Orientation Customer Orientation and Job Performance,” (James S. Boles, Barry J. Babin, Thomas G. Brashear & Charles M. Brooks), in the *Journal of Marketing Theory & Practice* 9 (3), 1-13 (2001).
58. “Attitudes Influencing Monetary Donations to Charitable Organizations.” (Deborah J. Webb, Corliss L. Green, & Thomas G. Brashear), in the *Journal of The Academy of Marketing Science*, 28 (2), 299-309 (2000).
59. “Relationship Selling Behaviors: Antecedents and Relationship with Performance.”(James S. Boles, Thomas G. Brashear, Danny N. Bellenger & Hiram C. Barksdale, Jr.), in the *Journal of Business & Industrial Marketing*, 15 (2/3), 141-153 (2000).
60. “Salesperson Behavior: Antecedents and Links to Performance,” (Thomas G. Brashear, Danny N. Bellenger, Thomas Ingram, & Hiram C. Barksdale, Jr., in the *Journal of Business & Industrial Marketing*, 12 (3), 177-84 (1997).

# Book Chapters

“International Salesforce Management,” (Thomas G. Brashear) in Masaaki Kotabe and Kristiaan Helsen, eds., *The Handbook of International Marketing*, Thousand Oaks: Sage. (2009).

“Developments in Advertising in a Post Socialist Environment: Longitudinal Analysis of Polish Print Ads,” (Elzbieta Lepkowska-White and Thomas G. Brashear) in Emmanuel C Alozie, ed. Advertising in Developing and Emerging Economies, Ashgate/Gower: United Kingdom. Published Book Reviews.

# Book Reviews

“International Marketing by V. Kumar,” in *Journal of Marketing Research*, (May) (2001). “International Marketing by Craig and Douglas,” in *Journal of Marketing Research*, (May) (2001).

# Research Submitted and In Review

# “Formal and Informal Salesforce Controls:Disciplinary and Crowding-effects on Salesforce Justice Perceptions,” (Reza Rajabi, Thomas Brashear Alejandro, & Tiffany S. Legendre) submitted and under review at the *Journal of the Academy of Marketing Science (*July 2024).

# Research in Progress

“A Meta-Analytic Examination of Salesforce Turnover,”(Hashemi, Rajabi, Brashear Alejandro, & Boles) moderl revision and manuscript preparation.

“The Role of Team Identification in Sport Loyalty Programs: A Social Identity View,”(Brashear Alejandro, & Fleury) designing additional experiments.

“Salesforce Satisfaction: An Updated Meta-analysis of Saleforce Job Satisfaction” (Hashemi, Rajabi, & Brashear Alejandro).

### “Market-Based Capabilities of New Ventures and Firm Performance ,” (Rajabi, & Brashear Alejandro).

“The Role of Marketing Disclosures and Legitimacy In Raising New Venture Capital,” (Rajabi & Brashear Alejandro).

“An Empirical Exploration of the Job Satisfaction - Job Performance Relationship” (Cha & Brashear Alejandro).

“Trajectories of Salesforce Motivation Changes Among New Hires” (Cha & Brashear Alejandro).

“Input Control: Pre and Post Hire Effects on Performance and Turnover” (Rajabi, & Brashear Alejandro).

“Cross-Cultural Effectiveness of Informal Controls, and their Influence on Salesperson Engagement, and Performance,” (Stacey Malek, Bernard Jaworski, Thomas Brashear Alejandro, & Shikhar Sarin).

**AWARDS**

**Teaching**

- Nominated, University Distinguished Teaching Award, (1998, 1999, 2001, 2002, 2003, 2004, 2013, 2015).

- Lily Teaching Fellowship, (1999-2000).

- Nominated, University Outstanding Advisor Award, (2001-2002).

- Outstanding Teaching Award, Isenberg School of Management, (1999-2000; 2013).

**Research Awards**

- Top 20 most cited article in *Journal of Marketing Theory and Practice* “A Profile of the Internet Shopper: Evidence from Six Countries”

- Emerald Publishing, Citation of Excellence – Top 50 Most Influencial Papers of 2012 (2015).

