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## Professional Positions

### ***Assistant Professor of Marketing***

University of Dayton; Dayton, Ohio  
July 2014-Present

## Education

**PhD.**, 2014, *The University of Cincinnati*

Major: Marketing (with an emphasis in Personal Selling and Sales Management)

**M.S.**, Accounting, 2008, *The University of Cincinnati*

**M.B.A.**, 2007, *The University of Cincinnati*

**B.A.**, 2001, *Emory University*

Major: Political Science

Minors: Russian Language and Culture, History

## Research

### **Research Interests:**

Marketing and Sales Education

Social Influence

### **Refereed Publications:**

*Dinsmore, J.B., Swani K., & Dugan, R.G. (2017) "‘To ‘Free’ or Not to ‘Free’: Trait Predictors of Mobile App Purchasing Behaviors" **Psychology & Marketing, 34(1) 1-18***

*Clarkson J.J., Smith E.R., Tormala, Z.L. & Dugan R.G. (2017) "Group Identification as a Means of Attitude Restoration" **Journal of Experimental Social Psychology, 68(1), 139-145***

*Dinsmore J.B., Dugan R.G., & Wright S.A. (2016) "Inferences of Product Novelty Resulting from Nonmonetary and Monetary Prices" **Journal of Strategic Marketing, 24(3/4), 227-240***

*Dugan R.G. & Kellaris J.J. (2015) "How Marketing Academics View A-Level Journals: Psychological Insights into Differences between Published and Striving Authors" **Marketing Education Review, 25(3), 245-258.***

Clarkson, J.J., Tormala, Z.L., Rucker, D.D., & Dugan, R.G. (2013). The Malleable Influence of Social Consensus on Attitude Certainty. *Journal of Experimental Social Psychology*, 49 (November), 1019-22

\*Wang, X., \*Dugan, R., & \*Sojka, J. (2013). CRM Systems with Social Networking Capabilities: The Value of Incorporating a CRM 2.0 System in Sales/Marketing Education. *Marketing Education Review*, 23(3), 241-250.

\*Denotes Equal Contribution

#### **Practitioner Publications:**

Bolander, W., Dugan, R., & Saturnino, C. (Forthcoming) "Time to Retool Your Sales Training: Research Proven Tweaks to Improve New Hire Performance and Retention" *Talent and Development Magazine (A publication of the Association for Talent Development)* (March, 2017)

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2016) "Nouns in the Wintering of our Discontent: Is Verbing Undermining Marketing Communication?" *Marketing News (A publication of the American Marketing Association)*, 50(7), 18-19

Dugan, R.G., & Allen, C. (2016) "Math Anxiety and the Millennial Marketing Student" *Marketing News (A publication of the American Marketing Association)*, 50(2), 22-23

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2015) "Is Marketing Selling itself Short on Sales" *Marketing News (A publication of the American Marketing Association)*, 49(12), 18-19

Dugan, R.G., Sweeney, R., & Kellaris, J.J. (2015) "Does Real World Experience Motivate Relevance in Research" *Marketing News (A publication of the American Marketing Association)*, 49(10), 30-32

#### **Manuscripts Under Review:**

Joshua J. Clarkson, Riley Dugan, & Cammy Schulz "Innovation through Deviation: The Role of Expertise in the Emergence of Minority Influence" (Under 3<sup>rd</sup> round review at *Journal of Consumer Research*)

Willy Bolander\*, Riley Dugan\*, & Eli Jones "Time, Change, and Longitudinally Emergent Conditions: Understanding and Applying Longitudinal Growth Modeling in Sales Research" (Under 2<sup>nd</sup> round review at the *Journal of Personal Selling and Sales Management*)

Cynthia Saturnino, Willy Bolander, Bryan Hochstein, Alexis Allen, & Riley Dugan "Imprinted Rookies, Sales Veterans, and Blank Slates: An Imprint Theory Perspective of Hiring Heuristics and Salesperson Performance and Turnover" (Under review at the *Journal of Marketing*)

