

Blake A. Runnalls

Department of Marketing, Eli Broad College of Business
Michigan State University
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EDUCATION

Doctor of Philosophy, Marketing, Michigan State University, May 2017 (Expected)

Dissertation Title: Measuring and Evaluating Sales Training Effectiveness¹

Successfully Defended: May 13th, 2016

Committee Members: Dr. Douglas E. Hughes (Chair)
Dr. Clay M. Voorhees
Dr. Roger J. Calantone
Dr. G. Tomas M Hult
Dr. J. Kevin Ford

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

Marketing Management with a focus on relationship marketing, sales management, and the customer-firm interface.

SUBMITTED PAPERS

- **“Majority and Minority Influence Associated with Online Reviews”**. Co-authors: Thomas L. Baker, Paul W. Fombelle, Kristina K. Lindsey Hall, and Clay M. Voorhees.
Status: Under Review at the *Journal of Consumer Research*

WORKING PAPERS (in different stages of development):

- **“The Impact of Organizational Resources on Sales Training Transfer and Performance”**. Co-author Douglas E. Hughes
Status: Conceptual model is finalized and front-end of the paper is drafted. Developing survey instrument. Data collection will begin fall 2016. Targeting submission to the *Journal of Marketing*.
- **“The Development and Impact of Salesperson Intentions on Sales Training Transfer”**. Co-author Douglas E. Hughes
Status: Conceptual model is finalized and front-end of the paper is drafted. Developing survey instrument. Data collection will begin fall 2016. Targeting submission to the *Journal of Marketing*.

¹ This project was chosen by the Sales Education Foundation (SEF) and Neil Rackham (author of SPIN selling) as a one of two funded projects for the 2015 SEF/Neil Rackham grant competition.

- **“Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment”**. Co-Authors: Clay M. Voorhees, G. Tomas M. Hult, Roger J. Calantone, and Praneet Randhawa.
Status: Analyses complete and final edits are being made to draft. Targeting submission to the *Journal of Marketing* summer 2016
- **“A Dynamic Model of the Effects of Customer Provided Information on Multi-Firm Sales”**. Co-authors: Zhen Zhang, Clay M. Voorhees, and Roger J. Calantone.
Status: Data have been collected and model is being calibrated. Targeting submission to the *Journal of Marketing Research* in fall 2016.
- **“Knowledge, Strategy, and Performance: A Longitudinal Analysis”**. Co-authors: Pinar Kecec, Yanhui Zhao, and G. Tomas M Hult.
Status: Draft is being finalized. Targeting submission to the *Journal of Business Research* in summer 2016
- **“Team Dynamics, Risk Taking, and Contract Violations”**. Co-authors: Pinar Kecec, Travis Walkowiak, Gilbert D. Harrell, and John R. Hollenbeck
Status: Data have been collected and formal model is being tested. Targeting submission to *Decision Sciences* in fall 2016.

CONFERENCE PAPERS AND PRESENTATIONS

- Voorhees, Clay M., Thomas L. Baker, Paul W. Fombelle and **Blake A. Runnalls**, “Majority and Minority Influence Associated with Online Reviews,” *2016 AMA Winter Educators’ Conference*, Las Vegas, NV, February 2015
- Kecec, Pinar, **Blake A. Runnalls**, Yanhui Zhao and G. Tomas M Hult, “Knowledge, Strategy, and Performance: A Longitudinal Analysis,” *2016 AMA Winter Educators’ Conference*, Las Vegas, NV, February 2015
- 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.

DOCTORAL PROGRAM COURSEWORK

Major

Seminar in Marketing Relations
Seminar in Marketing Strategy
Seminar in Marketing Theory
Seminar in Buyer Behavior
Marketing Decision Models
Statistical Models in Marketing

Dr. Douglas E. Hughes
Dr. G. Tomas M Hult
Dr. G. Tomas M Hult
Dr. Clay M. Voorhees
Dr. Roger J. Calantone
Dr. Roger J. Calantone

Methods

Organizational Research Methods
Advanced Organizational Research Methods
Econometrics I
Bayesian Inference

Dr. John R. Hollenbeck
Dr. Brent A. Scott
Dr. Jeffrey M. Wooldridge
Dr. Juan P. Steibel

