

# NIKOLAOS (NICK) PANAGOPOULOS

## Curriculum Vitae

**ADDRESS:** Ohio University  
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### EDUCATION

2000-2003 Athens University of Economics & Business, Ph.D. in Marketing (summa cum laude).

1998-2000 Athens University of Economics & Business, M.Sc. in Marketing & Communication (graduated 1<sup>st</sup> in class).

1994-1998 Athens University of Economics & Business, B.Sc. in Statistics.

### ACADEMIC APPOINTMENTS

August 2021 – present	O’Bleness Associate Professor of Marketing, Ohio University
August 2017 – July 2021	O’Bleness Associate Professor of Marketing, Director of Executive Education & International Sales, Schey Sales Center, Ohio University
August 2013 – August 2017	Assistant Professor of Marketing, The University of Alabama
May 2012 – July 2013	Assistant Professor of Marketing, Director of Sales & Customer Management Research Unit, Athens University of Economics & Business
November 2005 – April 2012	Lecturer of Marketing, Director of Sales & Customer Management Research Unit, Athens University of Economics & Business
January 2004 – November 2005	Adjunct Lecturer of Marketing, Athens University of

## Economics & Business

May 2000 – May 2003 Graduate/Teaching Assistant, Athens University of Economics & Business

### VISITING PROFESSOR POSITIONS

August 2021	University of York (U.K.)
August 2021	Amity University (India)
December 2016 – December 2018	Vlerick Business School (Belgium)
June 2016	Justus-Liebig University (Germany)
June 2015 – present	ALBA Graduate Business School (Greece)
March 2012	Helsinki School of Economics (Finland)
March 2012 – April 2013	University of Eastern Finland (Finland)
February 2010	Northern Illinois University (USA)

### OTHER PROFESSIONAL EXPERIENCE

May 2000 – present	Marketing Consultant ( <i>please see section Consulting &amp; Executive Education Experience</i> )
May 2003 – May 2004	Private, Greek Army Ordnance Corps

### REFEREED JOURNAL ARTICLES

1. Kitanaka, H, P. Kwiatek, and N.G. Panagopoulos (2021), “Introducing a New, Machine Learning Process, and Online Tools for Conducting Sales Literature Reviews: An Application to the Forty Years of JPSSM”, *Journal of Personal Selling & Sales Management*. [Accepted for publication on 05/25/2021].
2. Vlachos, P.A., P. Avramidis, and N.G. Panagopoulos (2020), “How to Optimize Your Company’s Approach to Data Privacy”, *Harvard Business Review*, August 26 2020, <https://hbr.org/2020/08/how-to-optimize-your-companys-approach-to-data-privacy>. [Accepted for publication on 08/01/2020].
3. Mullins, R. R., B. Menguc, and N.G. Panagopoulos (2020), “Antecedents and Performance Outcomes of Value-Based Selling in Sales Teams: A Multilevel, Systems Theory of Motivation Perspective”, *Journal of the Academy of Marketing Science*, 48(6), 1053–1074

[Lead Article]. [Accepted for publication on 10/04/2019].

4. Panagopoulos, N.G., A. Rapp, and M. Pimentel (2020), "Firm Actions to Develop an Ambidextrous Sales Force", *Journal of Service Research*, 23(1), 87-104. [Accepted for publication on 09/23/2019].
5. Mullins, R. R. and N.G. Panagopoulos (2019), "Understanding the Theory and Practice of Team Selling: An Introduction to the Special Section and Recommendations on Advancing Sales Team Research", *Industrial Marketing Management*, 77(February), 1-3. [Accepted for publication on 03/07/2018].
6. Panagopoulos, N.G., R. Mullins, and P. Avramidis (2018), "Sales Force Downsizing and Firm-Idiosyncratic Risk: The Contingent Role of Investors' Screening and Firm's Signaling Processes", *Journal of Marketing*, 82(6), 71-88. [Accepted for publication on 07/09/2018].
7. Panagopoulos, N.G., B. Hochstein, T.L. Baker, and M.A. Pimentel (2018), "Boosting Sales Force Morale in Highly Dynamic, Complex Markets: The Role of Job Resources", *Industrial Marketing Management*, 74 (October), 237-253. [Accepted for publication on 06/01/2018]. (Paper received the 2018 BEST PAPER AWARD, NATIONAL CONFERENCE IN SALES MANAGEMENT).
8. Panagopoulos, N.G., A.A. Rapp, and J.L. Ogilvie (2017), "Salesperson Solution Involvement and Sales Performance: The Contingent Role of Supplier Firm and Customer-Supplier Relationship Characteristics", *Journal of Marketing*, 81(July), 144-164. [Accepted for publication on 03/06/2017]. (Paper received the 2018 EXCELLENCE IN RESEARCH AWARD, AMERICAN MARKETING ASSOCIATION, SALES SIG).
9. Vlachos, P. A., N. G. Panagopoulos, Bachrach, D. G., and F. Morgeson (2017), "The Effects of Managerial and Employee Attributions for Corporate Social Responsibility Initiatives", *Journal of Organizational Behavior*, 38 (7), 1111-1129. [Accepted for publication on 02/03/2017]. (Paper has been listed by Gond and Moser 2019 in Human Relations as one of the most influential articles in CSR).
10. Gabler, C.B., N.G. Panagopoulos, P.A. Vlachos, and A. Rapp (2017), "Developing an Environmentally Sustainable Business Plan: An International B2B Case Study", *Corporate Social Responsibility and Environmental Management*, 24 (4), 261-272. [Accepted for

publication on 09/05/2016].

11. Panagopoulos, N.G., A. Rapp, and P. Vlachos (2016), "I Think They Think We Are Good Citizens: Meta-Perceptions as Antecedents of Employees' Reactions to Corporate Social Responsibility", *Journal of Business Research*, 69, 2781-2790. [Accepted for publication on 11/21/2015].
12. Hunter, G. and N.G. Panagopoulos (2015), "Commitment to Technological Change, Sales Force Intelligence Norms, and Salesperson Key Outcomes," *Industrial Marketing Management*, 50 (October), 162-179. [Accepted for publication on 03/16/2015].
13. Panagopoulos, N.G., Johnson, K., and D. Mothersbaugh (2015), "Does Choice of Sales Control Conceptualization Matter? A Comparison of Existing Conceptualizations and Directions for Future Research", *Journal of Personal Selling & Sales Management*, 35 (3), 221-246 [Accepted for publication on 02/05/2015]. (Paper received the 2015 JAMES M. COMER AWARD FOR BEST CONTRIBUTION TO SELLING AND SALES MANAGEMENT THEORY, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT).
14. Panagopoulos, N.G., and J. Ogilvie (2015), "Can Salespeople Lead Themselves? Thought Self-Leadership Strategies and their Influence on Sales Performance", *Industrial Marketing Management*, 47 (May), 190-203. [Accepted for publication on 10/18/2014].
15. Vlachos, P.A, N.G. Panagopoulos, and A. Rapp (2014), "Employee Judgments of and Behaviors towards Corporate Social Responsibility: A Multi-study Investigation of Direct, Cascading, and Moderating Effects", *Journal of Organizational Behavior*, 35 (7), 990-1017. [Accepted for publication on 05/29/2014]. (Paper has been listed by Gond and Moser 2019 in Human Relations as one of the most influential articles in CSR).
16. Vlachos, P. N.G. Panagopoulos, A. Theotokis, R. Singh, and R. Singh (2014), "When Do Corporate Social Responsibility Initiatives Impact on Customer-Facing Employees? Evidence from India and the Netherlands", *International Journal of Human Resource Management*, 25(22), 3086-3112. [Accepted for publication on 04/11/2014].
17. Rapp, A., D. Bachrach, N.G. Panagopoulos, and J. Ogilvie (2014), "Salespeople as Knowledge Brokers: A Review and Critique of the Challenger Sales Model", *Journal of Personal Selling & Sales Management*, 34 (4), 245-259. [Accepted for publication on 03/21/2014]. (Paper

received the 2014 MARVIN JOLSON AWARD FOR BEST CONTRIBUTION TO SELLING AND SALES MANAGEMENT PRACTICE, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT; Paper has been the MOST DOWNLOADED ARTICLE IN JPSSM 2015-PRESENT; Paper has been among the MOST DOWNLOADED ARTICLES PUBLISHED IN ROUTLEDGE SOCIAL SCIENCES JOURNALS in 2014)

