



MARKETING MILESTONES

News for UNL Department of Marketing Friends and Alumni

FROM THE DEPARTMENT CHAIR

I am filled with gratitude when I contemplate what the Department of Marketing has become. Our research-oriented faculty, Les Carlson, Meike Eilert, Jim Gentry, Jamie Hyodo, Alok Kumar, André Maciel, Amit Saini, Huanhuan Shi, and Ravi Sohi are on the forefront of knowledge in the field and frequently publishing in very well-read journals. Our curricula for undergraduates, masters and Ph.D. students is comprehensive and staying at the cutting edge through the efforts of every faculty member. We are at the forefront of our peer departments in providing experiential learning to undergraduates through the efforts of professors of practice Rob Simon, Steve Welton and Imran Khan in our Union Pacific, Lincoln Industries and Digital Marketing classes, and through the efforts of Chad Mardesen and Laura McLeod in the Center for Sales Excellence. Our Ph.D. students are excellent researchers and usually exceed the majority of the faculty in student teaching ratings, much to the bemusement of the faculty.

And, it goes without saying for anyone who knows this place, that Michelle Jacobs, our departmental coordinator, is the best there is. She knows all and does all, efficiently and cheerfully, and is responsible for the fact that the department operates smoothly.

There is always more we could do, and we will not stop being the very best that we can be. This is my 30th and last year at UNL, and while I look forward to retirement, I can also look behind me with a big smile.

Happy New Year!

Dwayne Ball
Department Chair and Associate Professor of Marketing

DEPARTMENT OF MARKETING

DEPARTMENT OF MARKETING

ADVISORY BOARD

In conjunction with the CBA Partnership Summit, the Department of Marketing Advisory Board met this past fall. The advisory board reminds us every year that marketing is now an even faster-moving field, and we have to prepare our graduates to thrive under those conditions. The next Partnership Summit and Building Opening Celebration is scheduled for Friday, October 6, 2017.

RECOGNITION FOR CONTRIBUTIONS TO STUDENTS

The UNL Teaching Council/Parents Association asked UNL parents, in consultation with their sons and daughters, to nominate a faculty or staff member who "has made a significant contribution to their lives while at UNL." This was the 28th year for the faculty and staff "Certificate of Recognition for Contributions to Students" award. **Les Carlson** (second year of recognition), **Jim Gentry** (third year of recognition), **Michelle Jacobs** (fifth year of recognition), **Imran Khan** (first year of recognition) and **Amit Saini** (third year of recognition) were recognized. Michelle was also recognized receiving the award for five years.



Friends and family of the recipients following the recognition ceremony

MITTELSTAEDT DOCTORAL SYMPOSIUM

Be sure to mark your calendars for the 26th Annual Mittelstaedt Doctoral Symposium, **March 30 – April 1, 2017**, or visit the symposium's website:

cba.unl.edu/mittelstaedt

Meike Eilert serves as faculty coordinator of the symposium.



Search *Robert Mittelstaedt Doctoral Symposium*

OUR UNDERGRADUATES

AMA COLLEGIATE CHAPTER

Steve Welton serves as co-adviser for the student American Marketing Association (AMA) Club. There is an excellent leadership team in place now, who have grown the membership to more than 50 members and plan weekly engagement activities. They are in the process of assigning business mentors from the local community of marketing professionals. The student organization also plans to send some student leaders to the national AMA conference in New Orleans in March 2017.

EXPERIENTIAL LEARNING

For the tenth consecutive year, the Department of Marketing has partnered with Union Pacific Railroad for an experiential learning class. This class is for top students in the College of Business. The GPA average for this class is 3.7 out of 4.0. The students did three projects for Union Pacific and had the opportunity to present to and receive valuable feedback from top management at Union Pacific. They also had the opportunity to meet informally with two members of the Union Pacific board of directors. **Rob Simon** teaches this class.

Chad Mardesen accompanied a group of students to Brazil for more than three weeks during the summer. The students studied sports and event marketing, worked with Challenge Family Triathlon on a marketing project as well as spent time studying the marketing activities of Figuerirense Futebol Clube and the Rio Olympics ticketing department. The group spent time in both Florianopolis and Rio de Janeiro.

