



McCoy College of
Business Administration

DEPARTMENT OF MARKETING

JUNE-JULY-AUGUST 2016 NEWSLETTER
"Summer Edition"

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WELCOME TO THE MARKETING DEPARTMENT'S NEWSLETTER!

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. We hope this newsletter will provide you with valuable information to assist you towards graduation and to learn more about the department's activities, opportunities and organizations.

For additional information about the Department of Marketing, please visit our website at

www.marketing.mccoy.txstate.edu.



Important Dates

- AUG 11th:
Registration for Fall 2016 Ends
- AUG 12th:
Late Registration Begins (6:00 a.m.)
- AUG 25th:
Late Registration Ends (5:00 p.m.)
- AUG 27th:
Late Schedule Changes Begin (6:00 a.m.)
- AUG 29th:
First Day of Classes

Beginning of the Semester Reminders

MEET WITH YOUR
ADVISOR

PREPARE FOR
GRADUATION

CAREERS &
INTERNSHIPS

CLICK EACH [BUTTON](#)
FOR MORE
INFORMATION

SIGN UP FOR TXSTATE
ALERTS

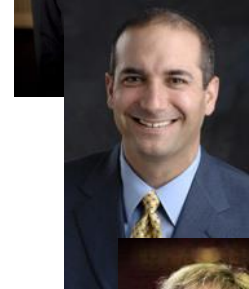
GET INVOLVED

FOLLOW THE DEPT. OF
MARKETING ON FACEBOOK!

Happy Belated Birthday!!



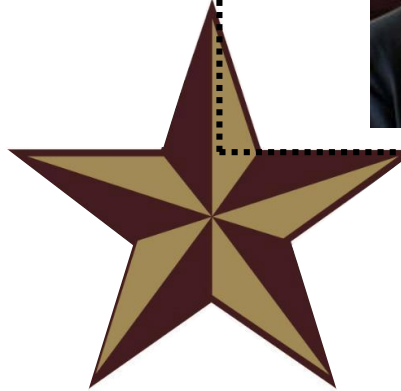
Dr. Anna Turri
June 9th



Dr. Jeremy
Sierra
June 10th



Dr. Gail
Zank
June 11th



Enactus

Four Enactus officers recently traveled to New York on behalf of the Enactus team to meet with Enactus alumni, Monica Morris Telese, Thai-Ling Maltez Cahow, and Greg Gibson. All three alumni played a strategic role in the success of past championship teams. Monica served as both President and lead presenter on the 2000 U.S.A. and World Championship team. Thai-Ling led several trips to Nicaragua, her native country, for projects with Nicaragua's Dept. of Education and multiple businesses.

Enactus officers for the fall semester have been selected. The new Enactus President, Katelyn Bain, and her executive committee of Lakota Campbell, Gina Goss, Ryan Zajack, Jason Cassidy, Amanda Perez, and Sean Simmons, will be directing the 50+ officer team. The Directed Study Enactus summer class, along with Enactus alumni and advisory board members, worked hand-in-hand in the development of a new technology project. It will be featured in the 2016-2017 regional and national competitions.



From Left to Right: Jason Casady, Ryan Zajack, Amanda Perez, Thai-Ling Maltez Cahow (alumna), Essence Patterson, Greg Gibson (alumnus), and Monica Morris Telese (alumna).

Center for Professional Sales

One of our very active corporate partners, ADP, is continuing to promote Texas State sales students. They have recently promoted Brandon Barber to run Retirement Services for the entire Central Texas region. Josh Kearns has moved up to a Sales Executive position in Austin, Texas. Stevi Braune now runs the National Health Insurance program for ADP. Meghan Bergman and Carolina Espinoza have both been promoted to CPA Centrics, a growth area for the company, and Marcus Hughes is now a corporate trainer for ADP.

We are also happy to announce that the Center of Professional Sales has added Gartner as a new corporate partner. Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. A division of Gartner, Software Advice™, is headquartered in Austin, Texas and is a trusted resource of information for business to business software buyers.



Workplace Answers, also headquartered in Austin, TX. is a new corporate partner, providing the professional selling students with diverse career opportunities. Workplace Answers provides industry-specific compliance solutions for enterprise, higher education, and government organizations.

The Global Sales Science Institute, held in Birmingham, UK in June, was represented by Dr. Annie Liu, who served as the Conference Co-Chair. The University Sales Center Alliance, the accrediting organization for professional selling, initiated this conference and member universities attend and present sales research papers.

Vicki West, Director of the Center for Professional Sales, attended the 3M Frontline Conference on July 28-29, 2016 at 3M headquarters in Minnesota. Professional selling student interns presented their work before 3M executives and faculty from around the United States who are involved in the Frontline program.