18. Guenzi, P., A. Baldauf, and N.G. Panagopoulos (2014), "The Influence of Formal and Informal Sales Controls on Customer-directed Selling Behaviors and Sales Unit Effectiveness", *Industrial Marketing Management* 43 (5), 786-800. [Accepted for publication on 10/03/2014].
19. Vlachos, P., N.G., Panagopoulos, and A. Rapp (2013), "Feeling Good by Doing Good: Employee CSR-induced Attributions, Job Satisfaction, and the Role of Charismatic Leadership", *Journal of Business Ethics*, 118, 577-588. [Accepted for publication on 12/03/2012]. (Paper has been listed by Gond and Moser 2019 in Human Relations as one of the most influential articles in CSR).
20. Vlachos, P., O. Epitropaki, N.G. Panagopoulos, and A. Rapp, (2013), "Causal Attributions and Employee Reactions to Corporate Social Responsibility", *Industrial and Organizational Psychology: Perspectives on Science and Practice*, 6(4), 334-337. [Accepted for publication on November 2013].
21. Vlachos, P., A. Kreppa, N.G. Panagopoulos, and A. Tsamakos (2013), "Curvilinear Effects of Corporate Social Responsibility and Benevolence on Loyalty", *Corporate Reputation Review*, 16(4), 248-262.
22. Andzulis, J., N. G. Panagopoulos, and A. Rapp (2012), "A Review of Social Media and Implications on the Sales Process", *Journal of Personal Selling & Sales Management*, 32(3), 305-317. (Paper has been the 2<sup>nd</sup> MOST DOWNLOADED ARTICLE IN JPSSM 2015-PRESENT).
23. Rapp, A and N.G. Panagopoulos (2012), "Perspectives on Personal Selling and Social Media: Introduction to the Special Issue", *Journal of Personal Selling & Sales Management*, 32(3), 301-304.
24. Blocker, C.P, J.P. Cannon, N.G. Panagopoulos, and J.K. Sager (2012), "The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research", *Journal of*

Personal Selling & Sales Management, 32 (1), 15-28. (Paper has been SHORTLISTED FOR JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT'S 2012 JAMES M. COMER AWARD FOR BEST CONTRIBUTION TO SELLING AND SALES MANAGEMENT THEORY).

25. Panagopoulos, N.G., Lee, N., Pullins, B.E., Avlonitis, G.J., Brassier, P., Guenzi, P., Humenberger, A., Kwiatek, P., Loe, T.W., Oksanen-Ylikoski, E., Peterson, R.M., Rogers, B., and Weilbaker, D.C. (2011), "Internationalizing Sales Research: Current Status, Opportunities and Challenges", Journal of Personal Selling & Sales Management, 31 (3), 219-242.
26. Panagopoulos, N.G. and G.J. Avlonitis (2010), "Performance Implications of Sales Strategy: The Moderating Effects of Leadership and Environment", International Journal of Research in Marketing, 27 (1), 46-57. (Paper has been LISTED IN SSRN'S ALL TIME TOP TEN DOWNLOAD LIST FOR THE CATEGORY OF BUSINESS-TO-BUSINESS MARKETING).
27. Onyemah, V., D. Rouziès, and N.G. Panagopoulos (2010), "How HRM Control Affects Boundary-Spanning Employees' Behavioural Strategies and Satisfaction: The Moderating Impact of Cultural Performance Orientation", International Journal of Human Resource Management, 21 (11), 1948-1972.
28. Vlachos, P.A., A. Theotokis, and N.G. Panagopoulos (2010), "Sales Force Reactions to Corporate Social Responsibility: Attributions, Outcomes, and the Mediating Role of Organizational Trust", Industrial Marketing Management, 39 (7), 1207-1218. (Paper has been listed by Gond and Moser 2019 in Human Relations as one of the most influential articles in CSR).
29. Avlonitis, G.J. and N.G. Panagopoulos (2010), "Selling & Sales Management: An Introduction to the Special Section and Recommendations on Advancing the Sales Research Agenda", Industrial Marketing Management, 39 (7), 1045-1048.
30. Avlonitis, G.J. and N.G. Panagopoulos (2010), "Effective Implementation of Sales-Based CRM Systems: Theoretical and Practical Issues", International Journal of Customer Relationship Marketing and Management, 1 (1), 1-15.

31. Avlonitis, G.J., K. Lionakis, and N.G. Panagopoulos (2010), "Antecedents and Consequences of the Conflict between the Marketing and Sales Departments", *Journal of Selling & Major Account Management*, 10 (1), 21-32.
32. Panagopoulos, N.G. and S. Dimitriadis (2009), "Transformational Leadership as a Mediator of the Relationship Between Behavior-Based Control and Salespeople's Key Outcomes: An Initial Investigation", *European Journal of Marketing*, 43 (7/8), 1008-1031.
33. Panagopoulos, N.G. and G.J. Avlonitis (2008), "Sales Force Control Systems: A Review of Measurement Practices and Proposed Scale Refinements", *Journal of Personal Selling & Sales Management*, 28 (4), 365-385.
34. Avlonitis, G.J. and N.G. Panagopoulos (2007), "Exploring the Influence of Sales Management Practices on the Industrial Salesperson: A Multi-Source Hierarchical Linear Approach", *Journal of Business Research*, 60 (7), 765-775.
35. Papastathopoulou, P., G.J. Avlonitis, and N.G. Panagopoulos (2007), "Intraorganizational Information & Communication Technology Diffusion: Implications for Industrial Sellers and Buyers", *Industrial Marketing Management*, 36 (3), 322-336.
36. Buehrer, R.E., E. Oksanen-Ylikoski, N.G. Panagopoulos, and E. Bolman-Pullins (2007), "Expanding International Sales Education: Reporting on an EU-US Workshop and Introducing the Global Sales Science Institute", *Journal of Selling & Major Account Management*, 7 (3), 8-17.
37. Avlonitis, G. J. and N.G. Panagopoulos (2006), "Role Stress, Attitudes and Job Outcomes in Business-to-Business Selling: Does the Type of Selling Situation Matter?", *Journal of Personal Selling & Sales Management*, 26 (1), 67-77.
38. Avlonitis, G.J. and N.G. Panagopoulos (2005), "Antecedents and Consequences of CRM Technology Acceptance in The Sales Force", *Industrial Marketing Management*, 34 (4), 355-368.

#### **REFEREED PAPERS IN CONFERENCE PROCEEDINGS**

1. Mullins, R., B. Menguc, and N. G. Panagopoulos (2019), "Multilevel Antecedents of Value-Based Selling and Performance: A Systems Theory of Motivation Perspective", *2019 AMA Winter Educators' Conference*, "Understanding Complexity, Transforming the

- Marketplace”, Eds. Son K. Lam, Markus Giesler, and Xueming Luo, February 22-24, Austin, Texas [accepted on November 8, 2018].
2. Panagopoulos, N.G., B. Hochstein, T. Baker, and M. Pimentel (2018), “Boosting Sales Force Morale in High-Velocity, Complex Markets: The Role of Organizational Resources”, *2018 National Conference in Sales Management*, April 11-13, San Diego, California [accepted on January 3, 2018]. (Paper received the BEST PAPER AWARD).
  3. Mullins, R., N.G. Panagopoulos, and P. Avramidis (2017), “Do Firms Burn their Muscle While Cutting the Fat? The Influence of Sales Force Downsizing Decision on Firm-Idiosyncratic Risk and the Role of Screening and Signaling Processes”, *2017 AMA Winter Educators’ Conference*, “Better Marketing for a Better World”, Eds. Rajesh Chandy, Jeffrey Inman, and Christine Moorman, Orlando, Florida.
  4. Panagopoulos, N.G. and M. Pimentel (2017), “Does Building an Ambidextrous Sales Force Pay-off? Balancing Customer- and Supplier-Centricity in Sales Force KSAs”, *2017 AMA Winter Educators’ Conference*, “Better Marketing for a Better World”, Eds. Rajesh Chandy, Jeffrey Inman, and Christine Moorman, Orlando, Florida.
  5. Panagopoulos, N.G. and M. Pimentel (2017), “Does Building an Ambidextrous Sales Force Pay-off? Balancing Customer- and Supplier-Centricity for Improved Performance”, *2017 National Conference in Sales Management*, April 19-21, St. Louis, Missouri (Paper NOMINATED FOR THE BEST PAPER AWARD).
  6. Panagopoulos, N.G. and M. Pimentel (2016), “Can Customer- and Sales-centricity Really Co-exist? Ambidextrous Sales Management Practices and Their Interactive Effects on Sales Force Performance” *SMA Conference*, Atlanta, GA.
  7. Panagopoulos, N.G. and A.A. Rapp (2015), “Reaping Benefits from Investing in Solution Selling Capability: Do Product and Customer Characteristics Matter?”, *2015 AMA Winter Educators’ Conference*, “Marketing in a Global, Digital and Connected World”, Eds. Tom Brown and Vanitha Swaminasthan, San Antonio, Texas.
  8. Panagopoulos, N.G. and A.A. Rapp (2015), “Reaping Benefits from Investing in Solution Selling Capability: Do Product and Customer Characteristics Matter?”, *2015 National*

*Conference in Sales Management*, April 15 – April 18, Houston, Texas (Paper received the 2015 BEST PAPER AWARD).

