

# Jonathan M. Beck



Broad College of Business  
MICHIGAN STATE UNIVERSITY

Department of Marketing  
Eli Broad College of Business  
Michigan State University  
East Lansing, MI 48824

*Curriculum Vitae*  
(Updated February 2019)

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## EDUCATION

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### Michigan State University

East Lansing, MI

*Eli Broad College of Business*

Ph. D in Business Administration—Marketing, (Expected) 2020

### University of Rochester

Rochester, NY

*Simon Business School*

Master of Science in Marketing, 2015

### University of Central Florida

Orlando, FL

*College of Business Administration*

Master of Business Administration in Finance, 2014

*College of Arts and Humanities*

Bachelor of Arts in English, 2007

## RESEARCH INTERESTS

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My research focuses on customer experience management and relationship marketing.

Currently, I am working on engagements on the following topics:

- Services marketing strategies that affect both customer and employee outcomes
- Managing the online customer experience during and following the consumption stage
- Strategic mechanisms by which firms can increase profitability, e.g., loyalty programs

## DISSERTATION

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**Dissertation Title:** Managing the Online Conversation: The Roles of Expressed Behavioral Commitment and Decreased Customer Effort in Online Customer Reviews

**Committee:** Clay M. Voorhees (co-chair), G. Tomas M. Hult (co-chair), Anita Pansari, and Timothy J. Vogelsang

**Status:** Proposal defended May 21, 2018

## Publications

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Chaudhuri, Malika, Clay M. Voorhees, and Jonathan M. Beck, “The Effects of Loyalty Program Introduction and Design on Short- and Long-term Sales and Gross Profits,” forthcoming at the *Journal of the Academy of Marketing Science*.

## PAPERS UNDER REVIEW/REVISION

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### “Generic Title to Protect the Blind Review Process: Service Variability”

- Authors: Clay M. Voorhees, Jonathan M. Beck, Praneet Randhawa, Kristen Bell DeTienne, and Sterling A. Bone
- Status: Revising for 3<sup>rd</sup> round submission at *Journal of Service Research*

### “Generic Title to Protect the Blind Review Process: Interdisciplinarity”

- Authors: G. Tomas M. Hult, Travis Walkowiak, and Jonathan M. Beck
- Status: Under 1<sup>st</sup> round review at *Journal of Services Marketing*

## WORKING PAPERS

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### “Generic Title to Protect the Blind Review Process: Online Engagement”

- Authors: Jonathan M. Beck, Clay M. Voorhees, Paul W. Fombelle, and Katherine N. Lemon
- Status: Paper drafted, data collected, currently Essay 2 of dissertation
- Target: Journal of Marketing, targeted for submission in Spring 2019

### “Generic Title to Protect the Blind Review Process: Employee Burnout”

- Authors: Clay M. Voorhees, Jonathan M. Beck, and Stacey Robinson
- Status: Conceptual model finalized, results section finished, front-end being drafted; expected submission summer 2019
- Target: Journal of Applied Psychology, targeted for submission in Summer 2019

### “Generic Title to Protect the Blind Review Process: Online Reviews”

- Authors: Jonathan M. Beck, Clay M. Voorhees, and G. Tomas M. Hult
- Status: Draft written, some data collected, currently Essay 1 of dissertation
- Target: Journal of Marketing, targeted for submission in Fall 2019

### “Generic Title to Protect the Blind Review Process: Service Employees”

- Authors: Jonathan M. Beck and Clay M. Voorhees
- Status: Some studies finished, early draft written, need to finish later studies and adjust positioning
- Target: Journal of Consumer Research, targeted for submission in late 2019

### “Generic Title to Protect the Blind Review Process: Add-on Services”

- Authors: Jonathan M. Beck and Alexander C. LaBrecque
- Status: Model finalized, field data collected and analyzed, lab studies in progress
- Target: Journal of Retailing, targeted for submission in late 2019/early 2020

### “Generic Title to Protect the Blind Review Process: Brand Strength”

- Authors: Roger J. Calantone, Jonathan M. Beck, and Hang Nguyen
- Status: Finalizing conceptual model and collecting data.
- Target: Journal of Marketing, targeted for submission late 2019/early 2020

## CONFERENCE PAPERS AND INVITED TALKS

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Beck, Jonathan M.\*, “Managing the Online Conversation: Shaping Valence and Online Engagement by Decreasing Customer Effort,” *2018 Arizona State University’s Center for Services Leadership “Compete through Service” Symposium*, Scottsdale, AZ, October 2018

Beck, Jonathan M.\* (as Discussant), Discussed Paper: V. Kumar, Orhan Bahadir Dogan, and Avishek Lahiri, “Enhancing Firm Performance in the Sharing Economy: A Field Experiment,” *Haring Symposium*, Indiana University, Bloomington, IN, April 2018

Beck, Jonathan M.\*, Clay M. Voorhees, “Witnesses of Customer Incivility: Sympathy and Schadenfreude for Poorly-treated Service Employees,” *2018 AMA Winter Educator’s Conference*, New Orleans, LA, February 2018

