

Stephanie M. Mangus

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ACADEMIC BACKGROUND

- PH.D.** E.J. Ourso College of Business, Louisiana State University, August 2014
Major: Marketing
Minor: Management
G.P.A.: 3.95/4.0
- M.B.A.** Carl H. Lindner College of Business, University of Cincinnati, 2009
Concentration: Marketing
G.P.A.: 3.69/4.0
- B.A.** Communication Arts, Ohio Northern University, 2005
Concentrations: Public Relations and Broadcast and Electronic Media
Minors: Journalism and Religion
G.P.A.: 3.93/4.0

PROFILE

- Active researcher with an article forthcoming in *Psychology & Marketing*, as well as eight conference papers at leading marketing organizations
- Dedicated teacher with consistently high course evaluation scores averaging 3.7 of 4 across sections and acknowledged with the E.J. Ourso College of Business Graduate Teaching Assistant Award
- Teaching experience with both undergraduate and master's students through graduate assistant roles
- Excellence acknowledged through selection as a participant for the 2013 AMA Sheth Consortium
- Research potential recognized through the William O. Bearden Research Award from the Southeast Marketing Symposium and the Jane K. Fenyo Award for Best Student Paper from the Academy of Marketing Science
- Contributions to the department and colleagues recognized with the Daryl McKee Memorial PhD Award

DISSERTATION

“The Hidden Layer of Buyer-Seller Relationships”

Co-Chairs: Dr. Judith Anne Garretson Folse
Dr. Eli Jones

Committee: Dr. William C. Black
Dr. Timothy Chandler
Dr. Ofer Mintz

Abstract: This research uses social capital theory to address the multiple layers present in buyer-seller interactions. Specifically, the goal is to investigate the role of affect and personal relationships in business-to-business sales. An understanding of these factors contributes to analyzing how trusted business advisor relationships are managed and what business performance outcomes are augmented by affect and the personal dimension of interactions.

- *Essay 1:* Uses qualitative data drawn from in-depth interviews with professional salespeople and their B2B clients to develop a model of trusted advisor relationships and corresponding antecedents and consequences.

- *Essay 2:* Utilizing data from B2B organizations, this essay develops a measure for trusted advisor relationships.
- *Essay 3:* Relies on data from professional salespeople in multiple B2B firms to test a conceptual model that explores the role of personal and business components of B2B relationships on subjective and objective performance outcomes, such as referrals, share of business, and profit.

RESEARCH INTERESTS

- Relationship marketing
- Sales relationships
- Sales management
- Marketing strategy
- Role of emotions in relationships

PUBLICATIONS

JOURNALS

Moulard, Julie Guidry, Dan Hamilton Rice, Carolyn Popp Garrity, and **Stephanie M. Mangus** (forthcoming), "Artist Authenticity: How Artists' Passion and Commitment Shape Consumers' Perceptions and Behavioral Intentions," *Psychology & Marketing*.

CONFERENCE PRESENTATIONS

Lastner, Matthew, Judith Anne Garretson Folse, **Stephanie M. Mangus**, and Patrick Fennell (August 2014), "Service Recovery: Eliciting Satisfaction Through Pride or Gratitude." American Marketing Association Summer Conference, San Francisco, California.

Stephanie M. Mangus, Eli Jones, Judith Anne Garretson Folse, and William C. Black (June 2014), "Conceptualizing and Testing 'Trusted Advisor Relationship' and its Implications." Thought Leadership on the Sales Profession Conference, Columbia University, New York, New York.

Lastner, Matthew, **Stephanie M. Mangus**, and Patrick Fennell (May 2014), "Salespeople and the Verification Process: The Critical Role Salespeople Can Play in Firm Verification Strategies." Academy of Marketing Science Conference, Indianapolis, Indiana.
Recipient of the Jane K. Fenyo Award for Best Student Paper

Mangus, Stephanie M. and Matthew Lastner (April 2014), "Moderating Effects of Salesperson Openness to Experience on Co-Creation of Value." National Conference for Sales Management, Miami, Florida.

Lastner, Matthew, Patrick Fennell, **Stephanie M. Mangus**, and Judith Anne Garretson Folse (October 2013), "Under-Promise and Over-Deliver: The Role of Wait Time Expectations and Wait Prediction Accuracy on Evaluations." Association for Consumer Research, Chicago, Illinois.

Mangus, Stephanie M. (May 2013), "Shaping Customer Service & Store Atmosphere: An Exploratory Ethnography of Retail Environments." Academy of Marketing Science Conference, Monterey, California.

