

February 2024

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

INFORMATION SESSIONS



### MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

FRIDAY, FEB 16 12:00 PM CST

05:30 PM CST



https://rb.gy/sj6986



**WEDNESDAY, FEB 21** 

https://rb.gy/nz6lp8

Scan the QR code or register by following the link



### Peer-Reviewed Publications

- Moradi, M., Dass, M., Arnett, D., & Badrinarayanan, V. (Accepted / In Press). The timevarying 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, <a href="https://doi.org/10.1080/09593969.2022.2056904">https://doi.org/10.1080/09593969.2022.2056904</a>
- 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



### 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 <u>media article</u>.

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 McCov students during the 2024 SXSW event.

#### ADVERTISING CASE COMPETITION CLASS: REGISTER FOR FALL



#### **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 cuttingedge 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

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

Professor of Marketing EMAIL

McCoy College of Business Administration

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).

FIND OUT MORE

rick.t.wilson@txstate.edu

# Texas State University Sales Alumni Superstars



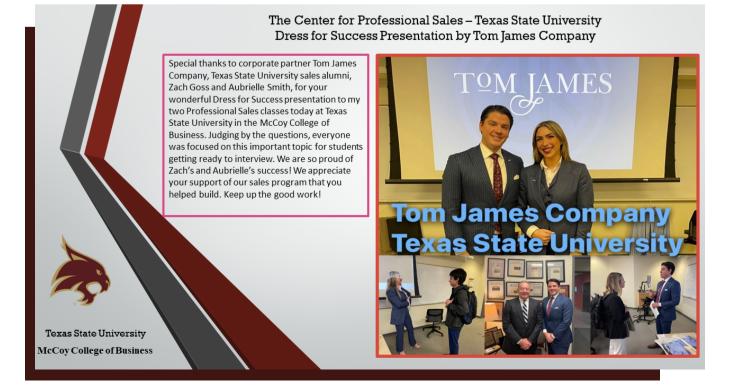
### Sales Stars in the News



# Sales Students Participate in Salvation Army Golf Tournament



### Dress for Success by Tom James Company



# Sales Concentration Ceremony for December Graduates



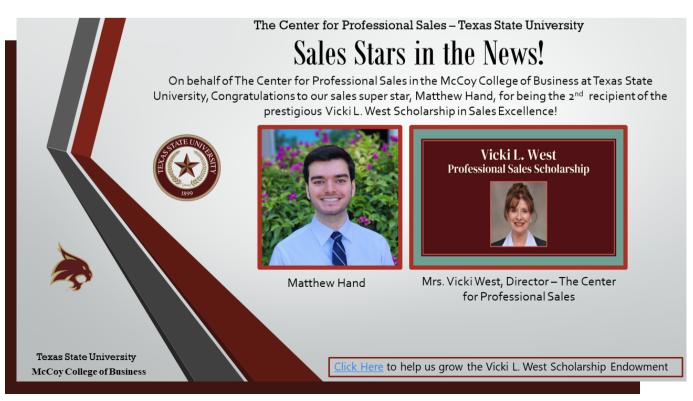
# Site Visits with Corporate Partners



# Sales Alumni Recognized for Outstanding Performance



# Matthew Hand Receives Vicki L. West Scholarship



# 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.



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#### Connect with Us!



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