9. Panagopoulos, N.G., J. Ogilvie, and K. Johnson (2015), "Till Death Do us Part...or Maybe Not? On Customer Firing in Business Markets?", *2015 AMA Winter Educators' Conference*, "Marketing in a Global, Digital and Connected World", Eds. Tom Brown and Vanitha Swaminathan, San Antonio, Texas.
10. Panagopoulos, N.G., Johnson, K., and D. Mothersbaugh (2014), "Performance Effects of Sales Controls: A Comparison of Alternative Conceptualizations", *2014 AMA Winter Educators' Conference*, "Engaging Customers", Eds. G.K. Hunter and T.J. Steenburgh, Orlando, Florida (Paper received the BEST PAPER AWARD in the Track Sales and Customer Relationship Management).
11. Guenzi, P., A. Baldauf, and N.G. Panagopoulos (2013), "The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness", *42nd EMAC Conference*, Istanbul, Turkey.
12. Andzulis, J., A. Rapp, and N.G. Panagopoulos (2013), "Do Vigilante Consumers and Showrooming Hurt Retail Sales? The Influence of Opportunistic Shopping Behaviors", *2013 AMA Winter Educators' Conference*, "Challenging the Bounds of Marketing Thought", Eds. A. Rindfleisch and J. Burroughs, Las Vegas.
13. Lionakis, C., G. Avlonitis and N. G. Panagopoulos (2013), "Relative Power of Marketing and Sales Departments: An Empirical Examination of its Consequences for the Organization", *2013 AMA Winter Educators' Conference*, "Challenging the Bounds of Marketing Thought", Eds. A. Rindfleisch and J. Burroughs, Las Vegas.
14. Panagopoulos, N.G. (2012), "Nailing Down Sales Force's Impact on Customer Lifetime Value: The Role of Solution Selling", *2012 AMA Winter Educators' Conference*, "Seeing Marketing Through Emerging Theoretical Lenses: A Focus on Marketing's Organizational and Societal Roles", Eds. S. Bharadwah and J. Hulland, Vol. 23, St. Petersburg, Florida.
15. Vlachos, P., N.G. Panagopoulos, R. Singh, R. Singh, & A. Theotokis (2011), "The Moderating Role of Job Satisfaction Facets on Salespeople's Reactions to Corporate Social Responsibility: Evidence from India and the Netherlands", *2011 AMA Winter Educators'*

- Conference, "Looking Back, Looking Forward: Shaping the Future of Research in Marketing", Eds. L. McAlister and R. Srinivasan, Vol. 22, Austin, Texas.*
16. Avlonitis, G.J., K. Lionakis, & N.G. Panagopoulos (2010), "Antecedents and Consequences of Marketing and Sales Cultural Conflicts", 4<sup>th</sup> *Global Sales Science Institute Conference, "Advancing Sales: Measuring and Refining for Sales Research, Education and Practice"*, Eds. P. Kwiatek & T. Loe, June 16-18, Poznan, Poland.
  17. Panagopoulos, N.G. & G.J. Avlonitis (2010), "Making Salespeople to Lead Themselves: Antecedents and Consequences of Self-Leadership Strategies", 2010 *AMA Winter Educators' Conference, "Marketing 2010: Strategies and Solutions for a Tumultuous Economy"*, Eds. M. K. Brady and M. D. Hartline, Vol. 21, New Orleans, Louisiana.
  18. Panagopoulos, N.G. & G.K. Hunter (2009), "Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective", 2009 *AMA Winter Educators' Conference, "Excellence in Marketing Research - Striving for Impact"*, Eds., K. Reynolds & C. White, Vol. 20, Tampa, Florida.
  19. Panagopoulos, N.G. & G.J. Avlonitis (2009), "Self-Leadership Strategies in Selling: An Empirical Assessment of their Antecedents and Performance Effects", *Houston Conference in Selling and Sales Management, Marketing Science Institute & University of Houston, Sales Excellence Institute*, Eds. S. P. Brown & M. J. Ahearne, April 2-4, Houston, Texas.
  20. Vlachos, P.A., A. Theotokis, & N.G. Panagopoulos (2009), "Sales Force Reactions to Corporate Social Responsibility", *Houston Conference in Selling and Sales Management, Marketing Science Institute & University of Houston, Sales Excellence Institute*, Eds. S. P. Brown & M. J. Ahearne, April 2-4, Houston, Texas.
  21. Panagopoulos, N.G. & G.J. Avlonitis (2009), "Sales Leadership Behaviors: Does the Environment Matter?", 3<sup>rd</sup> *Global Sales Science Institute Conference, "Sales 3.0."*, Eds. P. Brassier & D. Weilbaker, June 3-5, Clermont-Ferrand, France.
  22. Panagopoulos, N. G. (2008), "Customer-Centric Sales Culture in Sales Organizations: On its Measurement and Impact on Sales Performance", 2008 *AMA Winter Educators' Conference, "Marketing Theory and Applications"*, Eds. T. Brown & Z. Gurhan-Canli, Vol. 19, pp. 106-107, Austin, Texas.

23. Panagopoulos, N.G. & G.J. Avlonitis (2008), "Sales Strategy and its Impact on Sales Force Performance: An Empirical Test", *2<sup>nd</sup> Biennial Conference on Enhancing Sales Force Productivity*, Marketing Science Institute & Christian-Albrechts-University, May 23-25, Kiel, Germany.
24. Panagopoulos, N.G. & G.J. Avlonitis (2008), "Sales Strategy and its Impact on Firm Performance", *2<sup>nd</sup> Global Sales Science Institute Conference, "Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds"*, Eds. G.J. Avlonitis, N. Panagopoulos, R. Peterson & D. Reid, June 25-27, Athens, Greece.
25. Panagopoulos, N.G. & S. Dimitriadis (2007), "Assessing the Impact of Transformational Leadership and Behavior-Based Control on Salesperson Performance, Satisfaction, and Commitment", *36<sup>th</sup> EMAC Conference*, Reykjavik, Iceland.
26. Panagopoulos, N.G. & G.J. Avlonitis (2006), "Measuring the Sales Force Control System: A Critical Evaluation of the Cravens Et Al. (1993) Measurement Scale", *2006 AMA Summer Marketing Educators' Conference, "Enhancing Knowledge Development in Marketing"*, Eds. D. Grewal, M. Levy & R. Krishnan, Vol. 17, Chicago, Illinois.
27. Panagopoulos, N.G. & G.J. Avlonitis (2006), "Sales Organization Effectiveness: Does the Use of Internet Matter?", *35<sup>th</sup> EMAC Conference*, Athens, Greece.
28. Panagopoulos, N.G. & G.J. Avlonitis (2005), "The Impact of Sales Management Practices on Salesperson's Role Stress, Attitudes and Outcomes: A Multiple-Level, Multiple-Source Examination, *34<sup>th</sup> EMAC Conference*, Milan, Italy (Paper was the TOP-RATED PAPER IN THE TRACK SELLING & SALES MANAGEMENT).
29. Papastathopoulou, P., G.J. Avlonitis, & N.G. Panagopoulos (2005), "Investigating the Determinants and Consequences of Information and Communication Technologies' Diffusion in Marketing Organizations", *34<sup>th</sup> EMAC Conference*, Milan, Italy.
30. Papastathopoulou, P., G.J. Avlonitis, & N.G. Panagopoulos (2005), "Intraorganizational Diffusion of ICTs: Antecedents and Consequences", *65<sup>th</sup> Academy of Management Meeting, TIM Division, "A New Vision of Management in the 21st Century"*, Eds. K. G. Smith, J. Le & Qing Cao, August 5-10, Honolulu, Hawaii.

31. Avlonitis, G. J. & N.G. Panagopoulos (2004), "An Examination of the Impact of Sales Force Automation on Salesperson Performance", *33<sup>rd</sup> EMAC Conference*, Murcia, Spain.
32. Panagopoulos, N. G. (2002), "How to Develop Effective Sales Organizations", *31<sup>st</sup> EMAC Doctoral Colloquium*, Braga, Portugal.

#### **PRESENTATIONS/PARTICIPATION IN INVITATIONAL-ONLY ACADEMIC CONFERENCES**

1. Invited to participate in the Sales 3.0 Sales Conference, Gerhard Gschwandtner (Ed.), *Virtual Event*, February 24-25, 2021.
2. Vlachos, P., P. Avramidis, and N.G. Panagopoulos (2020), "How to Optimize Your Company's Approach to Data Privacy", 3<sup>rd</sup> Invitational Academic Roundtable, *2020 Virtual ESG Investing Forum*, October 26, TruValue Labs.
3. Panagopoulos, N.G. and M. Pimentel (2019), "The Serial Job Hopper: Why Salespeople Job Hop and What Can Firms Do About It?", Thought Leadership on the Sales Profession Invitational Conference, M. Ahearne, T. Steenburgh, & J. Lattin (Eds.), *Stanford Graduate School of Business*, May 30-31, Stanford, CA [Accepted December 4, 2018].
4. Mullins, R., B. Menguc, and N. G. Panagopoulos (2019), "Sales Teams as Motivational Systems: Multilevel Antecedents of Value-Based Selling and Performance", 7<sup>th</sup> AIM-AMA Sheth Consortium, January 4-January 6, *MICA*, Ahmedabad, India.
5. Panagopoulos, N.G., R. Mullins, and P. Avramidis (2017), "Do Investors React to Sales Force Downsizing? The Contingent Roles of Investors' Screening and Firm's Signaling Processes", Thought Leadership on the Sales Profession Invitational Conference, M. Ahearne, T. Steenburgh, & D. Rouzies (Eds.), *HEC*, May 30-June 1, Paris, France.
6. Panagopoulos, N. G. & A. Rapp (2015), "Breaking Through Complex Markets: Unleashing the Power of Adaptive Sales Capabilities", Invited to present at the 5<sup>th</sup> Biennial Enhancing Sales Force Productivity Conference, G. Challagalla, B. Murtha, and J. Boichuk (Eds.), *Georgia Tech*, June 16-17, Atlanta, Georgia.
7. Participation in the 2014 Thought Leadership on the Sales Profession Invitational Conference, M. Ahearne and T. Steenburgh (Eds.), *Columbia Business School*, 9-11 June, New York City, New York.