Mangus, Stephanie M., Jacob Hiler, and Ben McLarty (August 2012), "A New Tool for Customer Segmentation: Defining & Measuring Relationship Proneness." American Marketing Association Summer Conference, Chicago, Illinois.

Mangus, Stephanie M. (May 2012), “Trusted Advisor: A Key Variable on the Path to Co-Creating Value with Clients.” Academy of Marketing Science Conference, New Orleans, Louisiana.

Mangus, Stephanie M., Jacob Hiler, William C. Black, and Judith Anne Garretson Folse (May 2012), “What Customers Value: Relationships and Utility.” Academy of Marketing Science Conference, New Orleans, Louisiana.

WORKING PAPERS

Lastner, Matthew, Judith Anne Garretson Folse, **Stephanie M. Mangus**, and Patrick Fennell, “Time: Impact of Expected and Actual Wait Time on Service Outcomes.”

- This research assesses the role of optimal and suboptimal service conditions on coping mechanisms and satisfaction. Findings from a 3 (expected wait) X 3 (actual wait) between-subjects design revealed waiting longer can actually result in more favorable attitudes than waiting longer, depending upon expectations. Two follow-up studies collected during the Spring of 2013 extend this first study.
- Status: Study 3 data collection
- Target: Journal of the Academy of Marketing Science

Mangus, Stephanie M. and Jacob Hiler, “Relationship Proneness & Gratitude in Relationship Marketing.”

- This research explores the role consumer’s preference for developing relationships with frontline employees, firms, brands, and other consumers impact perceptions of gratitude in service exchanges. The paper includes scale development of the relationship proneness measure using structural equation modeling through three studies with adult and student subjects. The main study relies on survey data from over 200 student subjects to explore relationship proneness and gratitude in one model.
- Status: Manuscript development
- Target: Journal of Business Research

Folse, Judith Anne Garretson, Dora Schmit Bock, **Stephanie M. Mangus**, and Randle D. Raggio “Unselfish Favors: Eliciting Gratitude and WOM.”

- This project addresses the factors that can elicit the positive emotion of gratitude instead of the mixed emotion of indebtedness and result in favorable WOM. The first study is a 2 (favor: selfish vs. unselfish) X 2 (service setting: optimal vs. suboptimal) between subjects design. The second study holds unselfish favor constant, and is a 2 (service setting: optimal vs. suboptimal) X 2 (feedback opportunity: yes vs. no) between subjects design.
- Status: Study 3 data collection
- Target: Journal of Retailing

Lastner, Matthew, **Stephanie M. Mangus**, and Patrick Fennell, “Salespeople and the Verification Process: The Critical Role Salespeople Can Play in Firm Verification Strategies.”

- This paper explores the opportunity for salespeople to play a critical role for organizations in a monitoring capacity and identify the key factors that contribute to salesperson success in such a role. Given their unique position at the interface of the exchange process, salespeople are potentially well suited to be actively involved in the informal monitoring function for organizations. This research explores the advantages and disadvantages of using salespeople in such monitoring roles.
- Status: Study design
- Target: Journal of Personal Selling and Sales Management

OTHER PRESENTATIONS

Mangus, Stephanie M. and Jacob Hiler (February 2012), “What Customers Value: Relationships and Utility.” Southeast Marketing Symposium, Knoxville, Tennessee.

Mangus, Stephanie M. (February 2011), “Friends and Family – To Refer or Not to Refer?” Southeast Marketing Symposium, Oxford, Mississippi.

TEACHING INTERESTS

- Principles of marketing
- Marketing strategy
- Marketing management
- Sales management

TEACHING EXPERIENCE

Instructor, Louisiana State University

- Principles of Marketing, 4 sections,
 - Average Course Evaluation Score 3.7 / 4.0
 - Scale: 1 = Poor, 4 = Excellent
 - Fall 2012, Wintersession 2012, Spring 2013, Spring Intercession 2013
- Sales Management, 2 sections
 - Average Course Evaluation Score 3.8 / 4.0
 - Fall 2013, Spring 2014

Teaching Assistant, Louisiana State University

- Marketing Administration, MBA
 - Marketing Communication & Promotion, Undergraduate
 - Negotiations, Persuasion and Influence, MBA
- Dr. Eli Jones
Dr. Judith Garretson Folse
Dr. Eli Jones

