

## **Wyatt A. Schrock**

Department of Marketing, Eli Broad College of Business,  
Michigan State University  
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### **EXPERIENCE**

#### **Academic**

Assistant Professor Department of Marketing Eli Broad College of Business Michigan State University	2018 - Present
Assistant Professor Department of Marketing College of Business & Economics West Virginia University	2016 - 2018
Instructor and Ph.D. Student Department of Marketing Eli Broad College of Business Michigan State University	2011 - 2016

#### **Industry**

- Account Manager, Procter & Gamble
- Advertising Revenue Analyst, Gannett
- Sales Analyst, Valassis Communications
- Board of Directors, Catholic Social Services of Wayne County (MI)
- Marketing Intern (MBA), Ryder
- 4-year Sales Intern (undergraduate), Procter & Gamble

### **EDUCATION**

Ph.D., Marketing, Michigan State University, 2016

- Dissertation Guidance Committee:  
Doug Hughes (Chair)  
Roger Calantone  
Tomas Hult  
Clay Voorhees  
Bill Cron (Texas Christian University)

M.B.A., Finance, University of Miami, magna cum laude

B.B.A., Marketing, University of Michigan, Ann Arbor, with distinction

## RESEARCH

### **Research Interests**

Personal selling, sales management, persuasion, motivation, leadership, relationship development, brands, negotiation, cross-cultural sales force relationships.

### **Journal Publications**

Schrock, Wyatt A., Yanhui Zhao, Keith A. Richards, Douglas E. Hughes, and Mohammad Amin, "On the nature of international sales and sales management research: A social network–analytic perspective." *Journal of Personal Selling & Sales Management* (2018).

Schrock, Wyatt A., Yanhui Zhao, Douglas E. Hughes, and Keith A. Richards. "JPSSM since the beginning: Intellectual cornerstones, knowledge structure, and thematic developments." *Journal of Personal Selling & Sales Management* (2016).\*

Schrock, Wyatt A., Douglas E. Hughes, Frank Q. Fu, Keith A. Richards, and Eli Jones. "Better together: Trait competitiveness and competitive psychological climate as antecedents of salesperson organizational commitment and sales performance." *Marketing Letters* (2016)

\*This paper received the journal's 2017 James M. Comer Award for "Best Contribution to Selling and Sales Management Theory."

### **Manuscripts Under Review**

With Douglas E. Hughes, Yanhui Zhao, and Clay Voorhees, title withheld, Under review at *Journal of Marketing Research*.

With Yanhui Zhao, Yufei Zheng, Feng Wang, and Roger Calantone, title withheld, Under review at *Journal of the Academy of Marketing Science*.

### **Working Papers (in different stages of development)**

With Douglas E. Hughes, Joel Le Bon, and Dwight Merunka, title withheld, data being analyzed, target *Journal of Marketing*.

With Hang Nguyen, Douglas E. Hughes, and Yufei Zheng, title withheld, collecting data for third study, target *Journal of Marketing Research*.

With Douglas E. Hughes, Yanhui Zhao, and Cindy Liu, title withheld, data being analyzed, target *Journal of Marketing*.

With Gary K. Hunter, Douglas E. Hughes, and Stephanie Mangus, preparing for second round of data collection, target *Journal of Marketing*

With Yi Zheng and Yanhui Zhao, title withheld, data being collected, target *Journal of Marketing*.

With Clay Voorhees, Brent Scott, and Fadel Matta, title withheld, data being analyzed, planned submission to *Journal of Marketing*.

With Gary Hunter and Sean McGrath, title withheld, data being collected, target *Journal of Marketing*.

With Gary Hunter and Cindy Liu, title withheld, data being analyzed, target *Journal of Marketing*.

With Ashish Kalra, title withheld, preparing for second round of data collection, target *Journal of Marketing*.

With Jody Crosno and Mohammad Amin, title withheld, preparing for third round of data collection, target *Journal of Marketing*.

With Laurel Cook and Mohammad Amin, title withheld, data being analyzed, target *Journal of Consumer Psychology*.

### **Conference Publications and Presentations**

With Ashish Kalra and Franklin Vizcaino, "Connections that Sell: Assessing the Determinants of Salesperson's Ambidextrous Behavior," Society of Marketing Advances, November 2018 (West Palm Beach, FL.)

With John Cicala, "Can Hostage Negotiation Skills Reduce Salesperson Deviant Behavior?" Society of Marketing Advances, November 2018 (West Palm Beach, FL.)

Panelist, "Preparing Yourself for the Job Market" Session, The Ph.D. Project, Marketing Doctoral Student Association Conference, August 2018 (Boston, MA.)

With Mohammad Amin, "Endorser-Self Distance: Conceptualization, Scale Development, and Validation," American Marketing Association Marketing Educators' Conference, August 2018 (Boston, MA.)

Panelist, "Preparing Yourself for the Job Market" Session, The Ph.D. Project, Marketing Doctoral Student Association Conference, August 2017 (San Francisco, CA.)

"Self-Oriented Competitiveness: Implications for Sales Managers", Society of Marketing Advances Conference, November 2015 (San Antonio, TX.)

With Joel Le Bon, Douglas E. Hughes and Dwight Merunka, "Protecting Brand Value: Walking the Talk After the Sale," Academy of Marketing Science Conference, May 2015 (Denver, CO.)

With Frank Fu, Keith Richards and Douglas E. Hughes, "Trait Competitiveness and Competitive Psychological Climate as Antecedents of Salesperson Organizational Commitment and Sales

Performance,” American Marketing Association Marketing Educators’ Conference, August 2013 (Boston, MA.)