Four of our top students participated in the Union Pacific case competition at UP headquarters in Omaha. We had four teams compete in a preliminary round for the honor to participate in the final competition. The winning team competed against teams from Iowa State, Kansas State and the University of Nebraska at Omaha. The UNL team won second place in the competition. **Rob Simon** served as the team's faculty advisor.

We again partnered with Lincoln Industries (LI) in the spring semester. This class of 20 students worked on three marketing projects. The third project was a communications plan for a consumer brand LI had just acquired. This plan was successfully received, and the social media components were implemented. Lincoln Industries now has a new president who has made the decision to continue the class in 2017. **Steve Welton** teaches this class.

Rob Simon coordinated our fourth annual Target Case Competition, where Target provides \$2,000 to the winning teams. Students present their plans and are judged by Target managers from this region. This year we changed the competition to have College of Business student organizations compete for the prize money in the case competition. The winning teams were our own American Marketing Association Chapter and the Multicultural Business Student Association. Each group won \$1,000 from Target for their organization.

This fall, **Rob Simon** was asked by Yahoo to put together a group of marketing and advertising students to compete in the inaugural Yahoo Advertising Knock-Out Challenge. Twelve students from UNL along with 12 students from the University of Nebraska at Omaha participated in the challenge. Marketing majors Hannah Paxton and Megan Nelson along with two advertising students from UNO took first place in the competition. UNL marketing major

Haley Scheeper's team took second place in the competition. The Yahoo competition focused on how to increase participation among millennials in Yahoo's Fantasy Football.

CENTER FOR SALES EXCELLENCE

The Center for Sales Excellence was named as a 2016 "Top University for Professional Sales Education" by the Sales Education Foundation (SEF). Recognized for preparing the students for careers in professional selling, the program teaches students how to sell themselves to employers, pitch their ideas and enhance communication skills. **Ravi Sohi** is executive director of the Center for Sales Excellence. The sales program currently has more than 130 students pursuing the sales certificate.

NRC HEALTH RISING STAR SCHOLARSHIP

This is the sixth year we have partnered with NRC Health to offer two scholarships per academic year. The scholarships recognize students with interest in a career in business development, marketing or entrepreneurship and must have a minimum cumulative GPA of 3.0. Students submit a résumé that highlights their previous work experience in sales, marketing and/or business development and track record in leadership and achievement. Along with their résumé, each student submitted a personal statement about their career ambitions in the field of business development. Recipients of the NRC Health scholarships were Joshua Nelson and Shayne Arriola, both students in the sales certificate program.

INTERNATIONAL COLLEGIATE SALES COMPETITION

We sponsored two students, Callahan Eckardt and Cory Adamson, both marketing majors and in the sales certificate program, to participate in the International Collegiate Sales Competition hosted by Florida State University. This was the first year UNL has participated in this competition. Faculty advisor was **Chad Mardesen**.

CHAPIN SCHOLARSHIPS

The inaugural Richard W. Chapin Scholarships were awarded this fall. Recipients were Aaron Docter, Colton Jones and Cole Weers, each receiving \$2,000.

Scholarships were awarded based on performance in the Sales Certificate Program and participation in a sales internship program. Chapin '46, instituted the scholarship program because he believes the sales profession is crucial to modern businesses.

OUR GRADUATE STUDENTS

GRADUATE STUDENT UPDATES

Fourth year student **Arvind Agrawal** is working on his dissertation with **Jim Gentry**. His wife Sushma is enrolled in culinary school and is almost halfway through the program. She won two titles at the "Curry Clash" contest held in Lincoln in November as the "Best Amateur Chef" and also the "Best Popular Chef." Daughter Aakriti graduated from UNL and is working for a startup in the Haymarket as a Data Analyst. Son Akshay will be getting married on December 17 in Sedona, Arizona, and they are excited having Mary as a new member of the family. They also hosted their fourth Diwali Open house which was well attended.



