



McCoy COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Department of Marketing Newsletter

February 2024

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McCoy COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Want more information?
EMAIL: gailzank@txstate.edu
VISIT: marketing.mccoy.txstate.edu

INFORMATION SESSIONS

Speaker

Program
Coordinator

DR. GAIL ZANK



MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

FRIDAY, FEB 16
12:00 PM CST

WEDNESDAY, FEB 21
05:30 PM CST



<https://rb.gy/sj6986>



<https://rb.gy/nz6lp8>

Scan the QR code or register by
following the link

Research Spotlight

Peer-Reviewed Publications

- Moradi, M.,** Dass, M., Arnett, D., & **Badrinarayanan, V.** (Accepted / In Press). The time-varying effects of rhetorical signals in crowdfunding campaigns. *Journal of the Academy of Marketing Science*, 1-29. <https://doi.org/10.1007/s11747-023-00943-5>
- Raciti, M., **Alkire, L.,** & Beatson, A. (2024). SDG Commentary: Services That Provide Opportunity for All Humans. *Journal of Services Marketing*, 38(2), 164-171. <https://doi.org/10.1108/JSM-04-2023-0125>
- Sen, A., Kumar, A., Dubey, V., & **Gupta, A.** (2023). Managing two-sided B2B electronic markets: Governance mechanisms, performance implications, and boundary conditions. *Journal of Business Research*, 169, 114257. <https://doi.org/10.1016/j.jbusres.2023.114257>
- Srivastava, V., Rangarajan, D., & **Badrinarayanan, V.** (Accepted / In Press). Customer equity drivers and repurchase intent among B2B customers: the moderating role of perceived switching cost. *Journal of Business & Industrial Marketing*. <https://doi.org/10.1108/JBIM-02-2023-0084>
- Suh, T., & Moradi, M.** (Accepted / In Press). Transferring in-store experience to online: An omnichannel strategy for DIY customers' enhanced brand resonance and co-creative actions. *Journal of Business Research*, 168, 114237. <https://doi.org/10.1016/j.jbusres.2023.114237>
- Tikkanen, H., **Alkire, L.,** Kabadayi, S., Timmermans, G., & Vu, L. (2023). Who Is Responsible for Well-Being? Exploring Responsibilization in Transformative Research. *AMS Review*, 13(3-4), 262-276. <https://doi.org/10.1007/s13162-023-00266-2>
- Turri A, M.,** & Watson, A. (2023) Product assortment, choice overload, and filtering technology across retail contexts. *International Review of Retail, Distribution and Consumer Research*, 33(3), 219-239, <https://doi.org/10.1080/09593969.2022.2056904>
- Wilson, R. T.** (Accepted / In Press). Out-of-Home Advertising: A Bibliometric Review. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2023.2186013>.
- Wilson, R. T.** (2023). Out-of-Home Advertising: A Systematic Review and Research Agenda. *Journal of Advertising*, 52(2), 279-299. <https://doi.org/10.1080/00913367.2022.2064378>.
- Wilson, R. T.,** & Baack, D. W. (2023). How the Credibility of Places Affects the Processing of Advertising Claims: A Test of the B2B Communication Effects Model. *Journal of Business Research*, 168(11), 1-13. <https://doi.org/10.1016/j.jbusres.2023>.
- Zihagh, F., Moradi, M., & Badrinarayanan, V.** (Accepted / In Press). A brand prominence perspective on crowdfunding success for aftermarket offerings: the role of textual and visual brand elements. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-06-2023-4553>

Conferences

[Association for Consumer Research Conference \(ACR\), Seattle, Washington - October 26-28, 2023](#)
Nancy Sirianni

[2023 Babson College Entrepreneurship Research Conference, July 2023.](#)
Fereshteh Zihagh

[2023 AMA Summer Marketing Academic Conference, August 2023.](#)
Masoud Moradi
Fereshteh Zihagh

[Society for Marketing Advances Conference in Fort Worth, TX, November 2023.](#)
Holly Syrdal

Research Spotlight

Continued

Leadership/Engagement

Linda Alkire co-chaired the 10th anniversary edition of the Let's Talk About Service (LTAS) conference hosted by the University of Namur in Belgium from December 6-8, 2023, under the theme of "Emerging Paradigms in Service Research". Conference overview [media article](#).

Holly Syrdal has been invited to join the Editorial Review Board for the Marketing Management Journal.

Invited Presentations/ Speeches

Linda Alkire delivered research talks and conducted workshops at the following European universities:

- University of Namur, Belgium (September 2023-January 2024).
- Università Cattolica del Sacro Cuore, Italy (November 2023).
- Maastricht University, The Netherlands (November 2023).
- Ghent University, Belgium (December 2023).
- Hamburg University, Germany (December 2023).

Holly Syrdal gave a presentation on social media engagement research at Future Commerce and Leadership program at Texas State Round Rock campus in November 2023.