Concha Allen, Riley G. Dugan, Eugen Popa, & Crina Tarasi "Helping Students Find their Sweet Spot: Using the Sales Process for Effective Job Searches" (Under 2<sup>nd</sup> round review at *Marketing Education Review*)

\*Denotes Equal Contribution

#### **Selected Research in Progress:**

Cinthia Saturnino, Riley Dugan, & Willy Bolander "The Case for Hiring Neurotic Salespeople: A Longitudinal Examination of the Relationship Between New Salesperson Personality and Performance Growth" (Preparing for Submission to the *Journal of Marketing*)

Riley Dugan, Joshua J. Clarkson, & Joshua Beck "How Utilitarian v. Hedonic Products Shape Response to Cause Related Marketing Campaigns" (Collecting data; Target: *Journal of Marketing*)

***Conference Proceedings and Presentations:***

Dugan, R.G., Clarkson, J.J., & Beck, J.\* (2016). Why Giving to Others can Both Help and Hinder Persuasion: The Influence of Product Type on One for One Promotions. (***Association for Consumer Research, Berlin, Germany.***)

Dugan, R.G., Clarkson, J.J., & Schulz, C.\* (2016). On the Cutting Edge: The Relationship between Expertise and Social Influence in Evaluating Normative and Innovative Opinion. (***Association for Consumer Research, Berlin, Germany.***)

Nakhata, Chinintorn\*, & Dugan, R.G. (2016). Exploring Consumer Reactions to Checkout Charity at Service Retailers (***The Academy of Marketing Science, Orlando, FL.***)

Paulson, E.L, Dugan, R.G., & Pan, Y\* (2016). Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements (***The Academy of Marketing Science, Orlando, FL.***)

Clarkson, J.J.\* & Dugan, R.G. (2016). The Role of Expertise in the Emergence of Minority Influence. (***The Society for Consumer Psychology, St. Petersburg, FL.***)

Dinsmore, John B.\* , Swani, Kunal, and Dugan, Riley (2015). Trait Predictors of Mobile App Purchasing Behaviors Using Mowen's "3M" Hierarchical Model of Motivation and Personality (***Marketing EDGE Direct/Interactive Marketing Research Summit, 2015, Boston, MA***)

Dugan, R.G.\* , & Clarkson, J.J. (2015). Who Deserves What?: The Differential Effects of the "One for One" Promotional Model on Hedonic and Utilitarian Products. In ***American Marketing Association, Summer Marketing Educators' Conference, Chicago, IL.***

Dinsmore, John B.\* , Scott A. Wright and Riley G. Dugan (2015). Need for Closure and the Preference for Paid Versions of Products Over Free Versions. In ***American Psychology Association Conference, Toronto, ON.***

Dugan, R.G.\* & Wang, X. (2015). All marketing is Local: Utilizing Support Theory to Examine Perceptions of Local Government. In ***American Marketing Association, Winter Marketing Educators' Conference, San Antonio, TX***

John Cicala\*, Riley Dugan\*, Leslie Kendrick\*, & Rick Moran.\* Integrating Professional Selling in Marketing Education (**Panel Discussion Leader at Marketing Management Association Fall Conference, 2014, San Antonio, TX**)

Hybnerova, K.\* & Dugan, R.\* (2014). Waking the Social Animal inside the Selling Team: The Effect of Social Media Usage on Team Selling. **ADVANCES IN MARKETING, 272.**

John Dinsmore\*, Riley Dugan, & Scott Wright (2014). Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications. (**Association for Consumer Research, Baltimore, MD.**)

Riley Dugan\* Sales Track Discussion Leader (**Academy of Marketing Science, 2014, Indianapolis, IN**)

Riley Dugan\* & Joshua J. Clarkson (2014). The Role of Expertise in the Emergence of Minority Influence (**The Midwest Psychological Association, Chicago, IL**)

