***Stephanie M. Mangus***

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N348 North Business College Complex

East Lansing, MI 48824

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linkedin.com/in/stephaniemangus

**Academic Background\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Ph.D.** E.J. Ourso College of Business, Louisiana State University, 2014

Major: Marketing

Minor: Management

G.P.A.: 3.95/4.0

**M.B.A.** Carl H. LindnerCollege 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 work published in *Psychology & Marketing* and presented at conferences hosted by 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. Eli Jones Committee: Dr. William C. Black  
 Dr. Judith Anne Garretson Folse 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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Publications\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Journals**

Moulard, Julie Guidry, Dan Hamilton Rice, Carolyn Popp Garrity, and **Stephanie M. Mangus** (2014), “Artist

Authenticity: How Artists’ Passion and Commitment Shape Consumers’ Perceptions and Behavioral

Intentions,” *Psychology & Marketing.*

**Conference Presentations**

**Stephanie M. Mangus** and Travis Walkowiak (August 2015), “Customer Satisfaction: The Moderating Role of   
 Relationship Stages,” American Marketing Association Summer Conference, Chicago, Illinois. *(under   
 review)*

**Stephanie M. Mangus,** Eli Jones, and Judith Anne Garretson Folse (July 2015), "Trusted Advisor

Relationships: Exploring the Benefits of Multilayered Buyer-Seller Relationships," 5th Biennial

Enhancing Sales Force Productivity Conference, Atlanta, Georgia.

**Stephanie M. Mangus** and Patrick Fennell (May 2015), “Friends & Family – To Refer or Not to Refer?”

Academy of Marketing Science Conference, Denver, Colorado.

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**

**Mangus, Stephanie M.**, Eli Jones, and Judith Anne Garretson Folse, “Exploring the Benefits of Multilayered

Buyer-Seller Relationships on Firm and Salesperson Growth”

* This research explores the presence and operationalization of trusted advisor relationships in B2B environments to explore the impact of such relationships on salesperson year-over-year growth and performance, as well as account level revenue growth.
* Status: Manuscript Development
* Target: Journal of Marketing (December 2015 submission)

Ruvio, Ayalla, Roger Calantone, and **Stephanie M. Mangus**, “Students, MTurk, and Panel Data, Oh My!: The

Role of Sampling in Studying Consumer Emotions”

* Exploration of the effects of sampling source on the academic study of emotions. As data from student subject pools and Amazon’s Mechanical Turk come under fire from academics, this work explores the differential effects of the same experimental treatments across samples.
* Status: Conceptual development
* Target: Journal of Marketing Research (Spring 2016 submission)

**Stephanie M. Mangus**, “How Salesperson Openness to Experience Impacts the Process of Co-Creating Customer   
 Value”

* This work explores the role salesperson personality traits and tendencies play in the co-creation of value process with customers. Though research suggests that firms can generate value by co-creating opportunities with customers, individual salespeople must serve as the catalyst for such a process. Understanding the individual-level barriers present in the process is valuable to managers looking to encourage such interactions.
* Status: Identifying data sources
* Target: Journal of Marketing

**Mangus, Stephanie M.**, Eli Jones, and Judith Anne Garretson Folse, “Managing the Sales Force: The Role of Trusted Advisor Relationships”

* This research utilizes in-depth interviews with sales executives, sales managers, salespeople, and customers to explore how trusted advisor relationships impact the operations of sales units, the managing of salespeople’s portfolios, and the ‘dark side’ or negative outcomes of such relationships.
* Status: Manuscript Development
* Target: Strategic Management Journal (March 2016 submission)

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: Manuscript development
* Target: Journal of Marketing (January 2016 submission)

Bock, Dora, **Stephanie M. Mangus**, and Judith Anne Garretson Folse, “Demystifying Customization: The Impact

of Product and Process Customization on Consumer Loyalty.”

* This research examines both adaptive selling behaviors and end product customization during B2C exchange and the impact such types of customization have on generating customer emotions and loyalty. Data from two consumer studies indicate the significant impact of customization with findings that support adaptive selling behaviors generate higher levels of loyalty than end product customization.
* Status: Manuscript finalization
* Target: Journal of International Research in Marketing (Summer 2015 submission)

Lastner, Matthew and **Stephanie M. Mangus**, “The Customer Verification Process: The Strategic Role of

Salespeople 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 & identifying data sources
* Target: Journal of Personal Selling and Sales Management

Lastner, Matthew, Judith Anne Garretson Folse, **Stephanie M. Mangus**, and Patrick Fennell, “The Road to

Recovery: Overcoming Service Failures with Strategies that Elicit Gratitude and Pride to Promote

Satisfaction and Behavioral Intentions.”

* This research assesses the role of optimal and suboptimal service conditions on coping mechanisms and satisfaction. A series of experiments identify conditions in which provider responses to service failures can mitigate negative consequences and generate positive emotions.
* Status: Responding to reviewer feedback from a rejection to resubmit
* Target: Journal of Services Research (Summer 2015 submission)

**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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Assistant Professor,* Michigan State University

* Sales Management, 2 sections
  + Average Course Evaluation Score – Fall 2014 *3.42 / 5*
  + Scale: 1=Strongly Disagree, 5=Strongly Agree
  + Fall 2014, Spring 2015
* Marketing Management, 1 section
  + Average Course Evaluation Score
  + Spring 2015

*Instructor*, Louisiana State University

* Sales Management, 2 sections
  + Average Course Evaluation Score *3.8 / 4.0*
  + Fall 2013, Spring 2014
* 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

*Teaching Assistant*, Louisiana State University

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

**Honors & Awards\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* E.J. Ourso College of Business Distinguished Dissertation 2015
* 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*

* Thought Leadership on the Sales Profession Conference, Columbia University (2014)
* 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, 2015)
* 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*

* American Marketing Association (2015)
* Academy of Marketing Science (2012, 2013, 2014, 2015)
* Society for Marketing Advances (2011, 2012)
* World Marketing Congress Academy of Marketing Science (2011)
* National Conference for Sales Management (2015)
* U.S. Association for Small Business & Entrepreneurship (2014)

*Conference Session Chair*

* Academy of Marketing Science (2012, 2013, 2014)
* American Marketing Association Summer Conference (2012)
* Southeast Marketing Symposium, Host Planning Committee (2012-2013)

*Department*

* Department Advisory Council (2014-2015)
* National Team Selling Competition, Coach (2014)
* All MSU Sales Competition Judge (2015)

*College*

* Pi Sigma Epsilon Sales & Marketing Fraternity, Advisor (2014-2015)
* AACSB Reaccreditation Preparation Committee – Louisiana State University (2010-2011)
* AACSB Reaccreditation Preparation Committee – University of Cincinnati (2008-2010)

**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.