Minor

Dynamic Market Behavior and Performance
Seminar in Strategic Process

Dr. Michael Conlin
Dr. Jamal Shamsie

Electives

Seminar in Theory Writing
Qualitative Field Research

Dr. Linn Van Dyne
Dr. Jualynne E. Dodson

HONORS AND AWARDS

- Fellow at the **2015 AMA Sheth Doctoral Consortium** at the London Business School.
- Winner of the **2015 Sales Education Foundation (SEF) and Neil Rackham Grant Competition**.
- Fellow at the **2014 Haring Symposium at Indiana University** as a student presenter and representative of Michigan State University.
- Fellow at the **2014 Institute for the Study of Business Markets (ISBM) Ph.D. Summer Camp**, San Francisco, CA.
- *Best Paper Award*, 2013 Shao Chang Lee Paper Competition presented by the Asian Studies Center at Michigan State University.
- Stanley Hollander Award, Michigan State University (2014, 2015)
- Graduate Office Fellowship Award, Michigan State University (2013, 2014, 2015, 2016)
- Full-Tuition Graduate Assistantship, University of South Florida (2011)
- Full-Tuition Graduate Assistantship, University of Massachusetts-Amherst (2007-2009)

SERVICE AND PROFESSIONAL DEVELOPMENT

- Co-Coached the 2016 Michigan State University team at the **National Collegiate Sales Competition**, Kennesaw State University, (Placed **1st** (individual) and **3rd** (team) out of 67 competing colleges and universities).
- Judge, All-MSU Sales Competition, Michigan State University (2014, 2015, 2016).
- Session chair (New Product Launch Strategy) at the 2016 American Marketing Association (AMA) Winter Conference.
- Session chair (Sales Track) at the 2015 Academy of Marketing Science Annual Conference.
- Active reviewer for the American Marketing Association (AMA), the Academy of Marketing Science (AMS), and the Academy of International Business (AIB) conferences (2013, 2014, 2015, 2016).
- Completed the 2013 Internationalizing Doctoral Education in Business (IDEB) workshop presented by the University of Connecticut Center for International Business Education and Research (CIBER).

TEACHING EXPERIENCE

Pricing, Profitability, and Marketing Metrics

Spring 2015, 2016

*Eli Broad College of Business, **Masters Level (MBA)***

- Course Description: Design, management, and integration of pricing into the marketing mix and the revenue yield strategies of the firm. Analytic, empirical and simulation approaches to pricing.
- Instructor Evaluation:

- 4.81 out of 5 – Course Quality
- 4.83 out of 5 – Instructor Quality

Quantitative Business Research Methods

Summer 2015, 2016

Eli Broad College of Business, Undergraduate Level

- Course Description: Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.
- Instructor Evaluation:
 - 4.33 out of 5 – Course Quality
 - 4.50 out of 5 – Instructor Quality

Marketing Strategy

Summer 2013, 2014

Eli Broad College of Business, Undergraduate Level

- Course Description: Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis.
- Instructor Evaluation:
 - 4.50 out of 5 – Course Quality
 - 4.16 out of 5 – Instructor Quality

TEACHING ASSISTANT EXPERIENCE

- Personal Selling and Buying Process (MKT 313 – spring 2016)
- Qualitative Approaches to Innovation Research (MKT 865 – fall 2015)
- Marketing Tech and Analytics (MKT 829 – summer 2014)
- Marketing Management (MKT 805 – fall 2013)
- Open Innovation Management (MKT810 – fall 2013)
- New Product Development and Portfolio Management (MKT 820 – fall 2013)

PREVIOUS 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 participant 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

- 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.

INDUSTRY EXPERIENCE

University of Massachusetts, Amherst, MA

2010

MBA Program Coordinator

- Promoted the Isenberg MBA Program to prospective students through representation at The World MBA Tour (Boston, NYC, Washington D.C, Los Angeles, and San Francisco), campus visit days, and MBA open house events.
- Designed and implemented a mentoring program that matched MBA alumni with incoming MBA students to foster meaningful professional relationships.

Credit Suisse, Boston, MA

2008

Intern Associate; Private Banking USA

- Worked alongside segment teams, targeting and compiling prospective client lists based on industry and income levels
- Designed and presented a wealth management selling strategy for Private Banking USA; consisting of aligning venture capital, private equity, and fixed income according to a client's asset base and predetermined risk tolerance level

McLarens Young International, New York, NY

2007

General Adjuster

- Managed insurance claims, loss adjusting, pre-risk and damage surveying for multiple worldwide insurers
- Investigated policy coverage and limits, insurance exposures to our clients, and settled claims based on liability for both casualty claims and property damage claims

Progressive Insurance, Hudson Valley, NY

2004-2007

Claims Representative/Network Representative

- Investigated coverage and settled liability claims for property damage and bodily injuries.
- Completed quality inspections to ensure claims were settled as per company guidelines.

PROFESSIONAL AFFILIATIONS

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

REFERENCES

Douglas E. Hughes

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