Beck, Jonathan M.\*, Clay M. Voorhees, Paul W. Fombelle, and Imad Atalla, “Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth,” *Frontiers in Service Conference*, New York, NY, June 2017

Beck, Jonathan M.\*, Clay M. Voorhees, and Paul W. Fombelle, “Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth,” *International Research Symposium on Service Excellence in Management (QUIS)*, Porto, Portugal, June 2017

Beck, Jonathan M.\* (as Discussant), Discussed Paper: Lam, Son K., Thomas E. DeCarlo, and Ashish Sharma, “Behavioral Outcomes of Frontline Employees’ Orientation Ambidexterity in Customer Engagement: The Role of Customer Base Characteristics,” *Haring Symposium*, Indiana University, Bloomington, IN, April 2017

Beck, Jonathan M.\*, Clay M. Voorhees, and Paul W. Fombelle, “Improving Relationships by Leveraging Post-Encounter Experiences: The Benefits of Reducing Customer Effort Post-Encounter Endorsements,” *2017 AMA Winter Educator’s Conference*, Orlando, FL, February 2017

\* denotes presenting author

## DOCTORAL PROGRAM COURSEWORK

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### **Major**

Seminar in Buyer Behavior  
Seminar in Marketing Relations  
Seminar in Marketing Strategy  
Marketing Decision Models  
Independent Research Study

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

### **Methods**

Organizational Research Methods  
Advanced Organizational Research Methods  
Statistical Models in Marketing  
Research Design in Marketing  
Psychometric Theory  
Advanced Econometric Methods

John R. Hollenbeck  
Brent A. Scott  
Roger J. Calantone  
G. Tomas M. Hult  
Tenko Raykov  
Timothy J. Vogelsang

**Non-degree Coursework**

Early Summer Tutorial in Modern Applied  
Tools of Econometrics (ESTIMATE); 2018

Jeffrey M. Wooldridge &  
Timothy J. Vogelsang

**HONORS AND AWARDS**

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- Donald A. and Shirley M Taylor Research Excellence Award, Michigan State University (2019)
- Research Grant for *Managing the Global Online Conversation*, MSU-CIBER (2018)
- Stanley Hollander Teaching Award, Michigan State University (2017)
- Finalist: Young Scholar Research Competition, Organizational Frontlines Research Symposium (2017)
- Graduate Office Fellowship Award, Michigan State University (2016, 2017, 2018, 2019)
- Merit-based Tuition Scholarship, Simon Business School, University of Rochester (2014-2015)
- Full-tuition Graduate Assistantship, Department of Marketing, University of Central Florida (2012-2014)

**TEACHING EXPERIENCE**

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**Sole Instructor:**

Eli Broad College of Business, Michigan State University

*"The overall quality of the instructor was excellent." 1-5, where 5 = Strongly Agree*

<u>Course</u>	<u>Semester</u>	<u>Evaluation</u>	<u># Students</u>
Quantitative Business Research Methods	Summer 2016	4.7	25
Quantitative Business Research Methods	Summer 2016	4.4	35
Managerial Marketing	Summer 2017	4.1	17
Quantitative Business Research Methods	Summer 2018	4.5	40
Consumer and Organizational Buyer Behavior	Fall 2018	4.2	20
Consumer and Organizational Buyer Behavior	Summer 2019	TBD	TBD

**Teaching Assistant:**

Eli Broad College of Business, Michigan State University

<u>Course</u>	<u>Semester</u>	<u>Course Level</u>
Quantitative Business Research Methods	Fall 2016	Undergraduate
Quantitative Business Research Methods	Spring 2017	Undergraduate
New Product and Innovation Research	Fall 2017	Graduate
Project Management	Spring 2018	Graduate
New Product and Service Research	Summer 2018	Graduate

College of Business Administration, University of Central Florida

<u>Course</u>	<u>Semester</u>	<u>Course Level</u>
Principles of Marketing (5 semesters)	Fall 2012 – Spring 2014	Undergraduate
Marketing Intelligence	Spring 2012	Undergraduate

Supply Chain and Operations Management  
Services Marketing

Summer 2013  
Spring 2013

Undergraduate  
Graduate

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## PROFESSIONAL SERVICE

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- MSU Broad Doctoral Program Committee Student Representative (Fall 2018 – Spring 2019)
- Reviewer for AMS Annual Conference (2019)
- Reviewer for AMA Winter Educators' Conference (2018, 2019)
- Reviewer for AMA Summer Educators' Conference (2016, 2018)

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## REFERENCES

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**Clay M. Voorhees**

Professor

Morris Meyer Endowed Teaching Excellence Chair  
Culverhouse College of Business  
University of Alabama  
Department of Marketing  
Box 870225  
Tuscaloosa, AL 35487  
Phone: 517-432-6469  
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**G. Tomas M. Hult**

Professor

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Director of the International Business Center (MSU-CIBER)  
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**Douglas E. Hughes**

Professor and Chairperson

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