- Best Paper, Personal Selling & Sales Management Track, AMA Summer Educators’ Conference (2014).

- Best Paper, Retailing and Pricing Track, AMA Summer Educators’ Conference (2011).

- Best Paper, Business-to-Business Track, Society for Marketing Advances Conference (2008).

- Best Paper, Marketing Track, EnANPAD (2008).

- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2006).

- Best Paper, Marketing Research Track, Society for Marketing Advances Conference (2004).

- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2003).

**Research Awards (cont’d)**

- High Distinction Award at the *Journal of Business and Industrial Marketing*, (2000).

- Best Paper, Sales Management Track, Academy of Marketing Science Conference, (1999).

- Literati Award for Best Paper in *the Journal of Business and Industrial Marketing*, (1998).

- Best Paper, Marketing Research Track, AMA Summer Educators' Conference, (1995).

- Dissertation Award, College of Business, Georgia State University, (1997).

- Doctoral Student Award for Research, Marketing, Georgia State University, (1995).

- Exemplary Student Award, College of Business, Georgia State University, (1995)

**Competitive Research Grant Awards**

- 2020 Sales Education Foundation Grant - $5,000 (2020).

- AMA Sales SIG - AMA Sales SIG's Global Database Initiative - $6,000 (2019).

- TEFD Mutual Mentoring Grant – $5,972 (2019-2021).

- US Dept. of Ed Fund for the Improvement of Secondary Education (FIPSE –Brasil ) $209,000 (2006-10).

- Isenberg School of Management Summer Research Grant (2000, 2001, 2002, 2003, 2006).

- Faculty Research Grant for Travel (2000).

- Institute for Electronic Enterprise Grant (2000).

- Healy Endowment Research Grant (2000).

- Institute for Electronic Enterprise Summer Research Grant (2000).

- Marketing Roundtable Research Grant (1995) w/ James S. Boles.

- Marketing Roundtable Research Grant (1996) w/ Naveen Donthu.

- College of Business Administration Faculty Research Grant (1995, 1996) co-author.

# SERVICE TO THE ACADEMY

**School of Management Service Activities**

- Coordinator, Isenberg – Commonwealth Honors College Collaborative

Diversity, Equity and Incluion Committee (2020-2021)

- UMass SOM Executive Committee on Internationalization (2009-12).

- SOM Undergraduate Scholarship Committee (2000-2012)

- SOM Undergraduate Curriculum Committee (1997-2012).

- Hospitality and Tourism Hiring Committee (2007-08).

- Engineering Hiring Committee (2006-07).

- Undergraduate Office Hiring Committee (2004).

- Writing Center Hiring Committee (Summer 2002).

# Marketing Department Service Activities

- Department Personnel Tenure Committee Chair (2022-23; 2023-24).

- Department Honors Program Director (2020-current)

- Chair, Marketing Department Personnel Committee (2018-19; 2021-22; 2023-24).

- Department Personnel Reappointment Committee Chair (2011).

- Faculty Co-Advisor to Society for Leadership Collegiate Chapter, (2008-2010).

- Faculty Advisor to Marketing Club, Collegiate Chapter of the AMA, (2002-2006).

- Faculty Co-Advisor to Marketing Club, Collegiate Chapter of the AMA, (2000-2002).

- Department Merit Committee, (1999-2000), (2001-2002), (2002-2003, 2007, 2008, 2018, 2020).

- Doctoral Program Field Exam Committee, (2001, 2002, 2003, 2004, 2008, 2009, 2010).

- Doctoral Program Comprehensive Exam Committee, (1998, 1999, 2002-004, 2008-10).

- Served on 14 Honors Thesis/Project Committees, Chair 7 committees.

- Supervised more than 13 Graduate independent study courses.

- Supervised more than 85 Undergraduate independent study courses.

- Supervised more than 192 Undergraduate corporate internships.

