

Blake A. Runnalls

Department of Marketing, Eli Broad College of Business
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EDUCATION

Doctor of Philosophy, Marketing, Michigan State University, May 2017 (Expected)
Master of Arts, Economics, University of South Florida, December 2011
Master of Arts, MBA, University of Massachusetts-Amherst, May 2009
Bachelor of Arts, Communications/Public Relations, Marist College, May 2003

RESEARCH INTERESTS

- Business-to-Business Sales Management
- Pricing
- Organizational Learning and Knowledge Management

HONORS AND AWARDS

- Nominated to attend the 2015 AMA Sheth Doctoral Consortium at the London Business School
- Nominated to attend the 2014 Haring Symposium at Indiana University as a student presenter and representative of Michigan State University.
- Nominated to attend the 2014 Institute for the Study of Business Markets (ISBM) PhD Summer Camp, San Francisco, CA
- *Best Paper Award*, 2013 Shao Chang Lee Paper Competition presented by the Asian Studies Center at Michigan State University. The paper investigated the role that power plays in buyer-supplier relationships.

CONFERENCE PAPERS AND PRESENTATIONS

- Sternquist, Brenda and **Blake A. Runnalls**, "Food Retail FDI: Learning Through History," *2015 Academy of International Business (AIB) Summer Conference*, Bengaluru, India, June 2015
- Voorhees, Clay M., Roger J. Calantone, **Blake A. Runnalls**, Praneet Randhawa, and Michael McCall, "Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment," *2015 AMA Winter Educators' Conference*, San Antonio, TX, February 2015
- **Runnalls, Blake A.**, Clay M. Voorhees, and Roger J. Calantone, "User Generated Content and Firm Performance," *2014 AMA Summer Educators' Conference*, San Francisco, CA, August 2014
- **Runnalls, Blake A.**, "How Online Price Competition is Changing the Retail Landscape: A View From Auction Theory." Presented at the 2013 Pricing and Retailing Conference at Babson College.

SERVICE AND PROFESSIONAL DEVELOPMENT

- Nominated to be a session chair (Sales Track) at the 2015 Academy of Marketing Science Annual Conference.
- Attended the 2013 Internationalizing Doctoral Education in Business (IDEB) workshop presented by the University of Connecticut Center for International Business Education and Research (CIBER).

RESEARCH EXPERIENCE

Center for Urban Transportation Research (CUTR)

2011-2012

Research Assistant, ITS, Traffic Operations, and Safety

- Managed and co-authored the 2012 Observational Survey of Motorcyclists: Managed a team that completed 540 intersection observations across 14 counties in Florida in order to determine helmet use levels by motorcyclists. Statistical analysis was completed to identify relationships among riders of different age, gender, and bike type.
- Managed and co-authored the 2012 Florida Rider Training Survey: Constructed and distributed surveys to Florida Rider Training Program schools. A total of 500 recent Basic Rider Course (BRC) graduates were surveyed in order to determine their likeliness to participate in various riding activities. Statistical analysis was completed to identify relationships among new riders of different ages, gender, riding experiences, and bike types.

General Electric

2009

Practicum Project MBA Team Member

- Collected and analyzed data to determine the success rate of a new testing module
- Assisted finance team in evaluating the transfer of financial reports from a data warehouse to a new division-wide enterprise resource planning (ERP) system
- Constructed data-driven model to predict and report number of successful transfer completions

University of Massachusetts, Isenberg School of Management

2007-2009

Research Assistant

- Collected data for an active paper about Internal Control Systems for the Committee of Sponsoring Organizations
- Identified and analyzed the remaining issues of the convergence of US Generally Accepted Accounting Principles (US GAAP) and International Financial Reporting Standards (IFRS)
- Researched potential impact of Extensible Business Reporting Language (XBRL) on a firm's behavior as it pertains to capital structure and investment decisions

PROFESSIONAL EXPERIENCE

University of Massachusetts, Amherst, MA

2010

MBA Program Coordinator

Credit Suisse, Boston, MA

2008

Intern Associate; Private Banking USA

McLarens Young International, New York, NY

2007

General Adjuster

Progressive Insurance, Hudson Valley, NY

2004-2007

Claims Representative/Network Representative

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Economics Scholar Society; Omicron Delta Epsilon (ODE)