With Douglas E. Hughes, “A Review of Literature Relevant to International Selling and Sales Management,” Academy of International Business Conference, July 2013 (Istanbul, Turkey)

Discussant for the “The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions” (a paper by Jingjing Ma and Neal J. Roese), Haring Symposium, Indiana University, March 2013

## TEACHING

- ◆ Marketing 313 (Consultative Selling), Spring 2018, Rating\*\*: 4.43 / 5.0
- ◆ Marketing 420 (Sales Management), Spring 2018, Rating\*: 5.0 / 5.0
- ◆ Marketing 420 (Sales Management), Fall 2017, Rating\*: 4.88 / 5.0
- ◆ Marketing 320 (Personal Selling), Fall 2017, Rating\*: 4.90 / 5.0
- ◆ Marketing 420 (Sales Management), Spring 2017, Rating\*: 5.0 / 5.0
- ◆ Marketing 420 (Sales Management), Fall 2016, Rating\*: 4.90 / 5.0
- ◆ Marketing 320 (Personal Selling), Fall 2016, Rating\*: 5.0 / 5.0
- ◆ Marketing 460 (Marketing Strategy, capstone course), Summer 2015, Rating\*\*: 4.80 / 5
- ◆ Marketing 383 (Sales Management), Spring 2014, Rating\*\*: 4.75 / 5.0
- ◆ Marketing 383 (Sales Management), Fall 2013, Rating\*\*: 4.33 / 5.0
- ◆ Marketing 300 (Managerial Marketing), Summer 2013, Rating\*\*: 4.68 / 5.0
- ◆ Teaching Assistant, Marketing 313 (Personal Selling and Buying Processes), Spring 2013
- ◆ Teaching Assistant, Marketing 313 (Personal Selling and Buying Processes), Fall 2012
- ◆ Teaching Assistant, Marketing 317 (Statistics), Spring 2012
- ◆ Teaching Assistant, Marketing 317 (Statistics), Fall 2011

\* The reported rating is the average student response to: “The instructor’s overall teaching effectiveness was” (1 = Poor; 5 = Excellent)

\*\* The reported rating is the average student response to: “The overall quality of the instructor was excellent.”

## SERVICE

- ◆ Conference track chair (Personal Selling and Sales Management track), American Marketing Association, Winter Conference, 2020 (San Diego, CA.)
- ◆ Conference track chair (Personal Selling and Sales Management track), Academy of Marketing Science, 2019 (Vancouver, British Columbia)
- ◆ Coordinator, All-MSU Sales Competition, Michigan State University, 2019
- ◆ Interim-Faculty Advisor, Pi Sigma Epsilon, Michigan State University, 2019 – Present
- ◆ Michigan State University Faculty Coach, National Collegiate Sales Competition, Kennesaw State University, 2013, 2015, 2019
- ◆ Ad Hoc Reviewer, International Journal of Research in Marketing, 2018 - Present
- ◆ Editorial Review Board, Journal of Personal Selling & Sales Management, 2017 - Present
- ◆ Abstracts Editorial Staff, Journal of Personal Selling & Sales Management, 2017 - Present
- ◆ West Virginia University, College of Business & Economics, Diversity Committee, 2017 – 2018

- ◆ Reviewer, Society of Marketing Advances, Doctoral Dissertation Proposal Competition, 2017 – Present
- ◆ Ad Hoc Reviewer, Marketing Letters, 2016 - Present
- ◆ Reviewer, National Conference in Sales Management, 2016
- ◆ West Virginia University Faculty Coach, 3<sup>rd</sup> Annual WVU Intercollegiate Sales Competition, West Virginia University, 2016. (Coached the 1<sup>st</sup> place WVU student)
- ◆ Ad Hoc Reviewer, Journal of Personal Selling & Sales Management, 2015-2017
- ◆ Michigan State University Faculty Coach, Sales Decathlon, Northern Illinois University, 2014. (Finished 2<sup>nd</sup> place in an international competition with more than 140 competitors).
- ◆ Judge, All-MSU Sales Competition, Michigan State University, 2013 - 2016.

#### **ACADEMIC RECOGNITION AND AWARDS**

- ◆ Doctoral Dissertation Competition, First Runner-Up, American Marketing Association, Sales Special Interest Group, 2017
- ◆ James M. Comer Award for “Best Contribution to Selling and Sales Management Theory,” *Journal of Personal Selling & Sales Management*, 2017
- ◆ Marketing Department Research Award, West Virginia University, 2016
- ◆ Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2016
- ◆ Best Doctoral Dissertation Proposal, Runner-up, Society of Marketing Advances, 2015
- ◆ Sheth Foundation Doctoral Consortium Fellow, American Marketing Association, 2014, Evanston, Illinois
- ◆ Stanley Hollander Award, Michigan State University, 2014
- ◆ Doctoral Consortium Fellow, Society of Marketing Advances, 2013, Hilton Head, South Carolina
- ◆ Graduate Office Fellowship, Michigan State University, 2012 - 2016
- ◆ National Black MBA Association, MBA Scholarship 2006
- ◆ GMAC Literary Scholarship Recipient, 2006
- ◆ MBA Graduate Assistantship (75% tuition), Computer Information Systems Department, University of Miami, 2005 - 2007
- ◆ Scholar Recognition Award (100% tuition), University of Michigan, Ann Arbor, 1997 - 2001
- ◆ Martin Luther King, Jr. Scholarship, University of Michigan, Ann Arbor, 1997