

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, brand management, negotiation, cross-cultural sales force relationships.

Journal Publications

Wang, Hao, Wyatt Schrock, Anand Kumar, and Douglas E. Hughes, “Effectual Selling in Service Ecosystems.” *Journal of the Personal Selling & Sales Management* (2020).

Zhao, Yanhui, Yufei Zheng, Feng Wang, Wyatt Schrock, and Roger Calantone, “Brand relevance and the effects of product proliferation across product categories.” *Journal of the Academy of Marketing Science* (2020).

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.”

Academic Textbook Publications

Dawn Deeter, Gary Hunter, Terry Loe, Greg Rich, Ryan Mullins, Lisa Beeler, and Wyatt Schrock, *Professional Selling*, Chicago Business Press (2020).

Manuscripts Under Review

With Kalinda Ukanwa, Chris Blocker, David Crockett, Eli Jones, Lenita Davis, and Terry Esper, title withheld. Under review at *Journal of Marketing*.

With Hang Nguyen, Douglas E. Hughes, and Yufei Zheng, title withheld. Under review at *Journal of Academy of Marketing Science*.

With Douglas E. Hughes, Yanhui Zhao, Clay Voorhees, and John Hollenbeck, title withheld. Conditional acceptance at *Journal of Academy of Marketing Science*.

With Victor Chernetsky and Douglas E. Hughes, title withheld. Under second-round review at *Industrial Marketing Management*.

With Yi Zheng, Yaqin Zheng, Hsin-Yi Liao, and Zhimei Zang. Under review at *Journal of Business Research*.

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 Douglas E. Hughes, Yanhui Zhao, Victor Chernetsky, 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 Alec Pappas, Willy Bolander, and Manoshi Samaraweera, manuscript being drafted, target *Journal of Marketing*

With Yi Zheng and Yanhui Zhao, title withheld, data being collected, target *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 and Laurel Cook, title withheld, data being collected, 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, Presentations, and Panels

Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, April 2021 (East Lansing, MI.)

Panelist, “Skills to Success” Workshop, Minority Business Programs, Michigan State University, April 2021 (East Lansing, MI.)

With Hang Nguyen, Douglas E. Hughes, and Yufei Zhang, “Influential Power of Brand Evangelists,” American Marketing Association Marketing Educators’ Conference, August 2019 (Chicago, IL).

Panelist, “Job Market Packet Prep Workshop,” The Ph.D. Project, Marketing Doctoral Student Association Conference, August 2019 (Chicago, IL.)

Panelist, “Faculty Panel,” Summer Business Institute, Multicultural Business Programs, Eli Broad College of Business, Michigan State University, July 2019 (East Lansing, MI.)

With Cindy Liu and Yanhui Zhao, “The Effects of Person-Team Fit on Learning Goal Orientation and Salesperson’s Performance,” Academy of Marketing Science Conference, May 2019 (Vancouver, British Columbia).

Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, April 2019 (East Lansing, MI.)

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 383 (Sales Management), Spring 2020, Rating**: 4.58 / 5.0
- ◆ Marketing 383 (Sales Management), Fall 2019, Rating**: 4.91 / 5.0
- ◆ Marketing 313 (Consultative Selling), Spring 2019, Rating**: 4.50 / 5.0
- ◆ Marketing 313 (Consultative Selling), Fall 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.)
- ◆ Ad Hoc Reviewer, *Industrial Marketing Management*, 2020 - Present
- ◆ Conference track chair (Personal Selling and Sales Management track), Academy of Marketing Science, 2019 (Vancouver, British Columbia)
- ◆ Member, Faculty Network, CXM @ MSU, 2019
- ◆ Conference session facilitator, CXM @ MSU Colloquium, Michigan State University, 2019
- ◆ 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, *Scientometrics*, 2019 - Present
- ◆ 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, 3rd Annual WVU Intercollegiate Sales Competition, West Virginia University, 2016. (Coached the 1st 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 2nd place in an international competition with more than 140 competitors).
- ◆ Judge, All-MSU Sales Competition, Michigan State University, 2013 - 2016.

RECOGNITION AND AWARDS

- ◆ #iteachmsu Educator Award recipient (selected by the Provost office; one of two recipients in the Eli Broad College of Business), Michigan State University, 2020
- ◆ Faculty Appreciation Award (selected by undergraduate students across the college as the faculty member having made the most positive impact on the graduating senior class), Eli Broad College of Business, 2019
- ◆ James M. Comer Award for “Best Contribution to Selling and Sales Management Theory,” *Journal of Personal Selling & Sales Management*, 2017
- ◆ Doctoral Dissertation Competition, First Runner-Up, American Marketing Association, Sales Special Interest Group, 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

PROFESSIONAL DEVELOPMENT

- ◆ Professors Institute, Cox School of Business, Southern Methodist University, 2020 (Dallas, TX.)
- ◆ Mittelstaedt and Gentry Doctoral Symposium, Faculty Representative, University of Nebraska College of Business, 2020 (Lincoln, NE.)

- ◆ Junior Faculty Consortium, Academy of International Business Annual Conference, 2020 (Miami, FL.)
- ◆ Selling and Sales Management Ph.D. Seminar (Professor: Michael Ahearne), Faculty Audit, Institute for the Study of Business Markets, Fall 2018

DOCTORAL COMMITTEES

- ◆ Mohammad Amin, West Virginia University, 2018-2020
- ◆ Shana Redd, Michigan State University, 2019-2021
- ◆ Victor Chernetsky, Michigan State University, 2020-2022
- ◆ Travis Walkowiak, Michigan State University, 2020-2022