The Agrawal Family

Aditya Gupta started his third year of doctoral life after a busy summer of teaching and hosting his dad for his very first Lincoln visit. With this fall semester being the last one involving coursework, he's gearing up to shift to the

dissertation research mode soon. His mom started her graduate degree in English Literature this year at UNL also. Aditya is working on research with **Jim Gentry** and **André Maciel**.

Second year student **Matthew Hall** is currently teaching Marketing Channels and is working on research with **Jamie Hyodo**. Matt's research interest focuses on consumer responses to interactions with front-line employees.

Second-year student, **Abigail Nappier Cherup** is currently working on research with **Meike Eilert**, **Jim Gentry**, and **Robert Harrison**. This past year she has taught Principles of Marketing, Contemporary Issues in Marketing (online), and Marketing Channels Management. Though her partner still lives in Kalamazoo, MI, she enjoys his frequent visits as well as playing in the city ultimate frisbee league.

Fourth year student and doctoral candidate **Lynn Matthews** married Coy Ryan Matthews, a pediatric medical resident, on June 11. She successfully defended her dissertation proposal on perceived authenticity in human branded services in October and is now working on her dissertation with **Jim Gentry** as well as on other research projects on branding issues with other faculty members.



Dr. and Mrs. Ryan Matthews

Danielle McReil, first year Ph.D. student, is from Pierce, Nebraska. Before pursuing grad school, she spent time working in the retail industry as a buyer for Express and Buckle. Danielle is currently working on research with **Jamie Hyodo** and **Alok Kumar**. Her research interests are still developing but include retail, consumer trends, and brand management. This summer Danielle married her college sweetheart, Nicholas McReil. During basketball season, you will find Danielle cheering on her sister who plays at the University of Wyoming. Go Cowgirls!

Argha Sen, in the third year of the Ph.D. program, is getting ready for his dissertation, working with **Alok Kumar**. In the past year, he has completed his breadth review and currently focused on publishing the review in a journal. Argha is actively working on his second year paper on two sided markets. He has taught courses of Marketing Research and Marketing Channels in the past year.

Jenifer Skiba received her doctorate at the August commencement ceremony. Jenifer is now an assistant professor at Missouri State University. **Amit Saini** was her dissertation chari.

Shilpa Somraj is a first year student from India. She recently transferred to UNL from Syracuse University to stay close to her family. Before joining the Ph.D. program, she worked in the IT industry. A failed start-up business motivated her to pursue a doctorate in marketing. She is currently working on research with **Alok Kumar** and **Amit Saini**. Her research interests include social media, marketing strategy and retail.

FELLOWSHIPS, HONORS AND AWARDS

Arvind Agrawal, **Lynn Matthews**, **Argha Sen** and **Abigail Napper Cherup** were awarded the J. J. and Eleanor S. Ogle Fellowships for 2016-17. These fellowships are available to Ph.D. students in the College of Business and awarded by the department.

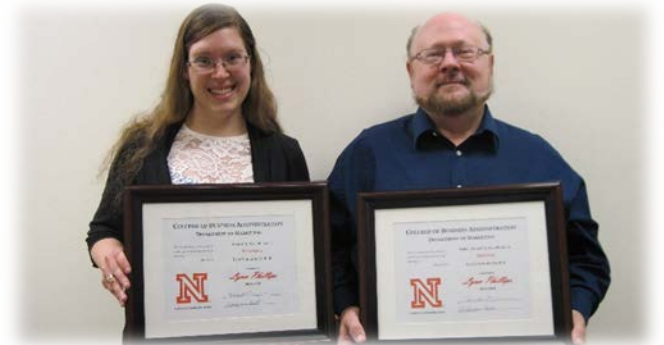
Aditya Gupta, **Matthew Hall** and **Danielle McReil** were recipients of the Othmer Fellowship. **Abigail Nappier Cherup** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

Arvind Agrawal was selected by the department to represent UNL at the 2016 AMA-Sheth Foundation Doctoral Consortium, hosted by the University of Notre Dame.

Aditya Gupta was selected by the department to attend the 2016 Paul D. Converse Symposium, hosted by the University of Illinois Urbana-Champaign.