From Left to Right: Dean Denise Smart, Julian Madrid (intern), Juan Carlos Martin, Michelle Crisp (intern), Irene Peralta (UPS Spain Manager)

The Center for Professional Sales successfully completed the first global sales internship with our global partner, UPS. Michelle Crisp and Julian Madrid were the sales interns who participated in this prestigious initiative. The internship included a work experience in both the USA inside sales headquarters and Barcelona, Spain. The students were also participating in the Study Abroad program in the afternoon with a work assignment in the morning. Dr. Denise Smart is pictured with the interns and the UPS Spain Mgr. Irene Peralta. Mr. Derrick Craver, Director of Sales, is excited about the successful completion of the internship and the future of our students who will join their operation in January 2017.

RESEARCH SPOTLIGHT

Peer-Reviewed Publications:

Anderson, Sidney T. and Smith, Jeffery S. (2016), "An Empirical Examination of the Impact of Tri-Dyadic Fit on the Service Experience," *Journal of Service Management*, 27(3), 299-319.

Gould, A. Noel, [Annie H. Liu](#), and Yang Yu (2016), "Opportunities and Opportunism with High-Status B2B Partners in Emerging Economies," *Journal of Business and Industrial Marketing*, 31(5), p684-694.

Gilliam, David and [Steven W. Rayburn](#) (2016) "Propensity for Reciprocity and Cooperation among Frontline Employees," *Journal of Services Marketing*, 30/3, 290-301.

Baack, D.W., [Wilson, R.T.](#), van Dessel, M.M, & Patti, C.H. (2016), "Advertising to Businesses: Does Creativity Matter?" *Industrial Marketing Management*, 55 (May), 169-177.

Baack, D.W., [R.T. Wilson](#), and B.D. Till, (2016). "Culture, Development, and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Outdoor Advertising," *Marketing Management Journal*, 26(1), 18-34.

Peer-Reviewed Conference Proceedings/Presentations:

Academy of Marketing Science (AMS) Annual Conference, May 2016, Orlando, Florida:

[Vishag Badrinarayanan](#) (Author and Presenter)

[Enrique Becerra](#) (Author)

[Jeremy Sierra](#) (Author and Presenter)

[Taewon Suh](#) (Author)

[Anna Turri](#) (Author)

Global Sales Science Institute (GSSI) Conference, June 2016, Birmingham, UK:

[Annie Liu](#) (Author and Presenter)

SERVSIG International Conference, June 2016, Maastricht, Netherlands:

[Ray Fisk](#) (Author and Presenter)

[Linda Nasr](#) (Author and Presenter)

[Steven Rayburn](#) (Author and Presenter)

Frontiers in Service Conference, June, 2016, Bergen, Norway:

[Ray Fisk](#) (Author and Presenter)

[Linda Nasr](#) (Author and Presenter)

[Steven Rayburn](#) (Author and Presenter)

Academy of Marketing Science World Marketing Congress, Paris, France:

[Vishag Badrinarayanan](#) (Author)

[Enrique Becerra](#) (Author and Presenter)

Invited Scholarly Presentations:

[Taewon Suh](#) on "Global Innovation," on July 1st, at the East-West Institute, Yonsei University, Seoul, South Korea.

Awards, Honors, and Leadership:

[Linda Nasr](#), "Best Service Consumer Paper" Award for paper entitled: "Bring me sunshine: Developing a deeper understanding of positive customer feedback" (Co-authored with: Jamie Burton and Thorsten Gruber), *Journal of Services Marketing*.

[Annie Liu](#), Conference Co-Chair - Global Sales Science Institute (GSSI) Conference, June 2016, Birmingham, UK.

[Linda Nasr](#), SERVSIG Officer for Europe and SERVSIG Communication Officer.

RESEARCH SPOTLIGHT

CONTACT INFORMATION

STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing actively supports three student organizations, all of which have successful track records in gaining student involvement, contributing to the university and community, and succeeding at the highest levels of competition. These organizations are a major component of the department's ongoing pride and tradition. If you would like to be a part of any of these exciting and career-oriented groups, contact the advisors listed below:

American Marketing Association (AMA)

Dr. Karen Smith - ks07@txstate.edu

Dr. Gail Zank (Case Advisor)- gz10@txstate.edu

American Advertising Federation (AAF)

Dr. Rick Wilson - rtw34@txstate.edu

Enactus (Formerly SIFE)

Mrs. Vicki West- vw03@txstate.edu



Editor, Nikki Herrera [nkh2@txstate.edu]

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