Riley Dugan\*, Joshua J. Clarkson, Zakary L. Tormala, & Derek D. Rucker (2013). The Malleable Role of Social Consensus in Pursuit of Belonging and Uniqueness (**Society for Marketing Advances, 2013, Hilton Head, SC**)

Riley Dugan\* & John Dinsmore. Researching the Web 2.0 and 3.0 in the Selling Process (**Special Session Discussion Leader at the National Conference in Sales Management, 2013, San Diego, CA**)

Riley Dugan\*, James J. Kellaris, Linda Orr, & Jane Sojka (2013). Green versus Green: Evaluating Tradeoffs between Compensation Levels and Corporate Social Responsibility in the Job Application Process (**National Conference in Sales Management, 2013, San Diego, CA**)

Wang, X., Dugan R.G.,\* and Sojka J. (2012). CRM Systems as a Form of Social Media for Business: The Value of Incorporating CRM Experiential Learning in Sales/Marketing Education. In **American Marketing Association, Winter Marketing Educators Conference, St. Petersburg, FL**

Riley Dugan\* and Jane Sojka. Selling Memberships to the University Alumni Center (**Special Teaching Session Proposal, National Conference in Sales Management, 2012, Indianapolis, IN**)

Riley Dugan.\* Web 3.0 Technologies and their Impact on the Marketing Mix Variables (**Finalist for the Outstanding Doctoral Student Teacher-Scholar Award at the Marketing Management Association Conference, 2012, Minneapolis, MN**)

John Dinsmore, Scott Wright, Riley Dugan\*, and Frank Kardes (2012) Price Fairness and the Placebo Effect in Marketing (**Atlantic Marketing Association, 2012, Williamsburg, VA**)

John Dinsmore and Riley Dugan\* (2012). Going Viral: Proven Strategies to Creating Viral Content (**Atlantic Marketing Association, 2012, Williamsburg, VA**)

*\*Denotes Presenter*

**Presentations to Industry:**

Riley Dugan, "No Home for Ricky Roma: The Changing Sales Landscape," **Given at Lexis-Nexis® Headquarters, Miamisburg, Ohio, April 12, 2016**

## Teaching

**Academic Positions:**

Fall 2014 – Current	<i>Assistant Professor</i> , University of Dayton Department of Management and Marketing
Summer 2011 - June 2014	<i>Instructor</i> , University of Cincinnati Marketing Department
Fall 2010 – June 2014	<i>Research Assistant</i> , University of Cincinnati Marketing Department

**Courses Taught:**

***University of Dayton***

MKTG 301 Principles of Marketing  
MGT 313 Negotiations  
MKTG 413 Value Analysis in Major Sales Engagements

***Universität Augsburg***

MKTG 301 Principles of Marketing

***University of Cincinnati***

BA 711 Communication for Managers (*MBA business comm. class*)  
BA 713 Communication for Managers II (*MBA business comm. class*)  
MKTG 7011 Marketing for Managers (Facilitator for online MBA course)  
MKTG 2080 Intro to Marketing  
MKTG 2080H Intro to Marketing (*Lindner Honor's Section*)  
MKTG 3000 Professional Selling  
MKTG 3080 Marketing Research  
MKTG 4094 Sales and Digital Media  
MBA ACG Cup Capstone Project; Special Evaluator

**Contributions to Textbooks:**

*Lesikar's Business Communication: Connecting in a Digital World. 13<sup>th</sup> Edition.* Kathryn Rentz & Paula Lentz. McGraw-Hill Irwin Publishers. New York, New York (**Special Business Case Writer**).