This year we again participated in the 45th Annual Haring Symposium, hosted by Indiana University, Kelley School of Business Department of Marketing. Representing UNL was presenter **Lynn Matthews**, discussant **Arvind Agrawal** and faculty representative **Alok Kumar**.

Lynn Matthews received the department's "Award for Excellence in Teaching" by a graduate student and the department's "Baker Award for Excellence in Service" by a graduate student.



Lynn Matthews receiving her awards from Dr. Ball

Jenifer Skiba received the department's "Award for Excellence in Research" by a graduate student.

CONFERENCE PRESENTATIONS

Arvind Agrawal and **Les Carlson**, "Weight Loss Advertising: Moving from Claim Credibility Control to Performance Focus in Public Policy," AMA Winter Marketing Educators' Conference.

Arvind Agrawal and **Ravi Sohi**, "Conceptualizing the Pro-social Orientation of a Firm," AMA Winter Marketing Educators' Conference.

Aditya Gupta and Xin Zhao, "Experiential Bridges: An Alternative Perspective on Acculturation," poster, Association for Consumer Research Conference.

Matthew Lunde and **Aditya Gupta**, "Hedonizing Sustainability: Selfish Means Toward a Selfish End?" 41st Annual Macromarketing Conference.

Aditya Gupta and **Les Carlson**, "Re-examining Consumer Vulnerability: An Expanded Perspective on Current Research and Future Directions," AMA Winter Marketing Educators' Conference.

Aditya Gupta, "The Social Media Marketing Capability of Firms," AMA Winter Marketing Educators' Conference.

Aditya Gupta and **Ravi Sohi**, "Business Groups in Emerging Markets," Academy of Marketing Science World Marketing Congress.

Matthew Hall and Xin Zhao, "Perpetual Dispossession: An Exploration of Ownership without Possession," Association for Consumer Research Conference.

Abigail Nappier Cherup and **Jim Gentry**, "The Challenge of Polysemic Identities: Bisexual and Queer Women Respond to LGBTQ Advertisements," Gender Conference.

Abigail Nappier Cherup and Xin Zhao, "Implicit or Explicit Imagery: Polysemic Identities in LGBTQ Advertising," Consumer Culture Theory Conference.

Argha Sen, "Effect of Improvisation on Alliance Outcomes for Firms in B2B Alliances," ISBM Academic Conference.

Argha Sen, "Effect of Improvisation on Alliance Outcomes for Firms in B2B Alliances," poster, AMA Summer Marketing Educators' Conference.

PUBLICATIONS

Jeff Johnson, Scott B. Friend and **Arvind Agrawal**, "Dimensions and Contingent Effects of Sales Compensation System Changes." *Journal of Business Research*, 69(8), 2923-2930.

SERVICE

Aditya Gupta and **Matthew Hall** were student coordinators at the 25th Annual Robert Mittelstaedt Doctoral Symposium.

Arvind Agrawal presented and **Aditya Gupta** served as a discussant at the 25th Annual Robert Mittelstaedt Doctoral Symposium.

Lynn Matthews is president of the department's Ph.D. Student Association for 2016-17.

Abigail Nappier Cherup is the social chair of the department's Ph.D. Student Association for 2016-17.

Aditya Gupta is the department's representative to the UNL Graduate Student Association (GSA).



Our current Ph.D. students

OUR STAFF

Administrative Coordinator **Michelle Jacobs**, as usual, is very busy taking care of everyone here in the department and the Center for Sales Excellence. She just started her 33rd year with the department. Besides helping on the family farm, at Brian's auto repair shop, she babysits when she can to niece Penny and new nephew Nathaniel.

Student worker **Jackson Setter**, junior accounting major and marketing minor, is earning a sales certificate from the Center for Sales Excellence and has been kept extremely busy assisting in the departmental office. This year he is again treasurer for Pi Sigma Epsilon (sales and business fraternity), member of Beta Alpha Psi and keeping the departmental office up-to-date on Husker volleyball. Jackson has been a great “asset” to the department.