HONORS & AWARDS

- Jane K. Fenyo Award for Best Student Paper – Academy of Marketing Science 2014
- E.J. Ourso College of Business Graduate Assistant Teaching Award 2014
- American Marketing Association Sheth Doctoral Consortium Representative, 2013
- William O. Bearden Research Award 2013
 - Awarded by the Southeast Marketing Symposium in recognition of high-quality research proposals among doctoral students
- Academy of Marketing Science Doctoral Student Travel Grant, 2013, 2014
- Louisiana State University Graduate School Travel Grant, 2013, 2014
- Outstanding Service Award, Southeast Marketing Symposium, 2013
 - Recognition of significant contributions to the planning and execution of the event
- The Daryl McKee Memorial PhD Award, Department of Marketing, E.J. Ourso College of Business, Louisiana State University, 2012
 - Annual recognition of a doctoral student for outstanding collegiality, mentoring, and program stewardship as nominated and awarded by their peers

SERVICE & PROFESSIONAL ACTIVITIES

Conference Participation

- National Conference in Sales Management (2014)
- Association for Consumer Research Conference (2013)
- Association for Consumer Research Conference Doctoral Consortium (2013)
- AMA Faculty Consortium: New Horizons in Selling & Sales Management (2013)
- Academy of Marketing Sciences Conference (2012, 2013, 2014)
- American Marketing Association Summer Conference (2012, 2013)

- Society for Marketing Advances, Doctoral Consortium (2010)
- Society for Marketing Advances Conference (2010, 2011, 2012)
- Southeast Marketing Symposium (2011, 2012, 2013)

Conference Ad Hoc Reviewer

- Academy of Marketing Science (2012, 2013, 2014)
- Society for Marketing Advances (2011, 2012)
- World Marketing Congress Academy of Marketing Science (2011)

Conference Session Chair

- Academy of Marketing Science (2012, 2013, 2014)
- American Marketing Association Summer Conference (2012)

Department

- Southeast Marketing Symposium, Host Planning Committee, 2012-2013

College

- AACSB Reaccreditation Preparation Committee – Louisiana State University (2010-2011)
- AACSB Reaccreditation Preparation Committee – University of Cincinnati (2008-2010)

DOCTORAL COURSEWORK

Marketing Seminars

- Marketing Theory & Experimental Methods
- Advanced Topics in Marketing Management
- Marketing Strategy – Pricing & Promotions
- Advanced Marketing Research – Multivariate Techniques
- Advanced Seminar in Consumer Behavior
- Structural Equation Modeling
- Applications of Marketing Theory

Faculty

Dr. Judith Anne Garretson Folse
 Dr. William Black
 Dr. Daniel Weathers
 Dr. William Black
 Dr. Ronald Niedrich
 Dr. William Black
 Dr. Ronald Niedrich

Minor – Management

- Seminar in Policy Formulation & Administration
- Organizational Behavior
- Strategic Organization

Dr. Jean McGuire
 Dr. Jeremy Bernerth
 Dr. Thomas Greckhamer

Support Area – Research Methods

- Advanced Statistical Analysis for Research I
- Advanced Statistical Analysis for Research II
- Research Methods in Management
- Qualitative Research Methods: Ethnography

Dr. James VanScotter
 Dr. Young Chun
 Dr. Art Bedeian
 Dr. Sarah Becker

NON-ACADEMIC EXPERIENCE

Assistant Director of College Relations, University of Cincinnati College of Business

January 2008 - July 2010

- Created Strategic Marketing/Communication Plans for internal and external audiences; oversaw projects including development of undergraduate recruiting materials, web site content, event support materials and environmental branding initiatives; developed and edited content for web site, annual report and other publications; served as media contact; coordinated communication and activities between College and various Centers and University units; monitored departmental budget; served as resource to colleagues for branding, marketing and promotions issues.

- Managed all marketing and communications efforts during interim director period, including ad design and placement; press release creation and distribution; wrote all news and promotional copy; managed environmental branding projects; coordinated efforts with College partners including Creative Services, University Communications, UC Foundation and external media.

Executive Staff Assistant, University of Cincinnati College of Business

January 2006 - January 2008

- Created and maintained College course scheduling; managed course evaluations and increased data accuracy while streamlining processing and decreasing return time by over 50%, also managed migration to online system significantly cutting costs; managed room scheduling and building resources, including three major renovation projects totaling over \$2M and other building upgrade projects; planned and executed major College events and activities; contributed to College planning and strategy initiatives; assisted with College Marketing efforts.

REFERENCES

Dr. Judith Anne Garretson Folse
V. Price LeBlanc Developing Scholar Professor in Marketing
Professor, Department of Marketing
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