# University Service Activities

. Faculty Senate – Research Council Task Force on Centers and Institutes (2022--2024)

. Faculty Senate – Research Council – Representing Commonweath Honors College (2022--current)

. Commonwealth Honors College Academic Standards Committee (2019-current)

. University Honesty Board Member, (2012-current)

. Faculty Senate – Commonweath Honors College Council (2016-current)

. Faculty Senate - University Relations and Advancement Council (2010-2022)

. Massachusetts Society for Professors – Executive Board (2014-2017)

. Massachusetts Society for Professors – Marketing Dept Rep (2013-2017)

. University Bullying Adjudication Board (2014-2017)

. Campus Internationalization Committee (2013-2014)

. Faculty Senate – International Studies Council (2012-2015)

. University UMass Amherst Brazilian Taskforce Faculty (2010-13)

. Chair, Status of Minorities Council (2003-2006).

. Co-Chair, Status of Minorities Council (2002-2003).

. Member, Status of Minorities Council (1998-2002).

# Dissertation and Masters Committee Service Activities

. Dissertation Chair, Hossein Hashemi (2023) (Marketing).

. Dissertation Chair, Claire Cha (2023) (Marketing).

. Dissertation Chair, Reza Rajabi (2019) (Marketing).

. Dissertation Chair, Jun Kang (2012) (Marketing).

. Dissertation Chair, Mark Groza (2012) (Sport Management).

. Dissertation Chair, Jing Yang (2009) (Marketing).

. Dissertation Chair, Anthony Asare (2008) (Marketing).

. Dissertation Chair, Elad Granot (2006) (Marketing).

. Dissertation Chair, V. Kashyap (2004) (Marketing).

. Dissertation Committee Member, Jorge Biff Neto, PUC Parana (2024) (Marketing)

. Dissertation Committee Member, Juliana Costa, Universidad Federal do Parana (2018) (Marketing)

. Dissertation Committee Member, Maiara Kososki, Universidad Federal do Parana (2019) (Marketing)

. Dissertation Committee Member, Latoya Russell, Cleveland State University (2013) (Marketing).

. Dissertation Committee Member, Zoaria Barros (Plant & Soil).

. Dissertation Committee Member, Dan Yoon (2010) (Sports Management).

. Dissertation Committee Member, Ereni Markos (2010) (Marketing).

. Dissertation Committee Member, Emerson Maccari (2008) (Universidade de Sao Paulo).

. Dissertation Committee Member, Betul Lus (2007) (Engineering).

. Dissertation Committee Member, Rocio Ruiz-Benitez (2007) (Engineering).

. Dissertation Committee Member, Andrew Rohm, (2001) (Marketing).

. Dissertation Committee Member, Stephanie Noble, (2001) (Marketing).

. Dissertation Committee Member, Elzbieta Lepkowska-White, (1999) (Marketing).

. Dissertation Committee Member, Sarah Gooding-Williams, (1998) (Marketing).

. Thesis Committee Member, Rachel Mendonça (2008) (Plant & Soil).

. Thesis Committee Member, Harald Schmidt (2007) (Engineering).

. Thesis Committee Member, Roman Figel (2007) (Engineering).

# Visiting Scholars

* Jorge Biff Neto (PUC Parana, Brasil), September 2023

. Ping Yang, (Nankai University, China), Sept. 2019 – August 2020.

. Professora Aurea Niada, (Universidade Tecnologia Federal do Parana, Brasil), April 2019

. Lucas Finoti, (Universidad Federal do Parana, Brasil), April – June 2018

. Juliana Costa, (Universidad Federal do Parana, Brasil), April - July 2017

. Fernando Malagrino, (Universidade de Sao Paulo, Brasil), Sept. 2013-August 2014

. Duan Liu, (Hunan University, Changsha, China), August 2013-July 2014

. Daniel Kindström, (Linkoping University, Linkoping, Sweden), April-May 2013

. Danny Pimental Claro (INSPER, Sao Paulo, Brasil), February 2013

. Patricia de Salles Vance (University of Sao Paulo, Brasil), Sept 2010-Aug 2012)

. Bo Zhang (Renmin University, China), Sept. 2010-Augt 2011

. Junjie Wang (Central University of Finance and Economics, China), Oct. 2010- Sept. 2011.