8. Panagopoulos, N. G. & A. Rapp (2012), "Solution Selling Processes: A Multistudy Investigation of their Antecedents & Outcomes", Thought Leadership on the Sales Profession Invitational Conference, M. Ahearne and T. Steenburgh (Eds.), *Harvard Business School*, 5-6 June, Boston, Massachusetts.
9. Blocker, C.P, J.P. Cannon, N.G. Panagopoulos, and J.K. Sager (2011), "The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research", *The 40th Anniversary Conference of Academy of Marketing Science*, "The Sustainable Global Marketplace", Eds. O.C. Ferrell G.T.M Hult, May 24-27, Coral Gables, Florida.
10. Blocker, C.P, J.P. Cannon, N.G. Panagopoulos, and J.K. Sager (2010), "Customer Satisfaction & Retention" *Invitational Baylor's Center for Professional Selling/Journal of Personal Selling & Sales Management Anniversary Research Symposium*, Eds. A. Dixon, J. Tanner & Mike Ahearne, September 16-18, Waco, Texas.
11. Hunter, G. K. & N. G. Panagopoulos (2008), "The Moderating Effects of Customer-Centric Culture on the Psychological Mechanisms of Change in Sales Technology to Performance Relationships", *Erin Anderson Invitational B2B Research Conference*, Wharton School, University of Pennsylvania, October 16-19, Philadelphia, Pennsylvania.
12. Avlonitis, G. J. & N.G. Panagopoulos (2007), "Sales Management Research in Greece in the New Millennium", *New Horizons in Professional Selling & Sales Management: A Special Conference on Research, Teaching & Practice*, American Marketing Association, Eds. G. W. Marshall & M. Johnston, July 14-16, Orlando, Florida.
13. Panagopoulos, N. G. (2007), "The European Union Business-to-Business Sales Institute", *The State of Sales Research & Education in the European Union: An International Workshop*, HAAGA-HELIA University of Applied Sciences, May 3-4, Helsinki, Finland.
14. Panagopoulos, N. G. (2007), "Engaging Businesses in Sales Education", *The State of Sales Research & Education in the European Union: An International Workshop*, HAAGA-HELIA University of Applied Sciences, May 3-4, Helsinki, Finland.

#### **REFEREED PRESENTATIONS IN SPECIAL SESSIONS IN CONFERENCE PROCEEDINGS**

1. Davis, L., W. Bolander, R. Dugan, G. Marshall, W. Moncrief, N. Panagopoulos, and A. Dixon (2019), presentation in Special Session "Gaining a Global Perspective on the State of Sales

- Profession,— Using a Global Panel to Develop Sales Theory”, *2019 AMA Winter Educators’ Conference*, “Understanding Complexity, Transforming the Marketplace”, S. Lam, M. Giesler, and X. Luo Eds., February 22-24, Austin, Texas.
2. Panagopoulos, N.G. (2018), “Moving Beyond Turnover: A Dynamic, Longitudinal Model of Salesperson Job-Hopping Behavior”, presentation in Special Session “What’s Next in Sales Research?: A Showcase of Emerging Challenges in the Field and Better Approaches for Investigating Existing Questions”, *2018 AMA Summer Educators’ Conference*, “Big Ideas and New Methods in Marketing”, D. Gal, K. Hewett, and S. Jayachandran Eds., August 10-12, Boston, Massachusetts [accepted November 29, 2017].
  3. Panagopoulos, N.G., R. Mullins, and P. Avramidis (2018), “Sales Force Screening and Signaling in the Marketing-Finance Interface”, presentation in Special Session “The Link between Sales and Firm Performance: Influence Factors from Inside and Outside the Firm” *2018 AMA Winter Educators’ Conference*, “Integrating Paradigms in a World where Marketing is Everywhere”, Eds. Jacob Goldenberg, Juliano Laran, and Andrew Stephen, February 23-25, New Orleans, Louisiana [accepted August 21, 2017].
  4. Panagopoulos, N.G. (2018), presentation in Special Session “AMA New Horizons Faculty Consortium in Selling and Sales Management: The Next Generation” *2018 AMA Winter Educators’ Conference*, “Integrating Paradigms in a World where Marketing is Everywhere”, Eds. Jacob Goldenberg, Juliano Laran, and Andrew Stephen, February 23-25, New Orleans, Louisiana [accepted on October 29, 2017].
  5. Spiro, R., N. G. Panagopoulos, and E. Bolman Pullins (2014), “The Changing Face of Professional Selling and How our Field is Meeting those Changes”, presentation in Special Session, *2014 Academy of Marketing Science Annual Conference*, May 21-23, Indianapolis, USA.
  6. Panagopoulos, N.G. (2011), "Aspects of Personal Selling in Greece", presentation in Special Session "Exploring Cross-Cultural Differences in the Selling Process", *5<sup>th</sup> Annual Global Sales Science Institute Conference*, "Sales: Bridging the Gap between Theory and Practice", Eds. P. Guenzi and R. Spiro, June 22-24, Milan, Italy.

7. Panagopoulos, N.G. & G.J. Avlonitis (2010), "Sales Management Control and Salesperson Performance: The Moderating Influences of External and Internal Characteristics of the Sales Unit", presentation in Special Session Panel: Hierarchical Models in Sales Research: Recent Advances and Practical Applications, *2010 AMA Winter Educators' Conference*, "Marketing 2010: Strategies and Solutions for a Tumultuous Economy", Eds. M. K. Brady and M. D. Hartline, Vol. 21, New Orleans, Louisiana.
8. Panagopoulos, N.G., & P. Guenzi (2010), "Special Session on the Global Sales Barometer", presentation in *4th Global Sales Science Institute Conference*, "Advancing Sales: Measuring and Refining Sales Research, Education and Practice", Eds. P. Kwiatek & T. Loe, June 16-18, Poznan, Poland.
9. Panagopoulos, N.G. (2009), "Sales Management Research in a Globalized World: Prospects, Challenges, and Opportunities", presentation in Special Session Panel: Internationalizing Research in Sales and Relationship Marketing, *2009 AMA Winter Educators' Conference*, "Excellence in Marketing Research - Striving for Impact", Eds., K. Reynolds & C. White, Vol. 20, Tampa, Florida.
10. Avlonitis, G. J., & N.G. Panagopoulos (2005), "Unfolding the Multilevel Nature of Effective Sales Strategy Implementation", presentation in Panel Session: Re-Thinking Sales as a Strategic Asset in Customer Relationship Management, May, *34<sup>th</sup> EMAC Conference*, Milan, Italy.

#### **INVITED RESEARCH PRESENTATIONS:**

1. Panagopoulos, N.G., and M.A Pimentel (2017) "The Impact of Ambidextrous Sales Management Practices on Firm Financial Performance", *Guest Lecture in the 2017 Southeast Marketing Symposium Conference*, University of Kentucky, Lexington, Kentucky, USA, April 6-8.
2. Panagopoulos, N.G. (2016), "Do Firms Burn their Muscle While Cutting the Fat? Quality and Intent Signals of Sales Force Downsizing Decisions and Firm-Idiosyncratic Risk", *Guest Lecture at Justus-Liebig University*, Giessen, Hesse, Germany, June 9-10.
3. Panagopoulos, N.G. (2015), "How and When Sellers Benefit from Solution Selling? A Capabilities Perspective", *Invited Presentation in the Distinguished Scholar Series of*

