

Dr. Ronald E. Michaels

Department of Marketing
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ACADEMIC EXPERIENCE

University of Central Florida, Orlando, FL June 1994 to Present

Chair and Professor, Department of Marketing, June 1994 - Present. Department offers undergraduate, masters, and doctoral courses; 875 undergraduate majors, 325 minors, 8 PhD students; 21 full-time faculty members.

Executive Director-Executive Development Center, College of Business Administration, April 1, 2010 – April 2013. Auxilliary unit within the College offers multiple premium-tuition graduate and executive programs. Located in downtown Orlando; staff of 11.

Associate Dean (Budget, HR, and Technology), College of Business, June 1996 - August 2000. Led College AACSB reaccreditation process and inaugural SACS reaccreditation (Institutional Effectiveness) initiative, restored fiscal responsibility with new budget model, drafted initial demand analysis/planning documents for new business building. Integrally involved in managing the transition of the College to a major urban research institution.

Indiana University, Bloomington, IN August 1989 to June 1994
Associate Professor (tenured), Kelley School of Business.

Kansas University, Lawrence, KS August 1983 to August 1989
Associate Professor (tenured), School of Business, July 1988 - August 1989.

Assistant Professor, School of Business, August 1983 - June 1988.

RECENT PROFESSIONAL HIGHLIGHTS

Member, Branding and Marketing Advisory Board, AirTran Airways, 2009 – 2011.

Conference Co-Chair and Co-Planner, New Horizons in Selling and Sales Management International Conference, Orlando, Florida, July 2007.

Recipient, Don McBane Special Recognition Award for Service, American Marketing Association Selling and Sales Management SIG, August 2007.

Member, Senior Editorial Advisory Board, *Journal of Personal Selling & Sales Management*, currently serving.

Editor, *Journal of Personal Selling and Sales Management*, 1993-1996.

BUSINESS AND MILITARY EXPERIENCE

Norcross, Inc., West Chester, PA

Group Product Manager, Product Planning Manager, Project Manager.

Hallmark Cards, Inc., Kansas City, MO

Merchandising Manager, Product Line Planner, Sales Representative.

U.S. Army

Artillery, Honorable Discharge (Good Conduct Medal).

EDUCATION

Indiana University, Bloomington, IN

Ph.D., Business Administration, Major; Marketing, Minors; Psychology, Statistics, 1983.

M.B.A., Concentration in Marketing, 1973.

B.S., Business Administration, 1969.

TEACHING: COURSES AND SEMINARS DELIVERED

Marketing Strategy (MBA, EMBA, PMBA, Executive Development Programs)
Professional Selling and Sales Management (integrated, 6-hour, UG course)
Sales Force Management (MBA and Undergraduate)
Professional Selling (Undergraduate)
Business-to-Business Marketing (MBA)
Marketing Management (MBA, Undergraduate)
Foundations of Marketing (MBA, 3-hour and 1.5-hour versions, web-based version)
Retail Management (Undergraduate)
Principles of Marketing (Undergraduate)
Issues and Methodology in Managerial Research in Marketing (Ph.D. seminar)

RESEARCH INTERESTS AND PUBLICATIONS

Interests: Sales Force motivation, compensation, goal-setting, control. Strategy: Sales Force-Marketing organizational alignment, Sales Force contribution to stock price changes, Organizational buying behavior, Service delivery.

- "Successfully Supersizing Marketing Instruction: A Comparison Study of Instructional Delivery Modes for Principles of Marketing to Mega-class Sizes," *Atlantic Marketing Journal*, (Winter 2014), Special Issue on Innovative Teaching, [with Carolyn Massiah and Rebeca Perren].
- "Delivering Quality Instruction to Mega-Classes: A Successful Solution to Dwindling Resources and Growing Student Bodies," (2012), American Marketing Association Winter Educators' Conference: Marketing Theory and Applications, St. Petersburg, FL, [with Rebeca Perren and Carolyn Massiah].
- "Electronic Service Quality: A New Scale that Allows Comparison to Traditional Service Settings," (2011), American Marketing Association, 20th Annual Frontiers in Services Conference, Ohio State University, Columbus, OH [with Rebeca Perren and Carolyn Massiah].
- "Traditional vs. Electronic Professional Service Delivery," (2011), Society for Consumer Psychology Conference, Atlanta, GA, [with Rebeca Perren and Carolyn Massiah].
- "Sales and Marketing Integration: A Proposed Framework," *Journal of Personal Selling & Sales Management*, Vol. 25 (Spring 2005), [with Dominique Rouzies, Erin Anderson, Ajay Kohli, Barton Weitz, and Andris Zoltners], Invited by Editor for 25th Anniversary Issue; Manuscript initiated at the Houston Sales Research Summit, May 2004.
- "Undergraduate Student Attitudes Toward Sales Jobs: An Argument for Requiring a Professional Selling Course," (2004), *Proceedings of the 46th Mountain Plains Management Conference*, Grand Junction, Colorado [with Ronald Pimentel].
- "Marketing Education in the 21st Century: Perspectives on Selling and Sales Management Education," *Marketing Education Review*, Vol. 12 (Summer 2002) [with Greg W. Marshall], Invited by Editor.
- "Teaching Selling and Sales Management in the Next Millennium: An Agenda from the AMA Faculty Consortium," *Marketing Education Review*, Vol. 11 (Spring 2001) [with Greg W. Marshall], Invited by Editor.
- "Research in Selling and Sales Management in the Next Millennium: An Agenda from the AMA Faculty Consortium," *Journal of Personal Selling & Sales Management*, Vol. 21 (Winter 2001) [with Greg W. Marshall], Invited by Editor.
- "The Relationship of Career Stage to Job Outcomes and Role Stress: A Study of External Auditors," *Advances in Accounting*, P.M.J. Reckers (ed.), Vol. 14 (1996) [with James E. Rebele and Renee Wachter].