. Emerson Maccari (University of Sao Paulo, Brasil), Mar 2007 – Jan 2008.

# PROFESSIONAL ACTIVITIES

**Professional Memberships**

. American Marketing Association (AMA) (1994-2018).

. Boston Chapter American Marketing Association (AMA) (2003-2012).

. AMA Marketing Research Special Interest Group (MRSIG) (1997-2013).

. Hispanic MBA Association (1991-2012).

. Academy of Marketing Science (1997-2012).

. Member, Doctoral Fellows Committee, Georgia State University, (1994-97).

# Professional Service Activities

National Offices

. Chair, Marketing Research SIG American Marketing Association (2008-10).

. Vice Chair, Promotions, Marketing Research SIG American Marketing Association, (2007-08).

. Director, Marketing Research SIG, Boston Chapter of American Marketing Association, (2005).

. Collegiate Council of the American Marketing Association, (2003-05).

. Chair, Marketing Research SIG American Marketing Association, (2003-05).

. Chair-Elect, Marketing Research SIG, (2002).

. Treasurer, Marketing Research SIG, (2002).

. Vice Chair, Treasurer & Special Sessions, Marketing Research SIG, (2001).

. Vice Chair, Promotions & Finance, Marketing Research SIG, (2000).

. Newsletter Editor, Marketing Research SIG, (1998, 1999).

. Donald Lehmann Dissertation Award Committee Marketing Research SIG, (1998-04, 2008-10).

. Churchill Lifetime Achievement Award Comm., Marketing Research SIG, (1998-04, 2008-10).

Editorships

. Guest Editor, *Journal of Business Research*, 2024.

. Editor Emeritus, *Marketing Intelligence & Planning* (February 2023-present))

. Editor, *Marketing Intelligence & Planning* (2015-February 2023)

. Co-Editor, *Marketing Intelligence & Planning* (2014-2015)

. Associate Editor, *Journal of Business and Industrial Marketing*, 2021-present)

. Associate Editor, Sales Research, *Journal of Busines Research*, (2016-2024)

. Scientific Board (Associate Editor) *– Revista de Administração de Empresas* (5/2014 – present)

. Associate Editor - Marketing – *Brazilian Administration Review* (2013 – 2021)

. Associate Section Editor – *Journal of Personal Selling & Sales Management* (2008-2011)

. Guest Editor – *Journal of Business & Industrial Marketing* – 2012 CBIM Academic Workshop (2018).

. Guest Editor – *Journal of Business & Industrial Marketing* – 2011 CBIM Academic Workshop (2014).

. Guest Editor – *Journal of Business & Industrial Marketing* – 2010 CBIM Academic Workshop (2013).

. Guest Editor – *Journal of Business & Industrial Marketing* – 2009 CBIM Academic Workshop (2012).

. Guest Editor – *Journal of Business & Industrial Marketing* – The Global B2B Challenge (2011).

. Guest Editor – *Journal of Business & Industrial Marketing* – 2008 CBIM Academic Workshop (2011).

. Guest Editor – *Journal of Business & Industrial Marketing* – Special Issue on B2B Marketing in Latin America (2004).

Editorial Review Boards

. *Industrial Marketing Management* (2013- present)

. *Journal of Business Research* (Marketing - Sales) (2002 - present).

. *Journal of Marketing Theory and Practice* (2009-present).

. *Brazilian Administration Review* (Marketing) (2013 - 2022)

. *Journal of Digital Marketing* (2009 – 2011).

. FACES (Brasil) (2008 - present).

. *Revista de Ciências da Administração* (Brasil) (2007-2012).

. *Futures Journal* (2009 - 2012).

. *International Journal of China Marketing* (2011 – 2020)