OUR FACULTY

Dwayne Ball, in his fifth year as department chair, has been working on a few research projects, such as estimating the extent of underage sex trafficking in Nebraska and understanding the marketing system for human trafficking in specific industries world-wide along with **Ron Hampton**. Administrative work has occupied a lot of his time, with the department hiring three new assistant professors and doing a national search for a new department chair. Dwayne is preparing for retirement in May 2017.

Linda and **Les Carlson** continue to enjoy the new addition to their house and find it a particularly nice place to watch the snow fall. They send their best holiday wishes to everyone from Raymond, Nebraska, where all the women are beautiful, the men are thankful and the pets (cat – “Punk”) are all above average.

Ruth and **Jim Gentry** sold their home and have moved to University Towers downtown.



Milkha Eilert

Joining us this year from Penn State University is **Jamie Hyodo**, who moved to Lincoln this past summer and has spent the following months getting up to speed. His wife, Gillian, successfully obtained a two-year medical fellowship in hematology at the University of Western Ontario, her hometown. Jamie and Gillian are braced for another two years of living apart in a continued adult version of the marshmallow experiment. Jamie is also working on establishing a marketing behavioral lab.



*Meike Eilert and Alok Kumar at the
AMA Winter Marketing Educators' Conference*

André F. Maciel, who joined us this fall from the University of Arizona and his wife **Sibele V. Schaffer** are celebrating the birth of their first child **Nicolas** on December 5, 7.3 pounds and 19.5 inches.



Sibele, André, and Nicolas

Teresa and Chad Mardesen have been very busy with their children's travel sports, **Clara** (volleyball) and **Davis** (hockey and baseball); and while every night and weekend, it seems, is packed with activity, it is an absolute joy for them to see them develop as young adults.

Joining us in January was **Laura McLeod** who teaches in the Center for Sales Excellence. Her courses include Sales Communication and Sales Force Management, as well as Customer Relationship Management starting in the spring semester. **Laura** lives in Lincoln with her husband **Richard** and their two sons **Luke** (age 15) and **Henry** (age 13).

Huanhuan Shi and her husband **Zhi Lu** completed their Ph.D. degrees at Penn State and moved to Lincoln this past summer. They recently welcomed the newest member of their family, their second son and Nebraska boy, **Larry Lu**. He was born on September 6, weighing 7 pounds, 12 ounces and 20.5 inches. **Larry's** big brother **Andrew**, now seven years old, became a first-grader at

Adams Elementary School and is enjoying his new school.



Andrew and Larry Lu

Rob Simon has been appointed a coordinator of the **Husker Business Lab**, which is a cooperative project between the College of Business and the Nebraska Department of Athletics for a retail store in the new College of Business building. The **Husker Business Lab** is to be a student-managed and run business that will offer experiential business opportunities for students and provide live data for numerous classes in the college. **Rob** will also be taking a group of students to **Porto Alegre, Brazil** in the summer of 2017 for an International Marketing class and an education abroad experience.

Reena and Ravi Sohi are enjoying life as empty nesters with their dog **Simba**. Their son **Rohan** works with **Deloitte** in **Dallas**. Their daughter **Simran** (UNL MBA '15) works with **Cerner**. While she is located in **Kansas City**, her job requires her to travel extensively. Earlier in the year she was given the opportunity to do a four month stint at **Doha, Qatar**, in the Middle East, and she learned a lot about working in an international environment. Also, she used her time-off to go skydiving in **Dubai**, swim in the **Dead Sea**, see the monuments at **Petra** in **Jordan**, and visit neighboring countries such as **Oman**. It was an amazing experience for her.



Happy Halloween from the Sohi's

Kathy and **Steve Welton** family now has two grandchildren, Canon, 4 and Lyric, 1. Their parents are Tyler and Amanda Welton of Nashville. Tyler is head of IT security for Leankit, a startup company in Franklin, TN. Their younger son, Kelley will be entering the PGA Golf Management program at UNL in January. Kathy works in the billing department at Prairie Orthopedic Clinic and is starting an art business as she paints abstracts and he continues to attempt golf in his spare time. Steve also attended an AMA Conference in Chicago on Integrated Marketing Communications and brought back several ideas he can use with classes.