Dr. Taewon Suh Participates in Roundtable Discussion



On December 20, 2023, Dr. Taewon Suh participated in a roundtable discussion on entrepreneurship at Handong Global University in Pohang, South Korea, alongside a team of Global Problem Solvers. Global Problem Solvers is the official entrepreneurship program at HGU, and since the Fall semester of 2020, they successfully collaborated with EIG@TXST on a Kickstarter project for a tea product from Kenya. They are enthusiastic about the prospect of further partnerships with EIG@TXST for future global entrepreneurial initiatives.

Dr. Taewon Suh & EIG Attend CES



Dr. Taewon Suh, along with Visualsyn, an EIG-affiliated tech company, was a prominent participant at the 2024 CES in Las Vegas. Their metaverse content creation platform received recognition as a 2024 CES Innovation Awards Honoree. As part of their upcoming plans, the company intends to host a showcase at the McCoy College of Business in early March. Additionally, they are keen on offering internship opportunities to McCoy students during the 2024 SXSW event.

ADVERTISING CASE COMPETITION CLASS: REGISTER FOR FALL



"A lot of hard work, but you gain experience and friendships that last a lifetime." – Alex

"It showed me how to believe in an idea and convince a room full of strangers to do the same." – Breonna

"I would do it over again in a heartbeat!" – Taylor

MKT-4397

Directed Study in
Marketing

Tue/Thur (Fall 2024)

11:00 a.m. to 12:20 p.m.

Seats are Limited

Inquire about the class today! Instructor approval required. You must speak with the instructor.

3 or 6 Credits

Participate in the Fall class, decide later about continuing into the Spring. Earn marketing elective or advanced business course credit.

Class Prerequisites

MKT 3343 required. MKT 4330 and MKT 3370 recommended, but not required.

WORK WITH TOP CONSUMER BRANDS, ADD ADVANCED SKILLS TO YOUR RESUME

Earn Advanced business or marketing elective credit

This is your opportunity to build your resume, master the marketing skills companies want, and earn marketing elective course credit!

- Conduct **consumer research**, including focus groups, online surveys, and cutting-edge research techniques such as user experience testing for websites.
- Create ad and social media **campaigns**.
- Develop campaign **metrics**.
- Work with **major brands**, such as Adobe, Snapple, Tide, and many more!

How The Class Works

You'll work with a handful of the brightest Texas State students from the College of Business Administration and other colleges. We work around a conference table where ideas are easily exchanged. You'll get to know the professor and fellow classmates

on a more personal and professional level. We work as a team to develop our advertising campaign for the case sponsor.

Fall 2024 Semester

We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant target markets, define the brand's positioning strategy, and author the creative brief, which is the document used in the Spring to develop the ad campaign.

Spring 2025 Semester

If you wish to continue into the spring, we turn the creative brief into an actionable campaign and present it to the client and advertising professionals.

The client and advertising case used in the class is sponsored by the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC).

FOR MORE INFORMATION, PLEASE CONTACT
DR. RICK T. WILSON

Professor of Marketing
McCoy College of Business Administration

EMAIL

rick.t.wilson@txstate.edu

FIND OUT MORE

Visit aaf.org to learn more about the competition.



Texas State University Sales Alumni Superstars

Texas State University Sales Alumni Superstars!



The Center for Professional Sales – McCoy College of Business
 Congratulations to the following Texas State University Sales Alumni,
 Marquette Kennedy, Fischer Rouly, & Matthew Sanchez, for their recent
 promotions and award recognition at Caterpillar and Gartner.



*Marquette Kennedy,
 Caterpillar, Promoted
 to Territory Sales Mgr.*



*Fischer Rouly, BDM,
 (Gartner) Winner's
 Circle Award*



*Matthew Sanchez,
 Gartner, Client
 Executive - MSE
 Winners Circle Achiever –
 Back-to-Back!*



January 2024

If you are a sales alumni and have been recently recognized,
 please contact me, AN23@txstate.edu (Wayne Noll)

Sales Stars in the News

Sales Stars in the News! International Collegiate Sales Competition Sales Teams Finish Strong!

Congratulations to the
 International Collegiate Sales
 Competition team from the
 Center for Professional Sales:

1st place Speed Selling – Ashley
 Zamponi,
 6th Runner Up Role Play –
 Bryson Moore, Miceala Tejada
 Case Mgt. – Joshua Posey, Molly
 Akers and overall finishing top
 15 out of 80 universities. The
 ICSC is hosted by Florida State
 University in Orlando, Florida.



Texas State University



November 2023

Sales Students Participate in Salvation Army Golf Tournament

Texas State University Sales Students & Corporate Partners Golfing for The Salvation Army!

