

## Wyatt A. Schrock

Department of Marketing, Eli Broad College of Business,  
Michigan State University  
632 Bogue Street, Office N341  
Phone: 517-432-6461; E-mail: schrockw@msu.edu

### EXPERIENCE

#### Academic

Assistant Professor 2018 - Present  
Department of Marketing  
Eli Broad College of Business  
Michigan State University

Assistant Professor 2016 - 2018  
Department of Marketing  
College of Business & Economics  
West Virginia University

### EDUCATION

Ph.D. Marketing, Michigan State University, 2016  
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, salesperson motivation, sales manager leadership, brand management, cross-cultural sales force relationships.

#### Accepted Journal Publications

Yaqin Zheng, Hsin-Yi Liao, **Wyatt A. Schrock**, Yi Zheng, and Zhimei Zang, Synergies between salesperson orientation and sales force control systems: A person-organization fit perspective. Forthcoming at *Journal of Business Research*.

Ashish Kalra, Elten Briggs, and **Wyatt A. Schrock**, Exploring the synergistic role of ethical leadership and sales control systems on salesperson social media use, empathy, and customer satisfaction. Forthcoming at *Journal Business Research*.

Victor Chernetsky, Douglas E. Hughes, and **Wyatt A. Schrock**. A synthesis of research on the marketing-sales interface (2022). *Industrial Marketing Management*.

**Schrock, Wyatt A.**, Douglas E. Hughes, Yanhui Zhao, Clay Voorhees, and John R. Hollenbeck, (2021). "Self-oriented competitiveness in salespeople: implications for sales managers." *Journal of Academy of Marketing Science*.

Wang, Hao, **Wyatt A. Schrock**, Anand Kumar, and Douglas E. Hughes, (2020). "Effectual selling in service ecosystems." *Journal of Personal Selling & Sales Management*.\*

**\*This paper received the journal's 2021 James M. Comer Award for "Best Contribution to Selling and Sales Management Theory."**

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

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

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

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

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

### **Academic Textbook Publications**

Dawn Deeter, Gary Hunter, Terry Loe, Greg Rich, Ryan Mullins, Lisa Beeler, and **Wyatt A. Schrock**, *Professional Selling*, Chicago Business Press (2023 2<sup>nd</sup> edition; 2020 1<sup>st</sup> edition;).

### **Manuscripts Under Review**

Xiaoyan Wang, Guocai Wang, Yanhui Zhao, and **Wyatt A. Schrock**, *Title Withheld*. Under second-round review.

**Wyatt A. Schrock**, Yanhui Zhao, Tej Adidam, Birud Sindhav, and Tomas Hult, *Title Withheld*. Under second-round review.

Alec Pappas, **Wyatt Schrock**, Willy Bolander, and Manoshi Samaraweera, *Title Withheld*. Under second-round review.

Hult, Tomas, Forrest Morgeson, Udit Sharma, Pratyush Sharma, Shana Redd, **Wyatt A. Schrock**, and Claes Fornell, *Title Withheld*. Under review.

Dong Liu, Yanhui Zhao, Guocai Wang, **Wyatt Schrock**, and Clay Voorhees, *Title Withheld*. Under second-round review.

Rhett Epler, **Wyatt A. Schrock**, Mark Leach, and Bryan Hochstein, *Title Withheld*. Under review.

### **Working Papers**

With Kalinda Ukanwa, Chris Blocker, David Crockett, Eli Jones, Lenita Davis, and Terry Esper, *Title Withheld*. Target: *Journal of Marketing*.

With Hang Nguyen, Douglas E. Hughes, and Yufei Zheng, *Title Withheld*. Target: *International Journal of Research in Marketing*.

With Jody Crosno and Mohammad Amin, *Title Withheld*. Target: *Journal of Marketing*.

With Shana Redd, Tomas Hult, and Brian Chabowski, *Title Withheld*. Target: *Journal of the Academy of Marketing Science*.

### **Projects in Process**

With Gary Hunter and Sean McGrath, A systematic review of sales technology literature: dominant logic and guiding insights. Data being analyzed. Target: *Journal of Marketing*.