## Service

### **National Service:**

Vice Chair for Recognition and Awards, *American Marketing Association Sales SIG* May 2016-present  
Member of Publications Council for the *Marketing Management Association* 2014-present

### **Reviewer:**

Member of Editorial Review Board at *Marketing Education Review* (2015 Reviewer of the Year)  
Ad Hoc Reviewer for *Harvard Business Press*  
Ad Hoc Reviewer for the *Journal for Advancement of Marketing Education*  
Academy of Marketing Sciences (AMS) 2016  
American Marketing Association (AMA) Winter 2015, Summer 2016  
National Conference in Sales Management (NCSM) 2013, 2014, 2015, 2016, 2017  
Atlantic Marketing Association Conference (AtMA) 2013  
Society for Marketing Advances (SMA) 2013

### **Conference Track Chair:**

Advertising and Direct Marketing (**Atlantic Marketing Association, 2013**)

### **Departmental Service:**

Marketing Search Committee Member, University of Dayton (2016 Summer AMA)  
Faculty Advisor for University of Dayton's Pi Sigma Epsilon (Professional Sales Fraternity) Chapter  
Served as Coach for University of Dayton's Sales Team (**2015 National Collegiate Sales Competition; 13<sup>th</sup> place in Nation, 2015 International Collegiate Sales Competition; 11<sup>th</sup> place in Nation, 2016 Toledo Invitational Sales Competition; 14<sup>th</sup> place in Nation; 2016 National Collegiate Sales Competition; 17<sup>th</sup> place in Nation, 2016 International Collegiate Sales Competition; 14<sup>th</sup> place in Nation**)  
Served as Coach for University of Cincinnati's Sales Team (**2011 National Team Sales Championship Networking Award Winners**)  
Faculty Advisor for University of Dayton's Kick it for Cancer Club  
Faculty Advisor for 2013 UC MBA ACG Cup, Case Competition Team (**Southwest Ohio Regional Champions**)  
Faculty Advisor for 2012 Key Bank Minority MBA Case Competition  
Judge for 2013 Duke Energy Inter-University MBA Case Competition  
Instructor for University of Cincinnati's Intensive "English Language for MBA Students" Course  
Coordinator for Marketing Department's Procter & Gamble Fragrance Panel  
Faculty Advisor for Phi Sigma Pi National Honor Society

## Awards/Other

### **Grants and Awards:**

\$8,000 Research Grant (2016), University of Dayton, School of Business Administration, Principal Investigator, "Why Giving to Others can Both Help and Hinder Persuasion: The Influence of Product Type on One for One Promotions" awarded on December 12, 2016

\$1,320 Research Grant (2016), University of Dayton, Ryan C. Harris Learning Teaching Center, Principal Investigator, "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements," awarded on April 18, 2016

2016-2017 University of Dayton Teaching Fellow

2016-2017 University of Dayton LTC Studio Fellow for Innovation in Teaching

2016 University of Dayton Research Fellow

*Marketing Education Review*; 2015 reviewer of the year

\$8,500 Research Grant (2014), Wright State University/Rike Consumer Research Foundation, Co-Principal Investigator, "Contrary Construal Level Mindsets Induced By Monetary and Nonmonetary Prices," Awarded on August 8, 2014

\$2,500 Research Grant (2013) The Direct Marketing Policy Center, Co-Principal Investigator, "Catch it if you Can: An Exploratory Look into the Creation and Dissemination of Viral Videos," awarded on August 26, 2013

\$3,500 University of Cincinnati Board of Governor's Grant (2011), Co-Investigator

\$4,500 Whiting Fellowship (2011-2013)

University of Cincinnati Dean's List of Teaching Excellence

Finalist, Marketing Management Association Outstanding Doctoral Teacher-Scholar Award (2012)

Haring Symposium (Discussant), Bloomington, Indiana (2013)

## Consulting Engagements

Crown Equipment Corporation; (New Bremen, Ohio) Summer-Fall 2016

## Professional Experience

*Grant Thornton, LLP*                      2008-2010

Assurance Associate; Denver, Colorado

*SurgicalEnergetics, LLC*                2006-2008

Staff Accountant; Cincinnati, Ohio

*Teach for America*                      2004-2006

5<sup>th</sup> Grade Teacher; Roma, Texas