- Clemson University, Clemson, South Carolina, USA, April 30-May 1.*
4. Panagopoulos, N.G. (2014), "Solution Selling Processes: A Multistudy Investigation of their Antecedents & Outcomes", *Invited Presentation at Indiana University, Bloomington, Indiana, USA, May 19.*
  5. Panagopoulos, N.G. and M. Bonner (2014), "Thought Self-Leadership and Salesperson Performance: The Roles of Self-Monitoring and Self-Efficacy", *Guest Lecture in the 2014 Southeast Marketing Symposium, University of Arkansas, Fayetteville, Arkansas, USA, March 6-8.*
  6. Panagopoulos, N.G. (2013), "Performance Implications of Sales Strategy: The Moderating Effects of Leadership and Environment", *Keynote Speech at the University of Eastern Finland, Kuopio, Finland, April 10.*
  7. Panagopoulos, N.G. (2013), "A Multi-study Investigation of the Drivers and Performance Outcomes Associated with Solution Selling Processes", *Guest Lecture at A.B. Freeman School of Business – Tulane University's MBA Program, Athens, Greece, March 26.*
  8. Panagopoulos, N. G. (2012), "A Multi-study Investigation of the Drivers and Performance Outcomes Associated with Solution Selling Processes", *Invited Presentation at Cranfield University School of Management, Cranfield, Bedford, UK, July 10.*
  9. Panagopoulos, N.G. (2012), "Key Topics & Trends in Sales Research: Implications for Practitioners", *Keynote speech at Master's of Marketing and MBA students of Cranfield University School of Management, Cranfield, Bedford, UK, July 10.*
  10. Panagopoulos, N.G. (2012), "Key Topics & Trends in Sales Research: Implications for Practitioners", *Keynote Speech at the University of Eastern Finland, Kuopio, Finland, March 21.*
  11. Panagopoulos, N.G. & Paolo Guenzi (2011), "Global Sales Barometer 2011: Research Report from the 2010 Survey. Benchmarking Sales Processes across Geographical Markets and Industries", *Invited Presentation at the 5th Annual Global Sales Science Institute Conference, "Sales: Bridging the Gap between Theory and Practice", Eds. P. Guenzi & R. Spiro, Milan, Italy, June 22-24.*
  12. Hunter, G. K. & N. G. Panagopoulos (2010), "Empirical Insights on the Interactive and

Quadratic Effects of Key Dimensions of Customer Centric Selling,” *Invited Presentation at Case Western Reserve University MAPS Brown Bag Seminar Series*, Cleveland, Ohio, USA, March 12.

13. Hunter, G. K. & N. G. Panagopoulos (2008), “Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective,” *Invited Presentation at Case Western Reserve University MAPS Brown Bag Seminar Series*, Cleveland, Ohio, USA, October 3.

#### **OTHER PRESENTATIONS**

1. Ardjmand, E., W.A. Young II, and N.G. Panagopoulos (2019), “Incentive Rate Dissemination in Viral Marketing”, *Presentation at the Business Research Colloquium*, Ohio University, Athens, September 18.

#### **INVITATIONAL ARTICLES IN PRACTITIONERS’ OUTLETS**

1. Ryan Mullins, PhD, Bulent Menguc, PhD, and Nikolaos G. Panagopoulos, PhD (2021), “Aligning Motivation for a Value-Based Sales Strategy”, *Baylor University’s Keller Center Research Report*, 14(3).
2. Panagopoulos, N.G., B. Hochstein, T.L. Baker, and M. Pimentel (2020), “Boosting Sales Force Morale in Highly Dynamic, Complex Markets: The Role of Job Resources”, *Baylor University’s Keller Center Research Report*, 13(1).
3. Guenzi, P., A. Baldauf, and N.G. Panagopoulos (2015), “Creating High-Performance Sales Organizations through Sales Control Systems”, *Baylor University’s Keller Center Research Report*, 8(4).

#### **BEST PAPER AWARDS & HONORS**

- AMA Sales SIG Excellence in Research Award (2018), for the JM article “Salesperson Solution Involvement and Sales Performance: The Contingent Role of Supplier Firm and Customer–Supplier Relationship Characteristics”, *2018 AMA Summer Marketing Educators’ Conference*, August 10-12, Boston, Massachusetts [award announced 5/7/2018].
- Best Paper Award (2018), for the paper “Boosting Sales Force Morale in High-Velocity, Complex Markets: The Role of Organizational Resources”, *2018 National Conference in Sales Management*, April 11 – April 13, San Diego, California.

- Best Paper Award (2016), for the JPSSM article "Does Choice of Sales Control Conceptualization Matter? A Comparison of Existing Conceptualizations and Directions for Future Research", article was awarded with the 2015 James M. Comer Award for Best Contribution to Selling and Sales Management Theory, *Journal of Personal Selling & Sales Management* [award announced June 2016].
- Best Paper Award (2015), for the JPSSM article "Salespeople as Knowledge Brokers: A Review and Critique of the Challenger Sales Model", article was awarded with the 2014 Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, *Journal of Personal Selling & Sales Management* [award announced May 2015].
- Best Paper Award (2015), for the paper "Reaping Benefits from Investing in Solution Selling Capability: Do Product and Customer Characteristics Matter?", *2015 National Conference in Sales Management*, April 15 – April 18, Houston, Texas.
- Best Paper Award (2014), for the paper "Performance Effects of Sales Controls: A Comparison of Alternative Conceptualizations", *2014 AMA Winter Marketing Educators' Conference*, Track Sales and Customer Relationship Management, February 21-February 23, Orlando, USA.
- Paper Shortlisted for Best Paper Award (2013), The JPSSM article "The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research" was shortlisted for the *Journal of Personal Selling & Sales Management's 2012 James M. Comer Award for Best Contribution to Selling and Sales Management Theory* [award shortlist was announced June 2013).
- Paper Nominated for Best Paper Award (2017), The paper "Does Building an Ambidextrous Sales Force Pay-off? Balancing Customer- and Supplier-Centricity for Improved Performance" was nominated for the *2017 Best Paper Award, National Conference in Sales Management*, April 19-21, St. Louis, Missouri.
- Most Downloaded Paper (2015-present), The JPSSM article "Salespeople as Knowledge Brokers: A Review and Critique of the Challenger Sales Model" has been the 1<sup>st</sup> most downloaded article published in the *Journal of Personal Selling & Sales Management* from 2015-present.

- Most Downloaded Paper (2015-present), The JPSSM article "A Review of Social Media and Implications on the Sales Process" has been the 2<sup>nd</sup> most downloaded article published in the *Journal of Personal Selling & Sales Management* from 2015-present.
- Most Downloaded Paper (2014), The JPSSM article "Salespeople as Knowledge Brokers: A Review and Critique of the Challenger Sales Model" has been included in an online article collection featuring the most downloaded articles published in *Routledge Social Sciences journals* in 2014.
- Most Downloaded Paper (2013), The IJRM article "Performance Implications of Sales Strategy: The Moderating Effects of Leadership and Environment" has been listed in SSRN's All Time Top Ten download list for the category of Business-to-Business Marketing.
- Honorable Mention (2005), The paper "The Impact of Sales Management Practices on Salesperson's Role Stress, Attitudes and Outcomes: A Multiple-Level, Multiple-Source Examination" was one of the top-rated papers in the track Selling & Sales Management in the 34<sup>th</sup> EMAC Conference, May 24-May 27, Milan, Italy.

#### OTHER AWARDS & HONORS

- College of Business 2021 Excellence in Research Recognition<sup>a</sup>, Ohio University (recognition announced on 4/9/2021).
- College of Business 2021 Excellence in Teaching Recognition<sup>b</sup>, Ohio University (recognition announced on 4/9/2021).
- College of Business 2020 Research Impact Award<sup>c</sup>, Ohio University (award announced on 3/4/2020).
- College of Business 2020 Excellence in Research Recognition, Ohio University (recognition announced on 5/3/2020).

<sup>a</sup> This recognition is made to faculty members who have distinguished themselves during the past academic year by earning an excellent performance evaluation in research. This distinction can only be earned by completing a new book or publishing an article in a journal ranked in the college's top two categories.

<sup>b</sup> This recognition is made to faculty members who have distinguished themselves during the past academic year by earning an excellent performance evaluation in teaching.

<sup>c</sup> The College of Business Research Impact Award recognizes faculty members who have distinguished themselves as thought leaders in their discipline or profession on a national or global level. Recipients of this award are able to clearly demonstrate that their body of research and leadership has had an impact on one or more of the following: academic research, student learning, executive education, consulting, and the positive role of business on society and the economy.

- Department of Marketing's Research Productivity Award (for tenured faculty), Ohio University (award announced on 8/11/2020).
- Department of Marketing's Elite Publication Award (for tenured/tenure-track faculty), Ohio University (award announced on 8/11/2020).
- College of Business 2019 Faculty Excellence in Intellectual Contribution Award, Ohio University (award announced on 4/10/2019).
- Department of Marketing's Elite Publication Award (for tenured/tenure-track faculty), Ohio University (award announced on 5/6/2019).
- Program Impact Award, For the Continued Pursuit of World Class Excellence Within The Schey Sales Centre, Ohio University (award announced on 4/12/2019).
- Awarded with the O'Bleness Associate Professorship, Ohio University (professorship announced on 7/1/2018).
- Best Reviewer for 2017, Journal of Personal Selling & Sales Management (award announced on 07/10/2018).
- Selected Co-Chair of the Selection Committee, Neil Rackham Research Grant Award, Sales Education Foundation, February – June 2014.
- Scholarship during Doctoral studies, State Scholarships Foundation, Greece (2000-2003).
- Scholarship during Master's studies, Department of Marketing & Communication, Athens University of Economics & Business (1998-2000).
- Honorary Award for Exceptional Performance during Master's Studies, Graduated 1<sup>st</sup> in class, Greek Marketing Academy (award announced on May 2000).