Special thanks to our wonderful corporate partners: ABC Supply - (Jim Walker, Hutch White, Brent Norton, Jeremiah Drake), United Rentals - (Albert Hernandez, Earl Heath, Jeff McGinnis, Tyler Gibson), Cintas - (Robert Caskey, Andrew Donovan), Ferguson - (Frank Reichert), for supporting the Salvation Army Angel Tree Golf Tournament at the beautiful Canyon Springs Golf Club in San Antonio, Texas on Monday, December 4.

Not only did you support the tournament for those in need who otherwise would not have a Christmas, but also provided an excellent opportunity for top sales students from The Center for Professional Sales in the McCoy College of Business at Texas State University, to network and play golf with key representatives on your teams.

Top sales students attending: Emily Lyons, Avery Robertson, JC, Moreno, MacKenzie Haigood, Tommy Booth, Grant Celestine, Brent Davis, Curtis Graves, Hutson McGaughan, Cole Krueger, and Katy Wu.

Texas State University

McCoy College of Business



Dress for Success by Tom James Company

The Center for Professional Sales – Texas State University Dress for Success Presentation by Tom James Company

Special thanks to corporate partner Tom James Company, Texas State University sales alumni, Zach Goss and Aubrielle Smith, for your wonderful Dress for Success presentation to my two Professional Sales classes today at Texas State University in the McCoy College of Business. Judging by the questions, everyone was focused on this important topic for students getting ready to interview. We are so proud of Zach's and Aubrielle's success! We appreciate your support of our sales program that you helped build. Keep up the good work!



Texas State University
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Sales Concentration Ceremony for December Graduates

The Center for Professional Sales – Texas State University
Congratulations December 2024 Sales Graduates!

Congratulations graduating sales students from The Center for Professional Sales in the McCoy College of Business at Texas State University for your achievements of graduating AND earning your Sales Certification at the recently held Sales Certificate Excellence Dinner at Palmers Restaurant in San Marcos, Texas on Wednesday, November 29. The entire staff, Dr. Anna Turri, Mrs. Vicki West, Mr. Wayne Noll, Dr. Aditya Gupta, Dr. Linda Alkire, Dr. Enrique Becerra and Mr. Derrek Schartz, are very proud of you and are excited about your future. Also, special thanks to my graduate assistant, Monique Sevin, for all of her work as my assistant, sales coach, and handling the preparation for the dinner. Thank you for keeping our brand strong and best of luck!



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Site Visits with Corporate Partners

Site Visits with Corporate Partners!

What do Texas State University sales students from the Center for Professional Sales do for fun on Friday's? They go on corporate partner site tours with me! Today, 12 of our top sales students and I traveled to San Antonio to visit the rental division for **Cintas**. What a fantastic tour and presentation by Chris Felux, Andrew Alexander, Catherine Lutz, Vanessa Howard, Monique DeSant-Crawford, team Cintas and our wonderful Sales alumni, Kyle Ussery, Annie Coufal and Ke'Ante Stewart. The students were very impressed and are excited about the career potential! Thank you, Cintas, for your support!



Texas State University McCoy College of Business

Sales Alumni Recognized for Outstanding Performance

The Center for Professional Sales – Texas State University

Sales Alumni Super Stars in the News!

Congratulations to our sales alumni super stars, Ty Thacker and Taylor Stewart, who recently were recognized for their outstanding performance with their respective companies, TEKsystems & Gartner!



*Ty Thacker,
Rookie Account
Manager of the
Year for the
Houston, Texas
Office!*



*Taylor Stewart,
Gartner Account
Manager, Everest
Regions Q3 2023
Above & Beyond
award (2nd time
recipient)*



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Matthew Hand Receives Vicki L. West Scholarship

The Center for Professional Sales – Texas State University

Sales Stars in the News!

On behalf of The Center for Professional Sales in the McCoy College of Business at Texas State University, Congratulations to our sales super star, Matthew Hand, for being the 2nd recipient of the prestigious Vicki L. West Scholarship in Sales Excellence!



Matthew Hand



Mrs. Vicki West, Director – The Center
for Professional Sales



Texas State University
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[Click Here](#) to help us grow the Vicki L. West Scholarship Endowment

McCoy College of Business Graduate Named #1 Performing Salesperson



Photo from Brynn Bentley's LinkedIn

Brynn Bentley, a 2022 graduate of the McCoy College of Business at Texas State, was recently named as the #1 performing salesperson in the continental United States, and second if the US territory of Puerto Rico is included in the metrics. A very strong sales concentration student, Brynn is employed by the healthcare division of 3M, a long-time corporate partner with the sales center.

Very recently, 3M spun off its healthcare division and formed a new company called Solventum.

Department Address


McCoy Hall 424
601 University Drive
San Marcos, TX 78666
Phone: (512) 245-7428

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 @TXSTMCCoy

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 /school/mccoycollegeofbusiness/company/texas-state-department-of-marketing

Newsletter Editor

Breanna Evinger
xks2@txstate.edu

Emily Rayburn
pwr15@txstate.edu