***Stephanie M. Mangus***

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Department of Marketing N348 Business College Complex  
Eli Broad College of Business East Lansing, MI 48824

Michigan State University mangus@broad.msu.edu

(517) 432-6429

**Academic Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Assistant Professor** Michigan State University August 2014 - Present  
 Eli Broad College of Business

Department of Marketing

**Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

Business Administration (Marketing)

*Dissertation: “The Hidden Layer of Buyer-Seller Relationships”*

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

**M.B.A.** Carl H. LindnerCollege of Business**,** University of Cincinnati, 2009

**B.A.** Communication Arts,Ohio Northern University, 2005

Concentrations: Public Relations and Broadcast and Electronic Media

Minors: Journalism and Religion

**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 and acknowledged with the E.J. Ourso College of Business Graduate Teaching Assistant Award
* Teaching experience with both undergraduate and master’s students
* Selected as a participant for the 2013 AMA Sheth Consortium
* Research potential recognized through the William O. Bearden Research Award from the Southeast Marketing Symposium, the Jane K. Fenyo Award for Best Student Paper from the Academy of Marketing Science, and the E.J. Ourso College of Business Distinguished Dissertation

**Research Interests\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Managerially-relevant marketing strategy with emphasis on:

* Buyer-seller 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,* 31 (8), 576-590.

*---Featured in/on local, national, and international media outlets including The Huffington Post,*

*CJAD Radio, WLNS-TV, The Art Newspaper, The Speaker, KIJK Magazine, among others*

**Conference Presentations**

**Mangus, Stephanie M.** and Travis Walkowiak (August 2015), “Customer Satisfaction: The Moderating

Role of Relationship Stages,” American Marketing Association Summer Conference, Chicago,

Illinois. *(under review)*

**Mangus, Stephanie M.**, 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.

**Mangus, Stephanie M.** 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.

**Mangus, Stephanie M.**,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,” *manuscript*

*development, three levels of data (sales manager, salesperson, customer) collected from two*

*firms with objective performance data* *targeted to* ***Journal of Marketing*** *in December 2015*

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

Customer Value,” *identifying data sources, targeted to* ***Journal of Marketing***

**Mangus, Stephanie M.**, Eli Jones, and Judith Anne Garretson Folse, “Managing the Sales Force: The

Role of Trusted Advisor Relationships,” *manuscript development for submission to* ***Strategic***

***Management Journal*** *in March 2016*

Folse, Judith Anne Garretson, Dora Schmit Bock, **Stephanie M. Mangus,** and Randle D. Raggio

“Unselfish Favors: Eliciting Gratitude and WOM,” *finalizing manuscript for submission to*

***Journal of Marketing*** *in* *January 2016*

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

The Impact of Product and Process Customization on Consumer Loyalty,” *finalizing manuscript*

for submission to ***Journal of International Research in Marketing*** *in July 2015*

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

of Salespeople Verification Strategies,” *identifying data sources, targeted to* ***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,” *finalizing manuscript for submission to* ***Journal of Services Research*** *in May 2015*

**Other Presentations**

Jones, Eli and **Stephanie M. Mangus** (January 2015), “Blurred Lines,” *J.B. Hunt National Sales*

*Meeting,* Lowell, AR.

**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, Aggregate Rating – Fall 2014 *3.42 / 5*
* Marketing Management, Aggregate Rating – TBA

*Instructor*, Louisiana State University

* Sales Management, Aggregate Rating *3.8 / 4.0*
* Principles of Marketing, Aggregate Rating *3.7 / 4.0*

*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 from the Southeast Marketing Symposium
* 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
* The Daryl McKee Memorial PhD Award, Department of Marketing, E.J. Ourso College of Business, Louisiana State University, 2012

**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)