#### **BOOKS & CHAPTERS IN BOOKS**

- Panagopoulos, N.G. (2011). *Customer relationship management in the sales organization*, chapter in "Sales Management: A Multinational Perspective", P. Guenzi & S. Geiger (Eds.), Palgrave Macmillan, Hampshire, UK.
- Panagopoulos, N.G. (2010). *Sales technology: Making the most of your investment*, Business Expert Press, New York.
- Panagopoulos, N.G. (2009). *The sales function*, chapter in "Management: Business Functions", Rossilli, Athens (in Greek).

- Panagopoulos, N.G. & S. Gounaris (2007). *Sales & Customer Management in an International Setting*, European Postgraduate Programme in International Marketing Publishing.

#### **EDITORIAL BOARDS' MEMBERSHIP**

- Journal of Personal Selling & Sales Management (January 2011 – present).
- Industrial Marketing Management (July 2005 – present).
- Journal of Business Research (June 2020 – present).
- Journal of Selling (December 2007 – present).

#### **REVIEWER ACTIVITIES**

- Journal of the Academy of Marketing Science (January 2020-present).
- International Journal of Research in Marketing (2016 – present).
- Journal of Personal Selling & Sales Management (2010 - present).
- Industrial Marketing Management (2005 - present).
- Journal of Organizational Behavior (2018-present).
- Journal of Service Research (2018-present)
- European Journal of Marketing (2008 - present).
- Journal of Selling & Major Account Management (2007 - present).
- Journal of Business Research (ad hoc).
- Journal of Business Ethics (ad hoc).
- International Journal of Human Resource Management (ad hoc).
- Journal of Business & Industrial Marketing (ad hoc).
- Journal of Marketing Management (ad hoc).
- Marketing Education Review (ad hoc).
- International Marketing Review (ad hoc).
- Journal for Advancement of Marketing Education (ad hoc).
- Sales Education Foundation (SEF) Annual Research Grant program (2012; 2017).

#### **SCIENTIFIC CONFERENCE ACTIVITIES**

- Conference co-chair, 2008 Global Sales Science Institute Conference, June 25-27, Athens, Greece.

- Track co-chair, 2019 AMA Global Marketing SIG Conference, “Global Sales and Account Management” Track, May 20-22, Buenos Aires, Argentina.
- Track co-chair, 2015 Summer AMA Educators’ Conference, “B2B and Inter-organizational Issues in Marketing” Track, August 14-16, Chicago, Illinois, USA.
- Track co-chair, 2014 Winter AMA Educators’ Conference, “Special Topics” Track, February 21-23, Orlando, Florida, U.S.A.
- Track co-chair, 2013 Society for Marketing Advances Conference, “Promotion” Track, October 29-November 2, South Carolina, U.S.A.
- Session chair, 2016 Summer AMA Educators’ Conference, “Key Account Management and Business Networking” Session, August 5-7, Atlanta, Georgia, U.S.A.
- Session chair, 2013 Winter AMA Educators’ Conference, “Organization and Customer Dynamics in Sales” Session, February 15-17, Las Vegas, Nevada, U.S.A.
- Session chair, 2012 Winter AMA Educators’ Conference, “New Insights about the Influence of Salespeople and CRM programs on Customer Loyalty” Session, February 17-19, St. Petersburg, Florida, U.S.A.
- Discussant, 2009 Winter AMA Educators’ Conference, “Sales & Relationship Marketing” Session, February 20-23, Tampa, Florida, U.S.A.
- Discussant, 2005 Academy of Management Meeting, “Adoption and Diffusion” Track, August 5-10, Honolulu, Hawaii, U.S.A. [Selection for this role was based on high quality of reviewing as referenced in the Technology and Innovation Management Newsletter (2005), Vol. 17, (Spring), No. 2, p. 3].
- Reviewer, Winter & Summer American Marketing Association Educators’ Conference, Sales & Relationship Marketing Track, (2008 - present).
- Reviewer, Academy of Marketing Science, Mary Kay Inc. Doctoral Dissertation Competition, (January 2017 – today).
- Reviewer, European Marketing Academy Conference, Sheth Foundation Doctoral Dissertation Competition (2018-present).
- Reviewer, Academy of Marketing Science Conference, Selling & Sales Management Track and Business-to-Business Marketing Track (2009 - present).

- Reviewer, European Marketing Academy Conference, Selling & Sales Management Track (2005 - present), and Relationship Marketing Track (2008 -2010).
- Reviewer, National Conference in Sales Management, (2013-present).
- Reviewer, Global Sales Science Institute (2009 - present).
- Reviewer, Academy of Management Meeting, Technology & Innovation Management Division, and Organization Research Methods Division (2005-2006).

#### INVITED CO-EDITOR OF SPECIAL ISSUES in SCIENTIFIC JOURNALS

- *Industrial Marketing Management (2019)*, Special Issue on “Team Selling” (Vol .77, February).
- *Industrial Marketing Management (2010)*, Special Issue on “Selling & Sales Management” (Vol., 39, No. 7).
- *Journal of Personal Selling & Sales Management (2012)*, Special Issue on “The Role of Social Media in Personal Selling and Sales Management” (Vol. 32, No. 3).

#### RESEARCH FUNDING/GRANTS:

- 2019: Recipient of the Research Seed Grant, College of Business, Ohio University, for the proposal “Determining Incentive Rate to Minimize Time to Profit in Viral Marketing Campaigns” (\$2,500).
- 2013: Recipient of the Sales Education Foundation/Neil Rackham Research Grant (\$5,000).
- 2009-2010: Recipient of the Basic Research Support Program II, Athens University of Economics & Business (€10,000).

#### TEACHING<sup>d, e</sup>:

- **PhD Program:**
  - June 9, 2016: “*Reflections on Getting Published in the Sales Area*”, Research Seminar, Justus-Liebig University (Germany). Evaluation: NA.
  - March 22, 2012: “*Sales Research Seminar: Fruitful Topics for Investigation in the Area*”, Research Seminar, Helsinki School of Economics (Finland). Evaluation: NA.

<sup>d</sup> Reported evaluations are based on either 'Global Instructor Evaluation Question' or average of items assessing instructor/course performance.

<sup>e</sup> NA denotes either absence of a formal evaluation procedure for the respective course that year or that the course wasn't offered that year.

- 2011-2013: "*Research Methods I*", Core Course, Department of Marketing & Communication, Athens University of Economics & Business (Greece). Evaluation: 4.47/5 (2011); 4.75/5 (2012); 4.00/5 (2013).
- 2011-2012: "*Research Methods II*", Core Course, Department of Marketing & Communication, Athens University of Economics & Business (Greece). Evaluation: 4.56/5 (2011); NA (2012).
- June 25, 2011: "*Multilevel/Hierarchical Linear Modeling*", Research Seminar, Department of Marketing & Communication, Athens University of Economics & Business (Greece). Evaluation: NA.
- **Master's Program:**
  - 2020-present: "Sales Analytics", Required Course for Sales Certification, Online MBA (Part-time Program), Ohio University (USA). Evaluation: 4.6/5 (Spring 2020); 8.5/9 (Spring 2021).
  - 2018-present: "*Strategic Marketing*", Core Course, Online MBA (Part-time Program), Ohio University (USA). Evaluation: 4.2/5 (Spring 2018); 4.5/5 (Fall 2018); 4.5/5 (Fall 2019); 8.7/9 (Fall 2020).
  - 2015-2017: "*Marketing Strategy*", Core Course, MBA (Full-time Program), The University of Alabama (USA). Evaluation: 4.83/5 (Fall 2015; section 001); 4.61/5 (Fall 2015; section 002); 4.79/5 (Fall 2016; section 001); 4.77/5 (Fall 2016; section 002).
  - 2015-2017: "*Personal Selling*", Required Course for Professional Sales Focused Area of Study, MSc in Marketing (Full-time Program), The University of Alabama (USA). Evaluation: 5.00/5 (Fall 2015- section 001); 4.78/5 (Fall 2016; section 001).
  - 2015-present: "*Personal Selling*", Core Course, MSc in Marketing Management (Full- and Part-time Programs), ALBA Graduate Business School (Greece). Evaluation: 4.83/5 (June 2015); 4.73/5 (June 2016); 4.72/5 (June 2017); 4.79/5 (June 2018); 4.88/5 (June 2019); 4.77/5 (June 2020 online).
  - 2018-present: "*Professional Selling*", Elective Course, MBA (Part-time Program), ALBA Graduate Business School (Greece). Evaluation: 4.62/5 (June 2018); 4.94/5 (June 2019); 4.82/5 (June 2020 online).