- "The Effects of Organizational Formalization on Organizational Commitment and Work Alienation in U.S., Japan, and Korean Industrial Sales Forces," *European Journal of Marketing*, Vol. 30, No. 7 (1996) [with Alan J. Dubinsky, Masaaki Kotabe and Chae-Un Lim].
- "An Empirical Investigation of Components of Industrial Buyer Motivation," *Journal of Business-to-Business Marketing*, Vol. 2, No. 2 (1995) [with Alan J. Dubinsky and Greg Rich].
- "Activity-Specific Role Stress in Purchasing," *International Journal of Purchasing and Materials Management*, Vol. 31, No. 1 (Winter 1995) [with Anand Kumar and Sridhar Samu].
- "Differences in Motivational Perceptions among U.S., Japanese, and Korean Sales Personnel," *Journal of Business Research*, Vol. 30, No. 2 (June 1994), [with Alan J. Dubinsky, Masaaki Kotabe and Chae-Un Lim].
- "Sellers and Buyers on the Boundary: Potential Moderators of Role Stress -- Job Outcome Relationships," *Journal of the Academy of Marketing Science*, Vol. 22, No. 1 (Winter 1994) [with Andrea Dixon].
- "Perceptions of Motivational Components: Salesmen and Saleswomen Revisited," *Journal of Personal Selling & Sales Management*, Vol. 13, No. 4, 1993 [with Alan J. Dubinsky, Marvin Jolson, Masaaki Kotabe and Chae-Un Lim].
- "Ethical Perceptions of Field Sales Personnel: An Empirical Assessment," *Journal of Personal Selling & Sales Management*, Vol. 12, No. 4, 1992 [with Alan J. Dubinsky, Marvin Jolson, Masaaki Kotabe and Chae-Un Lim].
- "Influence of Role Stress on Industrial Salespeople's Work Outcomes in the United States, Japan, and Korea," *Journal of International Business Studies*, Vol. 23, No. 1, 1992 [with Alan J. Dubinsky, Masaaki Kotabe, Chae-Un Lim and Hee-Cheol Moon].
- "The Influence of Career Stages on Job Outcomes and Role Stress: A Study of External and Internal Auditors," *Proceedings of the American Accounting Association Annual Meeting*, Nashville, Tennessee, (August, 1991) [with James E. Rebele].
- "Independent Auditors' Role Stress: Antecedent, Outcome, and Moderating Variables," *Behavioral Research in Accounting*, Vol. 2, 1990 [with James E. Rebele].
- "Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers," *Journal of Marketing Research*, 25 (November, 1988) [with William L. Cron, Alan J. Dubinsky and Erich Joachimsthaler].
- "How Buyers Handle Conflicts," *Industrial Marketing Management*, 17 (May, 1988) [with Ralph L. Day and Barbara C. Perdue].
- "The Influence of Career Stages on Components of Salesperson Motivation," *Journal of Marketing*, 52 (January, 1988) [with William L. Cron and Alan J. Dubinsky].
- "Role Stress Among Industrial Buyers: An Integrative Model," *Journal of Marketing*, 51 (April, 1987) [with Ralph L. Day and Erich Joachimsthaler].