HONORS AND AWARDS

Jim Gentry received the department's 2016 Faculty Research Award.

Rob Simon received the department's 2016 Faculty Teaching Award.

Rob Simon was chosen by students as a faculty member of Delta Sigma Pi student business honorary at UNL. He was initiated into the organization this past April.

"Evaluating Educational Practices for Positively Affecting Student Perceptions of a Sales Career," by **Shannon Cummins**, James Peltier, Nadia Pomirleanu, Jarmes Cross and **Rob Simon**, which appeared in the *Journal of Marketing Education*, 37(1), 25-35 was selected as the Outstanding Article in the *Journal of Marketing Education* for 2015.

Dwayne Ball and **Ron Hampton** received the inaugural Prem Paul Award for Research in Anti-Human-Trafficking at the 8th Annual Interdisciplinary Conference on Human Trafficking.

Jim Gentry's co-authored paper (with **Jie Gao Fowler**, Rongwei Chu and Xin Zhao) won the George Fiske Award for the best paper at the 41st Annual Macromarketing Conference.

André Maciel received the Best Special Session at the Consumer Culture Theory Conference.

Huanhuan Shi, won the ISBM Doctoral Support Awards Competition.

CONFERENCE PRESENTATIONS

Jie Gao Fowler, **Les Carlson** and H. R. Chaudhuri, "Exploring Cosmeceutical Claims: Preliminary Findings," part of a special session "Innovative Research in Healthcare Advertising," AMA Summer Marketing Educators' Conference.

Jie Gao Fowler, H. R. Chaudhuri and **Les Carlson**, "Cosmeceutical Claims': Deceptiveness, Consumer Welfare, and Public Policy Implications," 41st Annual Macromarketing Conference.

Les Carlson, invited participant, "Session 16H: Journal Review Process and Rejections: Interactive Q&A Discussion with Journal Editorial Reviewers," Special Session, Academy of Marketing Science Annual Conference.

Les Carlson, invited participant, "Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked," Session presentation on "How to be a Great Reviewer" presented as part of the American Academy of Advertising Conference pre-session.

John Peloza, **Meike Eilert** and Alexis Allen, "How Descriptive Norms Impact Prosocial Behavior," AMA Winter Marketing Educators' Conference.

Wencke Gwozdz, **Shipra Gupta** and **Jim Gentry**, "The Role of Fashion vs. Style Orientation on Sustainable Apparel Consumption: An Update," 41st Annual Macromarketing Conference.

Rongwei Chu, **Jim Gentry**, **Jie Gao Fowler** and Xin Zhao, "The Plight of Rural Migrant Workers in Urban China," 41st Annual Macromarketing Conference.

Imran Khan, Brian Rutherford and Alvin Williams, "Role of Opportunism and Uncertainty on Purchasing Organization's Relationship Choices with Vendors," Society for Marketing Advances Annual Conference.

Pierre-Yann Dolbec and **André F. Maciel**, "Consumer-driven Dynamics of Taste Convergence," Consumer Culture Theory Conference.

Amit Saini, "Does Cost Mindfulness of Sales Managers Hurt or Help Sales Team Morale?" 10th Great Lakes NASMEI Marketing Conference.

Ravi Sohi and Jagdip Singh, "Ambiguous Organizational Orientations and Salesperson Opportunistic Behaviors," Academy of Management Meeting.

Scott B. Friend, **Jeff S. Johnson** and **Ravi Sohi** "Propensity to Trust in Business-to-Business Relationships: A Contingent Multilevel-Multisource Examination, AMA Summer Marketing Educators' Conference.

Ravi Sohi and **Avinash Malshe**, "Developing Better Products by Leveraging an Organization's Learning Capacity, 45th EMAC Annual Conference.

Ravi Sohi and Jagdip Singh, "Fudge and Fake: When is Salesperson Opportunistic Behavior Functional and Why Salespeople Do It," AMA Winter Marketing Educators' Conference.

Ravi Sohi, "Leveraging Partner Relationships to Enhance Organizational Learning," MARCON 2016 International Marketing Conference.