- December 2016-December 2018: *"Pricing Strategy"*, Core Course, MSc in Marketing Management (Full-time Program), Vlerick Business School (Belgium). Evaluation: NA.
- April 8, 2013: *"Building & Managing Customer Relationships: The Role of the Sales Force"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- April 9, 2013: *"Value Creation and Appropriation in Sales & Solution Selling"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- March 20, 2012: *"Customer-based Metrics for Building & Managing a Customer Portfolio"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- March 21, 2012: *"Growing the company by building an appropriate sales strategy"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- March 21, 2012: *"Reengineering the sales force to selling value through solution selling"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- March 21, 2012: *"Leveraging social media in sales organizations"*, Guest Lecture, MSc in Marketing (Full-time Program), University of Eastern Finland (Finland). Evaluation: NA.
- 2007-2012: *"Sales Management"*, Elective Course, MSc in Marketing & Communication (Full-time & Executive Programs), Athens University of Economics & Business (Greece). Evaluation: 3.4/5 (2007); NA (2008); 4.1/5 (2009); 4.2/5 (2010); 4.9/5 (2011); 4.85/5 (2012).
- 2007-2012: *"Personal Selling & Sales Management"*, Core Course in Marketing Concentration, MBA (Full-time Program), Athens University of Economics & Business (Greece). Evaluation: 8.05/10 (2007); 9.11/10 (2008); 8.33/10 (2009); 9.11/10 (2010); 8.35/10 (2011); 4.71/5 (2012).

- 2009-2011: "*Sales & Marketing Management*", Elective Course, MSc in Human Resource Management (Executive Program), Athens University of Economics & Business (Greece). Evaluation: 4.49/5 (2009); 4.14/5 (2010); 4.09/5 (2011).
- 2008: "*Sales Management*", Elective Course, MBA (Executive Program), Athens University of Economics & Business (Greece). Evaluation: 8.00/10.
- 2006-2012: "*Customer Relationship Management*", Elective Course, MSc in Marketing & Communication (Full-time & Executive Programs), Athens University of Economics & Business (Greece). Evaluation: 4.6/5 (2006); 3.9/5 (2007); 4.3/5 (2008); 4.3/5 (2009); 4.14/5 (2010); NA (2011); 4.53/5 (2012).
- 2000-2006: "*Data Analysis with SPSS*", Tutorial Course within the Core Course of "Marketing Research", MSc in Marketing & Communication (Full-time & Executive Programs), Athens University of Economics & Business (Greece). Evaluation: NA.
- 2000-2002: "*Markstrat Simulation*", Responsible for Simulation within the Core Course of "Marketing Strategy", MSc in Marketing & Communication (Full-time & Executive Programs), Athens University of Economics & Business (Greece). Evaluation: NA.
- **Undergraduate Program:**
  - 2017-present: "*Strategic Account Management*", Required Course for Sales Certificate, Ohio University (USA). Evaluation: 7.6/9 (Fall 2017; section 100); 8.3/9 (Fall 2017; section 102); 7.7/9 (Spring 2018; section 100); 8.2/9 (Spring 2018; section 101); 8.7/9 (Fall 2018; section 100); 8.3/9 (Fall 2018; section 101); 8.6/9 (Spring 2019; section 100); 8.3/9 (Spring 2019; section 101); 8.2/9 (Fall 2019; section 100); 8.6/9 (Spring 2020; section 100); 8.5/9 (Spring 2020; section 101); 8.1/9 (Fall 2020; section 100); 8.7/9 (Spring 2021; section 101); 8.7/9 (Fall 2021; section 100).
  - 2018-present: "*Business to Business Marketing*", Elective Course, Ohio University (USA). Evaluation: 8.2/9 (Spring 2018; section 100); 8.3/9 (Spring 2019; section 100); 8.4/9 (Fall 2019; section 100); 8.6/9 (Spring 2020; section 100); 8.3/9 (Fall 2020; section 100); 8.5/9 (Spring 2021; section 100).
  - January-April 2020: "*Independent Study on Sales - MKT 4930*", Elective Course, Ohio University (USA). Evaluation: NA.

- October 2018-June 2019: *"Director of the A2A Global Consulting Program, Athens, Greece"*, Required Course for International Business Certificate/International Business Major, Ohio University (USA). Evaluation: 9.0/9.0 (Summer 2019).
- January-April 2019: *"Independent Study MKT 4930"*, Elective Course, Ohio University (USA). Evaluation:
- October 2017-May 2018: *"Associate Director of the Global Consulting Program, Thessaloniki, Greece"*, Required Course for International Business Certificate/International Business Major, Ohio University (USA). Evaluation: 6.9/7 (Summer 2018).
- 2013-2015: *"Key Account Management"*, Required Course for Sales Certificate, The University of Alabama (USA). Evaluation: 4.71/5 (Fall 2013); 4.27/5 (Spring 2014; section 320); 4.20/5 (Spring 2014; section 321); 4.44/5 (Fall 2014; section 320); 4.50/5 (Fall 2014; section 321); 4.50/5 (Spring 2015; section 320); 4.57/5 (Spring 2015; section 321).
- February 25, 2010: *"Personal Selling & Sales Management in Greece in the 21<sup>st</sup> Century: Implications for US Students"*, Guest Lecture, Northern Illinois University (USA). Evaluation: NA.
- 2009: *"International & Export Marketing"*, Required in International Marketing Specialization, Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: 4.2/5.
- 2004-2013: *"Introduction to Marketing"*, Elective Course for Non-marketing Majors, Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA (2004-2007); 8.04/10 (2008); 8.04/10 (2009); 8.63/10 (2010); 8.86/10 (2011); 4.66/5 (2012); 4.71/5 (2013).
- 2004-2013: *"Agricultural & Food Marketing"*, Elective Course, Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA (2004-2008); 4.05/5 (2009); 4.18/5 (2010); 4.49/5 (2011); 4.73/5 (2012); 4.27/5 (2013).
- 2008-2013: *"Customer Relationship Management"*, Elective Course, Erasmus International Program, Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.

- 2009-2013: *"Personal Selling & Sales Management"*, Elective Course, Erasmus International Program, Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.
- 2008: *"Statistics for Business Administration"*, Core Course, Department of Business Administration, Athens University of Economics & Business. Evaluation: NA.
- 2000-2008: *"Quantitative Methods I"*, Tutorial Course within the Core Course "Quantitative Methods I", Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.
- 2000-2008: *"Quantitative Methods II"*, Tutorial Course within the Core Course "Quantitative Methods II", Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.
- 2006: *"Markstrat Simulation"*, Responsible for Simulation within the Core Course of "Marketing Strategy", Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.
- 2002-2002: *"Marketing Game Simulation"*, Responsible for Simulation within the Core Course of "Introduction to Marketing", Department of Marketing & Communication, Athens University of Economics & Business. Evaluation: NA.
- **Executive Education at University Sales Programs:**
  - October 23, 2018: *"I, Robot: What does the Future of Sales Look Like in an AI-powered Economy?"*, Keynote Speech at the Schey Sales Centre's Annual Symposium, Ohio University (USA). Evaluation: NA.
  - December 13, 2017: *"Navigating Difficult Waters: Managing (and Surviving!) Sales Superstars"*, Vlerick Business School Sales Club (Belgium). Evaluation: NA.
  - November 3, 2016: *"Mentoring: An Odyssey in Developing your People"*, Keynote Speech at the Schey Sales Centre's Annual Symposium, Ohio University (USA). Evaluation: NA.
  - August 2013: *"Sales Leadership I"*, The University of Alabama Sales Program (USA). Evaluation: NA.
  - September 2013: *"Sales Leadership II"*, The University of Alabama Sales Program (USA). Evaluation: NA.

- October 2013: *"Sales Leadership III"*, The University of Alabama Sales Program (USA). Evaluation: NA.
- April 9, 2013: *"Key Performance Indicators & Metrics for Key Account Management"*, Keynote Speech, University of Eastern Finland Sales Program (Finland). Evaluation: NA.
- 2010-2012: *"Relationship Marketing"*, Athens University of Economics & Business, The S.A.L.E.S. Program (Greece). Evaluation: 4.37/5 (2010); 4.69/5 (2011); 5.00/5 (2012)
- 2010-2012: *"Sales Techniques"*, Athens University of Economics & Business, The S.A.L.E.S. Program. (Greece) Evaluation: 4.28/5 (2010); 4.81/5 (2011); 4.90/5 (2012).
- 2010-2012: *"Customer Portfolio Management"*, Athens University of Economics & Business, The S.A.L.E.S. Program (Greece). Evaluation: 4.19/5 (2010); 4.16/5 (2011); 4.89/5 (2012).

#### **STUDENT MENTORSHIP/ADVISING (see attached list of students):**

- **Doctoral Programs:**

- October 2014-January 2020: *Chair of 1 Doctoral Dissertation Committee*, Doctoral Program, Department of Marketing, The University of Alabama.
- January 2014 – August 2017: *1<sup>st</sup> Year Summer Paper Chair*, Doctoral Program, Department of Marketing, The University of Alabama.
- August 2013-May 2016: *Member of 6 Doctoral Dissertation Committees*, Doctoral Program, Department of Marketing, The University of Alabama.
- 2012-present: *Member of 1 Doctoral Dissertation Committee*, Doctoral Program, Department of Marketing, Athens University of Economics & Business.
- December 2013: *Member of 1 Doctoral Examination Committee*, Doctoral Program, School of Marketing, University of South Australia.
- June 2009: *Member of 1 Doctoral Examination Committee*, Doctoral Program, Department of Management Science & Technology, Athens University of Economics & Business.