With Sean McGrath and Ahmet Kirca, Cultural intelligence and salesperson influence tactics: Evidence from China and the United States. Data being analyzed. Target: *Journal of Marketing*

With Yanhui Zhao, International sales strategies during the COVID-19 pandemic: knowledge-base and cross-functional contingencies. Second and third rounds of data being collected. Target: *Journal of Marketing*.

With Xiaoyun Zheng, Xiaoxu Wu, and Yufei Zhang, Brand activism: conditional and curvilinear effects of persuasive and disruptive influence strategies. Second round of data being collected. Target: *Journal of Marketing*.

With Yanhui Zhao, Victor Chernetsky, and Cindy Liu, Birds of a feather learn together: exploring the effects of trait cooperativeness and trait competitiveness in sales teams. Data being analyzed. Target: *Journal of Marketing*.

## **Conference Presentations and Proceedings**

With Yaqin Zheng, Hsin-Yi Liao, Yi Zheng, and Zhimei Zang, “Synergies between salesperson orientation and sales force control systems: A person-organization fit perspective,” American Marketing Association Marketing Educators’ Conference, August 2022 (Chicago, IL).

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

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).

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.)

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

“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

<u>Course</u>	<u>Semesters</u>	<u>Rating Range</u>
Marketing 383 (Sales Management)	Fall 2019– Current	4.50 – <b>4.91</b> / 5*
Marketing 313 (Consultative Selling)	Fall 2018– Spring 2019	4.42 – 4.50/ 5*
Marketing 420 (Sales Management)	Fall 2016– Spring 2018	4.88 – <b>5.0</b> / 5**
Marketing 320 (Sales Management)	Fall 2016– Fall 2017	4.90 – <b>5.0</b> / 5**

### *Doctoral student teaching:*

<u>Course</u>	<u>Semesters</u>	<u>Rating Range</u>
Marketing 460 (Marketing Strategy)	Summer 2015	4.80/ 5*
Marketing 383 (Sales Management)	Fall 2013- Spring 2014	4.33 – 4.75/ 5*
Marketing 300 (Managerial Marketing)	Summer 2013	4.68/ 5.0*

### *Guest lectures:*

<u>Course</u>	<u>Semesters</u>	<u>Rating Range</u>
Marketing 891 (Price and Revenue Research)	Spring 2022	N/A

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

## SERVICE

### **Service within the Academic Community**

#### *Editorial and reviewer service:*

- ♦ **Editorial Review Board**, *Journal of Personal Selling & Sales Management*, 2017 - Present
- ♦ Abstracts Editorial Staff, *Journal of Personal Selling & Sales Management*, 2017 – Present
- ♦ Ad Hoc Reviewer of peer-reviewed journals:
  - *International Journal of Research in Marketing*
  - *Industrial Marketing Management*
  - *Marketing Letters*
  - *Scientometrics*
  - *Journal of Personal Selling & Sales Management* (2015-2017)

◆ Conference Reviewer:

- American Marketing Association, Summer Educator's Conference
- American Marketing Association, Winter Conference
- National Conference in Sales Management
- American Marketing Association, Global Special Interest Group Conference

*Panels and conference-related service:*

- ◆ Presenter, “Teaching Series for New Faculty,” Recorded video and other resources provided for teaching Professional Selling classes, Academy of Marketing Science, 2022
- ◆ Panelist, “Job Market Preparation,” The Ph.D. Project, Marketing Doctoral Student Association Conference, June 2022
- ◆ Panelist, “Research Spotlight Series”, co-hosted by the Centers for International Business Education & Research (CIBERs) at Texas A&M University and Michigan State University, November 2021
- ◆ Panelist, “I Have a Job, Now What?”, The Ph.D. Project, Marketing Doctoral Student Association Conference, August 2021
- ◆ **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)
- ◆ Panelist, “Job Market Packet Prep Workshop,” The Ph.D. Project, Marketing Doctoral Student Association Conference, August 2019 (Chicago, IL.)
- ◆ Panelist, “Preparing Yourself for the Job Market” Session, The Ph.D. Project, Marketing Doctoral Student Association 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.)