PUBLICATIONS

Siahpush, M., Shaikh, R.A., Smith, D., Hyland, A., Cummings, K.M., Kessler, A.S., Dodd, M.D., **Les Carlson**, Meza, J. and Wakefield, M., "The Association of Exposure to Point-of-Sale Tobacco Marketing with Quit Attempt and Quit Success: Results from a Prospective Study of Smokers in the United States," *International Journal of Environmental Research and Public Health*, published online at <http://www.mdpi.com/1660-4601/13/2/203/pdf>.

Jie Gao Fowler, Rongwei Chu **Jim Gentry**, and Himadri Roy Chaudhuri, "Vulnerability or Masculinity: Examining 'Aesthetic Labor' from Male Fashion Models' Perspective," *Journal of Global Fashion Marketing*, 7 (4).

Shipra Gupta and **Jim Gentry**, "The Construction of Gender Roles in Perceived Scarcity Environments: Maintaining Masculinity When Shopping for Fast Fashion," *Journal of Consumer Behavior*, 15, 261-260.

Shipra Gupta and **Jim Gentry**, "Behavioral Responses to Perceived Scarcity: The Case of Fast Fashion," *The International Review of Retail, Distribution and Consumer Research*, 26 (July), 260-271.

Mariam Beruchashvili, **Risto Moisio** and **Jim Gentry**, "Cultivating Hope," *Journal of Consumer Culture*, 16 (3), 307-328.

Michaela Hasse, Ingrid Becker, Alexander Nill, Clifford J. Schulz II and **Jim Gentry**, "Male Breadwinner Ideology and the Inclination to Establish Market Relationships: A Theoretical Analysis and Evidence from Germany," *Journal of Macromarketing*, 36 (2), 149-167.

Simon J. Blanchard, Kurt A. Carlson and **Jamie D. Hyodo**, "The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal," *Journal of Consumer Research*, 42 (6), 985-1001.

Jenifer Skiba, **Amit Saini** and Scott Friend, "The Effect of Managerial Cost Prioritization on Sales Force Turnover," *Journal of Business Research*, December, Vol. 69 Issue 12, pgs. 5917-5924.

Jeff Johnson and **Ravi Sohi**, "Understanding and Resolving Major Contractual Breaches in Buyer-Seller Relationships: A Grounded Theory Approach," *Journal of the Academy of Marketing Science*, 44(2), 185-205.

Scott Friend, **Jeff Johnson**, Fred Luthans and **Ravi Sohi**, "Positive Psychology in Sales: Integrating Psychological Capital," *Journal of Marketing Theory and Practice* 24(3), 306-327.

SERVICE

Les Carlson is a member of the Senior Advisory Board of the *Journal of Advertising* and *Journal of Marketing Theory and Practice*. He is also editorial review board member for *Academy of Marketing Science Review*, *Journal of Current Issues & Research in Advertising*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Marketing Education*, *Journal of Business Research*, *Journal of Marketing Theory & Practice*, *Journal of Consumer Affairs*, *Journal of Public Policy and Marketing*, *Services Industry Journal*, *Marketing Theory*, *Journal of Advertising Research*, and *Journal of Public Policy & Marketing*.

Jamie Hyodo serves as an ad-hoc reviewer for *International Journal of Research in Marketing*, *European Journal of Marketing*, *Society for Consumer Psychology*, *ACR*, and *AMA Conferences*.

André Maciel served as a reviewer for the *AMA Winter Educators' Conference*.

Huanhuan Shi served as a reviewer on B2B and Channels of Distribution track for the *AMA Summer Educators' Conference*.

Ravi Sohi continues to serve on the editorial boards of the *Journal of Retailing* and the *Journal of Personal Selling and Sales Management*.

OUR EMERITUS FACULTY

February of this past year, Red Wing Stoneware & Pottery contacted Venita and **Bob Mittelstaedt**, and they were interested in building a new display in their museum in the form of a general store. They seemed to be aware of the article Bob published in *South Dakota History* in 1979 about the Mittelstaedt store and said they wanted to use the name in the display because they had a lot of crockery with that name on it.