- "Negotiation Styles of Industrial Buyers," *Industrial Marketing Management*, 15 (June, 1986) [with Ralph L. Day and Barbara C. Perdue"]
- "Measuring Customer Orientation of Salespeople: A Replication with Industrial Buyers," *Journal of Marketing Research*, 22 (November, 1985) [with Ralph L. Day].
- "RELCON: A Program for the Estimation of Internal Consistency of Composites with Congeneric Measurement Properties," *Journal of Marketing Research*, 22 (May, 1985) [with Erich Joachimsthaler and Lane Curtis].
- "The Stress Factor in Purchasing: How Buyers and Managers See the Problem," *Purchasing Management Digest*, December 1984.
- "Role Perceptions and Behaviors of Purchasing Professionals," in *Purchasing: A Productivity Resource*, The National Association of Purchasing Management, 1984, Manuscript invited by Editor.
- "Organizational Buyer Behavior: A General Systems-Role Model Approach," in *Scientific Method in Marketing: Philosophy, Sociology, and History of Science Perspectives*, Paul Anderson et al., eds., Chicago: American Marketing Association, 1984 [with William J. Qualls].
- "An Application of Causal Modeling to the Buyer-Seller Dyadic Interaction Process," in *An Assessment of Marketing Thought and Practice*, Bruce Walker et al., eds., Chicago: American Marketing Association, 1982 [with Jeen-Su Lim].
- "Shortening of the PLC: An Empirical Test," *Journal of Marketing*, 45 (Fall, 1981) [with William J. Qualls and Richard W. Olshavsky].
- "Differences in Customer Expectations Concerning Salesperson Characteristics across Products of Varying Complexity," in *The Changing Marketing Environment: New Theories and Applications*, Kenneth Bernhardt et al., eds., Chicago: American Marketing Association, 1981.

EXPERIENCE RELATED TO SCHOLARSHIP

Editorial Activity

Senior Editorial Advisory Board, *Journal of Personal Selling & Sales Management*, Currently serving.

Editor, *Journal of Personal Selling & Sales Management*, May 1993 - June 1996.

Member, Editorial Review Board, *Journal of Marketing*, 1989-1997.

Ad Hoc Reviewer, *Journal of Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, Proceedings of many regional/national conferences.

Dissertation Committees

Co-Chair: *Attaining Balance in Exploration and Exploitation of Innovation: The Forgotten Role of Core Business Processes*, Janet Tinoco, University of Central Florida, Completed April 2007.

Extracting Quantitative Information from Non-Numeric Marketing Data: An Augmented Latent Semantic Analysis Approach, Inigo Arroniz, University of Central Florida, Completed December 2006.

A Consumer-Based Assessment of Alliance Performance: An Examination of Consumer Value, Satisfaction, and Post-Purchase Behavior, Nacef Mouri, University of Central Florida, Completed October 2005.

Detecting the Present and Anticipating the Future: Understanding a Firm's Market Sensing Capability, Michael McCardle, University of Central Florida, Completed March 2005.

Member: *Some Effects of Incentive Compensation on Salesperson Behaviors: An Empirical Investigation*, Mrugank Thakor, Department of Marketing, Indiana University, 1993.

Selected Correlates of Extra-Role Performance of Boundary Spanners: An Industrial Sales Force Investigation, Debra Perkins, Department of Management, Indiana University, 1991.

L_p-Norm Estimation in Discriminant Analysis, Erich Joachimsthaler, School of Business, Kansas University, 1985.

Symbolism and Consumer Involvement, Gaurav Bhalla, School of Business, Kansas University, 1985.

Grants and Fellowships

Summer Research Grant, Indiana University, 1991, 1990, 1989.

General Research Fund Grant (campus-wide competition), Kansas University, 1987, 1986.

School of Business Research Fund Grant, Kansas University, 1988, 1985.

General Research Fund New Faculty Award (campus-wide competition), Kansas University, 1984.

Doctoral Fellowship, Richard D. Irwin, 1982.

Doctoral Dissertation Grant, National Association of Purchasing Management, 1982.

SELECTED SERVICE ACTIVITIES

Marketing Profession

New Horizons in Selling and Sales Management Conference, Co-Chair, - Planner, and – Host, Orlando, Florida, July 2007.

American Marketing Association, Sales SIG, Chair, Elected, 1999-2000.
American Marketing Association Faculty Consortium, Co-Chair, - Planner, and -Host, Topic: Selling and Sales Management, Orlando, Florida, July 1999.
American Marketing Association, Sales SIG, Chair for Elections and Chair-Elect, Elected, 1998-1999.
American Marketing Association, Sales SIG, Chair, Teaching and Research Awards, Elected, 1996-1997, 1997-1998.
American Marketing Association, Sales SIG Faculty Consortium, Co-Chair, - Planner, and - Host, Topic: Selling and Sales Management, Orlando, Florida, July 1996.
Academy of Marketing Science, Chair, Doctoral Dissertation Competition, 1993.
American Marketing Association Faculty Consortium, Session Chair, "Global Issues in Personal Selling and Sales Management," 1992.