*Other service to the academic community:*

- ◆ Reviewer, Doctoral Dissertation Award Competition, American Marketing Association, Sales Special Interest Group, 2021
- ◆ Reviewer, Society of Marketing Advances, Doctoral Dissertation Proposal Competition, 2017

**Service within the University**

*Marketing Department service:*

- ◆ Michigan State University Faculty Representative, Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska College of Business, April 2022.
- ◆ Marketing Department Doctoral Programs Committee, 2021- Current, Eli Broad College of Business
- ◆ Michigan State University Faculty Representative, Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska College of Business, April 2021.
- ◆ Marketing Department Faculty Recruiting Committee, 2019, Eli Broad College of Business
- ◆ Marketing Department Faculty Recruiting Committee, 2018, Eli Broad College of Business
- ◆ Marketing Department Undergraduate Programs Committee, 2018- Current, Eli Broad College of Business

◆ Doctoral Committees:

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

*College service:*

- ◆ Co-coordinator, Inaugural Job Market Workshop for Marketing Ph.D. Students, Eli Broad College of Business, Michigan State University, May 2022
- ◆ Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, January 2022
- ◆ Eli Broad College of Business Faculty Representative, The Ph.D. Project Annual Conference, November 2021
- ◆ Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, August 2021
- ◆ Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, April 2021
- ◆ Panelist, “Skills to Success” Workshop, Minority Business Programs, Michigan State University, April 2021
- ◆ Panelist, “Faculty Panel,” Summer Business Institute, Multicultural Business Programs, Eli Broad College of Business, Michigan State University, July 2019 (East Lansing, MI.)
- ◆ Panelist, New Faculty Orientation, Eli Broad College of Business, Michigan State University, April 2019 (East Lansing, MI.)
- ◆ West Virginia University, College of Business & Economics, Diversity Committee, 2017–18

*University service:*

- ◆ Member, Black Faculty, Staff, and Administrators Association (BFSAA), 2021 - Present
- ◆ Judge, All-MSU Sales Competition, Michigan State University, 2022
- ◆ 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
- ◆ Michigan State University Faculty Coach, National Collegiate Sales Competition, Kennesaw State University, 2013, 2015, 2019
- ◆ West Virginia University Faculty Coach, 3<sup>rd</sup> Annual WVU Intercollegiate Sales Competition, West Virginia University, 2016.
- ◆ Michigan State University Faculty Coach, Sales Decathlon, Northern Illinois University, 2014.
- ◆ Judge, All-MSU Sales Competition, Michigan State University, 2013 - 2016.

## AWARDS AND RECOGNITION

### Research Awards and Recognition:

- ◆ James M. Comer Award for “Best Contribution to Selling and Sales Management Theory,” *Journal of Personal Selling & Sales Management*, 2021
- ◆ James M. Comer Award for “Best Contribution to Selling and Sales Management Theory,” *Journal of Personal Selling & Sales Management*, 2017
- ◆ Doctoral Dissertation Competition, 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
- ◆ Doctoral Consortium Fellow, Society of Marketing Advances, 2013, Hilton Head, South Carolina

### Teaching Awards and Recognition:

- ◆ Teaching Excellence Award, Eli Broad College of Business, Spring 2022
- ◆ Teaching Excellence Award, Eli Broad College of Business, Fall 2021
- ◆ Teaching Excellence Award, Eli Broad College of Business, Spring 2021
- ◆ #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
- ◆ Teaching Excellence Award, Eli Broad College of Business, Fall 2019
- ◆ Stanley Hollander Award, Michigan State University, 2014

### Scholarships and Fellowships:

- ◆ 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**

- ◆ Sales Researchers' Collaboration Consortium, University of Tennessee at Chattanooga, Rollins College of Business, 2022 (Chattanooga, TN.)
- ◆ Junior Faculty Consortium, Academy of International Business Annual Conference, 2022 (Miami, FL.)
- ◆ Selected to attend the inaugural Sales Researchers' Collaboration Consortium, University of Alabama, Culverhouse College of Business, 2021 (Tuscaloosa, AL.)
- ◆ Professors Institute, Cox School of Business, Southern Methodist University, 2020 (Dallas, TX.)
- ◆ 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

## **INDUSTRY EXPERIENCE**

- 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