Three pound butter tub



The Mittelstaedt Family

The couple to the left in that picture are Don and Vivian Mittelstaedt. His great grandfather and Bob's grandfather were brothers and the partners in the store from 1887-1921. August (his GGF) started the store in 1883 as a "grocery and crockery store." Bob had just learned the grocery and crockery part about a week before going to Red Wing.

Priscilla Henkelmann and **Sandy Grossbart** have kept extremely busy this past year. Max is nine years old and in the third grade.



Max Grossbart

OUR ALUMNI

ALUMNI UPDATES

Russ Laczniak '87 was named as associate dean for graduate programs and research in the College of Business at Iowa State.

Russell and **Amber Epp '08** family welcomed another son, Henning Roger Epp, on January 25. Brother Hudson turned three years old this November. Amber was promoted to associate professor of marketing at the University of Wisconsin-Madison School of Business last year, and she also became a faculty affiliate in the Center for Child and Family Well-Being (School of Human Ecology). In addition, she was named one of the Marketing Science Institute's Young Scholars and recently accepted an appointment to the *Journal of Consumer Research Policy Board*. Russell continues to lecture full time for UW-Madison in the accounting department in the undergraduate, full-time and executive MBA programs. Although they spend most of their days running around with the boys and enjoying Madison, they still find time to cheer for the Huskers on game day!



Amber, Russell, Henning and Hudson Epp

Mike Krush '09 continues as an associate professor and director of the North Dakota State University Center for Professional Selling and Sales Technology. Griffin is three years old, and Gerin is six. Gerin enjoys 1st grade, and Griffin enjoys mischief. Joan continues to serve as an academic advisor for NDSU's Computer Science Department.



Gerin and Griffin Krush

Eddie Nowlin '09 is in his second year at Kansas State University, working with the department's National Strategic Selling Institute (the department's sales center), teaching professional selling and channels. Eddie also had three papers accepted this past year. Kristin is teaching one class in the art department at K-State, making a lot of art, and is very active with the PTO. Garric is ten years old. He studies piano, does gymnastics (once a week), golf (spring and summer), Cub Scouts and loves rock climbing (in the rec center).



Eddie, Kristin and Garric Nowlin

Jie Gao Fowler '12 had an early promotion to associate professor and passed the vote from the faculty for tenure and recommendation from the Dean. She also served as the proceedings editor for Society of Marketing Advances (SMA) Conference and a member of the executive committee board.

Shannon Cummins '12 and Clay Stephens welcomed their second son, Wren, in April.



Wren Stephens

This past year **Jeff Johnson '13** had publications in *Journal of Personal Selling & Sales Management*, *Journal of Business Research* and *Journal of Marketing Theory and Practice*. He received the Marketing Science Institute Research Accelerator Award, and the Chancellor's Early Career Award for Excellence in Teaching, Winner (one out of all assistant professors university-wide) and Elmer F. Pierson Good Teaching Award, (one given at the school level) from the University of Missouri-Kansas City.

Elise Johansen Harvey '15 is in her second year at the University of South Carolina Upstate where she is teaching a variety of classes. She is also the director of Start:ME Spartanburg, a microentrepreneurship accelerator program for low income neighborhoods. The first cohort of entrepreneurs will start the program in January 2017. Elise and Alex also welcomed the birth of their son, Salem Thomas, on July 17.



Salem Harvey

UNL DEPARTMENT OF MARKETING UPDATE & DONATION FORM

Please update your personal information for our database using this form

Name: _____

Home Address: _____

Home Phone: _____

Home Email: _____

Employer: _____

Work Address: _____

Position/Title: _____

Work Phone: _____

Work E-mail: _____

Additional information for "Alumni News" to appear in our next *Marketing Milestones* newsletter:

Yes, I would like to support the **UNL Department of Marketing programs!** I am enclosing a check made payable to the University of Nebraska Foundation (*with Marketing Department in the memo area*) for: _____

Yes, I would like to support the **Robert Mittelstaedt Doctoral Symposium!** I am enclosing a check made payable to the University of Nebraska Foundation (*with Mittelstaedt Symposium in the memo area*) for: _____

Return this form and your check(s) to

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