- **Master's Programs:**

- September 2017-2020: *Worked with 4 Graduate Assistants*, Ohio University.
- August 2013-May 2016: *Worked with 5 Research Assistants*, The University of Alabama.

— 2007-2013: *Advisor/Chair of 35 Master's Theses (Executive & Full-time Programs)*, Athens University of Economics & Business.

— 2008-2013: *Member of 19 Master's Theses Examination Committees (Executive & Full-time Programs)*, Athens University of Economics & Business.

- **Undergraduate Programs:**

- August 2013- June 2014: *Supervision of 1 Emerging Scholars Program student*, The University of Alabama.

- August 2013- June 2014: *Supervision of 1 Faculty Scholar Program student*, The University of Alabama.

### **CONSULTING & EXECUTIVE EDUCATION EXPERIENCE:**

During the past 21 years, I have been involved in a large number of consulting/research projects as well as executive education programs in the areas of personal selling, sales management, marketing strategy, and market research, working extensively with companies in the U.S., E.U., Asia, and Latin America, including companies from the *Fortune 500* and *Forbes World's Biggest Companies* Lists. Some of the companies I have worked with include:

**The University of Alabama, Executive Education (U.S.A.):** Frito Lay, Pfizer, Xerox, Verizon, HP, AT&T, Thompson Tractor/Caterpillar, AmeriTek, Allstate, TekLinks, Regions, LTS Education Systems, Intelladon, Stryker, Nowlin & Associates, Cigna – HealthSpring, Farmers Insurance, Southland International, Fastenal, Afflink.

**Athens University of Economics & Business, Executive Education (Greece):** Fujitsu; Kodak; Novartis; Vodafone; Johnson & Johnson; Hellenic Coca-Cola; AB Vassilopoulos-Delhaize Group, Alumil SA, Halkor, Ideal Standard International, Karelia Tobacco Company Inc., etc.

**Consulting/Exec Ed/Research Projects (U.S.A., E.U., Latin America, Asia):** Unilever (The Netherlands); Adidas (all Latin American countries); LG (across 20 European Countries); MSC Industrial Supply (USA); Advantage Realty (USA); Wilo (Germany; Greece; China); Mars Inc. (Belgium); Sarens (Belgium); Showpad (Belgium); Hudson (Belgium); Siemens (Greece); Alumil SA (Greece); Syngenta Hellas (Greece); Genesis Pharma SA (Greece); Boehringer Ingelheim Hellas SA (Greece); OPAP SA (Greece); Hellenic Petroleum SA (Greece); Bristol-Myers Squibb Hellas SA (Greece); Abbott Hellas SA (Greece); Apivita SA (Greece); Compo GmbH & Co. KG

(Greece); Eli Lilly Hellas SA (Greece); Cegedim Hellas SA (Greece); Ipsen Hellas SA (Greece); Yamaha Hellas SA (Greece); BIC Violex SA (Greece); Vianex SA (Greece); Hellenic Management Association (Greece); Leon Engineering SA (Greece); George Petrou LTD (Cyprus); Interamerican SA (Greece); Roche Hellas SA (Greece); Metaxas Diagnostics SA (Greece); 01 Pliroforiki SA (Greece); Web Communications LTD (Greece); MDM Business Consultants SA (Greece); Viokef SA (Greece); Atlantic SA (Greece); Karamolegkos SA (Greece); Elpen SA (Greece); Public Power Corporation SA (Greece); Hellenic Organization of Telecommunications SA (Greece); Hellenic Railways Organization SA (Greece); Athens Chamber of Commerce & Industry (Greece); General Secretariat for Research and Technology - Ministry of Education (Greece); Greek Research & Technology Network SA (Greece); Hellenic Ministry of Culture & Tourism (Greece); Ministry of Rural Development & Food (Greece); Ministry of Employment & Social Security (Greece); Ministry of Interior (Region of Central Greece) (Greece); Hellenic Organization for Standardization SA-Ministry of Development (Greece).

**European Commission-funded programs (E.U.):** Education & Training Initiative, Leonardo da Vinci Program: development of the European Business to Business Sales Institute, an initiative that markets sales training services to European small/medium companies through an e-learning platform.

#### **ADMINISTRATIVE POSITIONS:**

- August 2017 – August 2021: Director of Executive Education & International Sales, Schey Sales Centre, Ohio University.
- November 2011 – August 2013: Director, Sales & Customer Management Research Unit, Athens Laboratory of Research in Marketing (A.L.A.R.M.), Athens University of Economics & Business.

#### **ELECTION/APPOINTMENT TO LEADERSHIP ROLES IN SCHOLARLY ASSOCIATIONS:**

- AMA Sales SIG:
  - Vice-chair, Recognition and Awards, May 2018-December 2019.
  - Vice-chair, Finance and Development, May 2016-May 2018 (fund-raised \$6,000 for the Sales SIG on an annual basis for the years to come).
- Global Sales Science Institute

- Chair, 2014-2016.
- Vice Chair of Strategic Planning, 2012-2014.
- Vice Chair of Business Engagement, 2011-2013.
- Steering Committee member (founding member), 2007-2011.

## UNIVERSITY SERVICE:

### Ohio University:

- College of Business
  - Design, development, and promotion of the OMBA “Strategic Selling & Sales Leadership” Certificate/Concentration program and curriculum, November 2017-September 2018.
  - Design and development of the OMBA 6500 Sales Analytics course, August 2018-present.
  - Journal List Revision Subcommittee Member, ICCIT Committee, August 2017-present.
  - Journal Reviews Subcommittee Member, ICCIT Committee, August 2017-present.
  - Promotion of Research Culture and Development of Research Website Subcommittee Member, ICCIT Committee, February 2018-present.
  - Refinement of Seed Grants Process and Review of Seed Grants Subcommittee Member, ICCIT Committee, January 2018-present.
  - Continuous involvement in events for Attracting, Recruiting, and Retaining Students, March 2018-present.
  - Active involvement in the Freshman Learning Community Innovation Expo, December 12, 2018.
  - Active involvement in the Ohio University Consulting Project, April 2019.
  - Active involvement in revising content for the OMBA 6350 Strategic Marketing Course (February 2019-August 2019).
  - Active involvement in the AACSB process, January 2019.
- Department of Marketing
  - Chair of the Awards Committee, September 2018-present.
  - Faculty Hiring Committee Member, March 2018-August 2018.

- Annual Faculty Performance Review Committee Member, August-December 2018.
- Active involvement in the Learning Outcomes Course Review Process, December 2018-February 2019.
- Active involvement in the Evaluation and Rating of students for the (a) David & Ruth Richmond Award; (b) Excellence in Leadership and Scholarship Award for Marketing; and (c) Marketing Department Citizenship Award, February 2018-present.
- Active involvement in the 2018-19 National Website Judging Competition, American Marketing Association, Collegiate Chapters Council, January 2019.
- Active involvement in the Marketing Advisory Board Meeting, April 2018-present.
- **Schey Sales Centre**
  - Director of Executive Education, August 2017-August 2021.
  - Conception, design, development, leadership, and management of the Sales Best Practice Awards, August 2017-present.
  - Conception, design, development, leadership, and management of the Athens-to-Athens (A2A) Sales-specific Global Consulting Program (GCP), August 2017-present.
  - Continuous involvement in Partner Engagement (speeches, podcasts, meetings, social events, networking, etc.), August 2017-present.
  - Continuous involvement in Student Recruitment (career fair, sales panels, etc.), August 2017-present.

**The University of Alabama:**

- Journal List Revision Committee Member, Department of Marketing, September 2016-August 2017.
- PhD Student Selection Committee Member, Department of Marketing, January 2016-August 2017.
- Faculty Hiring Committee Member, Department of Marketing, August 2015-October 2016.
- Mentor for Junior Faculty, Department of Marketing, November 2016- August 2017.

**Athens University of Economics & Business:**

- Admission Exams Committee Member, Department of Marketing & Communication, 2011-2012.

- Departmental Evaluation Committee Member (Hellenic Quality Assurance Agency for Higher Education), Department of Marketing & Communication, January 2008 - August 2011.
- EFQM Certification Committee, Master's Program in Marketing & Communication, November 2008 - September 2010.

#### **OTHER PROFESSIONAL SERVICE:**

- Active involvement in the selection of Journal of Personal Selling & Sales Management Awards, March 2011-present.
- Active involvement in the Sales Excellence Awards Committee, Greek Sales Institute, 2013-2016.
- Active involvement in the Marketing Excellence Awards Committee, Greek Marketing Institute, 2007.

#### **PROFESSIONAL AFFILIATIONS:**

- American Marketing Association (2006-present)
- Academy of International Business (2020-present)
- Academy of Marketing Science (2011-2012; 2014-2015)
- Academy of Management (2005-2006)
- European Marketing Academy (2002-2006)
- Global Sales Science Institute (2007-present)
- Greek Marketing Academy (2003-2012)