University of Central Florida

Academic Affairs, New Chairs Orientation, Invited Speaker, Fall 2004.
College of Business, Task Force on Regional Campus Issues, Member, 2002-2003.
Academic Affairs, Provost's Committee on Department Chair Issues, Member, 2002.
Academic Affairs, Council of Chairs Steering Committee, Vice-Chair, 1996-1997.
College of Business, Dean Search Committee, Member, Spring 1996.

Indiana University

Department of Marketing, Task Force on Assessment and Curriculum Change, Chair, 1993-1994.
Graduate School of Business, MBA Curriculum Committee, Member, 1991-1993.
Department of Marketing, Undergraduate Curriculum Committee, Chair, 1993-1994, 1991-1992.
Department of Marketing, Promotion and Tenure Committee, Member, 1990-1991.
Department of Marketing, Undergraduate Marketing Club, Faculty Advisor, 1989-1992.
Graduate School of Business, Research Committee, Member, 1989-1990.

Kansas University

School of Business, Delta Sigma Pi Business Fraternity, Faculty Advisor, 1988-1989.
School of Business, Executive Committee, Elected Member, 1988-1989.
School of Business, Faculty Assembly, Elected Chair, 1987-1988, 1986-1987.

HONORS AND AWARDS

Don McBane Special Recognition Award for Service, American Marketing Association Selling and Sales Management SIG, August 2007.

Invited Participant, University of Houston and American Marketing Association International Sales Management Research Summit, Houston, May 2004.

Who's Who in Business Higher Education, Selected for Inclusion in 2003.

Pi Sigma Epsilon, Award for Excellence in Service for Editorship of the *Journal of Personal Selling & Sales Management*, Spring 1996.

Alpha Kappa Psi Alumni Award for Teaching Excellence in Marketing, Indiana University Graduate School of Business, Spring 1994.

Schulyer F. Otteson Teaching Excellence Award, Indiana University Graduate School of Business, Named Finalist in Spring 1994.

Alpha Kappa Psi Teaching Excellence Award, Indiana University Graduate School of Business, Named Finalist in Spring 1993.

University of Kansas Silver Anniversary Teaching Excellence Award (campus-wide competition), Named Finalist in Spring 1989.

Bubb Teaching Excellence Award, University of Kansas School of Business, Named finalist in Spring 1990; Spring 1989; Spring 1988; and Spring 1987.

Burlington Northern Foundation Faculty Teaching Achievement Award (campus-wide competition), University of Kansas, Named Finalist in Spring 1986.

Best Dissertation Award, Indiana University Graduate School of Business, Spring 1984.

Esther Kinsley Dissertation Award Competition, Indiana University, Named Finalist in Spring 1984.

American Marketing Association Doctoral Consortium, Summer 1981.

Teaching Excellence Award, Indiana University Graduate School of Business, Ph.D. Program, Spring 1981.

Alpha Mu Alpha Scholastic Honor Society, Inducted 1982.

Beta Gamma Sigma Scholastic Honor Society, Inducted 1973.

PROFESSIONAL AFFILIATIONS AND DEVELOPMENT

BOARD MEMBERSHIP

Branding and Marketing Advisory Board, AirTran Airways (2009-2011)

PROFESSIONAL AFFILIATIONS

American Marketing Association

Academy of Marketing Science

Delta Sigma Pi Business Fraternity

PROFESSIONAL DEVELOPMENT

AMA Faculty Consortium

2007 (New Horizons in Professional Selling and Sales Management), Orlando, Florida

1999 (Personal Selling and Sales Management), Orlando, Florida

1996 (Personal Selling and Sales Management), Orlando, Florida

1994 (Relationship Marketing), Atlanta, Georgia

1992 (Personal Selling and Sales Management), Memphis, Tennessee

1987 (Retail Management), Tuscaloosa, Alabama

1986 (Strategic Marketing), Knoxville, Tennessee

1984 (Sales Force Management), Fort Worth, Texas

1982 (Industrial Marketing), Columbus, Ohio

AMA M*Planet Conference on leadership, strategy, and innovation, Orlando, 2006.

Global Academic Symposium on Non-store Retailing, Berlin, 1993.

AMA Seminar on Sales Force Compensation, 1989.

AMA Fourth Annual School of Sales Force Management, 1989.

International Business Faculty Seminar, University of Kansas, 1988.

Direct Selling Education Foundation Faculty Consortium, 1985, 1995.