

BRIAN R. MURTHA

Curriculum Vitae

April 2020

445R Gatton College of Business & Economics
University of Kentucky
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Academic Positions

Associate Professor of Marketing (July 2015 – present) and *E. Vernon and William Smith Endowed Fellow* (July 2014 – present), Gatton College of Business & Economics, University of Kentucky

Assistant Professor of Marketing (August 2008 – July 2015), Gatton College of Business & Economics, University of Kentucky

Education

Ph.D. in Management (Concentration: Marketing), College of Management, Georgia Institute of Technology, May 2008

MBA, College of Management, Georgia Institute of Technology, May 2000

BS in Business Administration, Kenan-Flagler Business School, UNC - Chapel Hill, May 1995

Publications

Magnotta, Sarah, Brian Murtha, and Goutam Challagalla (2020), “The Joint and Multi-level Effects of Training and Incentives from Upstream Manufacturers on Downstream Salespeople’s Efforts,” (*forthcoming at **Journal of Marketing Research***).

Chase, Kevin and Brian Murtha (2019), “Selling to Barricaded Buyers,” *Journal of Marketing*, 83 (November), 2-20.

Butt, Moeen N., Kersi D. Antia, Brian R. Murtha, and Vishal Kashyap (2018), “Clustering, Knowledge Sharing, and Intra-brand Competition: A Multi-Year Analysis of an Evolving Franchise System,” *Journal of Marketing*, 82 (January), 74-92.

Kashyap, Vishal and Brian R. Murtha (2017), “The Joint Effects of Ex Ante Contractual Completeness and Ex Post Governance on Compliance in Franchised Marketing Channels,” *Journal of Marketing*, 81 (May), 130-53.

Challagalla, Goutam, Brian R. Murtha, & Bernard Jaworski (2014), “Marketing Doctrine: A Principles-based Approach to Guide Marketing Decision-Making in Firms,” *Journal of Marketing*, 78 (July), 4-20.

- Winner of the 2014 **Harold H. Maynard Award** for its contribution to marketing theory and thought.
- 2018 Finalist, **Sheth Foundation/Journal of Marketing Award** (honors the best article published in *Journal of Marketing* that has made long-term contributions to the field of marketing)

Murtha, Brian R., Tasadduq A. Shervani, Goutam N. Challagalla, & Bradley L. Kirkman (2014), "Control System Diversity: Implications for Selling Centers," *Journal of Business Research*, 67 (September), 1870-76.

Murtha, Brian R. (2013), "Peaking at the Right Time: Perceptions, Expectations, and Effects," *Organizational Behavior and Human Decision Processes*, 120 (January), 62-72.

Murtha, Brian R., Goutam Challagalla, & Ajay K. Kohli (2011), "The Threat from Within: Account Managers' Concerns about Opportunism by Their Own Team Members," *Management Science*, 57 (September), 1580-93.

Kidwell, Blair, David M. Hardesty, Brian R. Murtha, & Shibin Sheng (2011), "Emotional Intelligence in Marketing Exchanges," *Journal of Marketing*, 75 (January), 78-95.

- *Reprinted*: Kidwell, Blair, David M. Hardesty, Brian R. Murtha, & Shibin Sheng (2012), "A Closer Look at Emotional Intelligence in Marketing Exchange," *GfK-Marketing Intelligence Review*, 4 (1), 24-31.

Working papers and works in progress

Burchette, Molly and Brian Murtha, "Selling without Selling," (preparing for submission to *Journal of Marketing*).

Chase, Kevin, Molly Burchett, and Brian Murtha, "A Text-Based Analysis of RFP Responses and Buyer Selection," (preparing for submission to *Journal of Marketing Research*).

Burchette, Molly and Brian Murtha, "The Other Side of Solutions," (preparing for submission to *Journal of Marketing*).

Burchette, Molly and, Brian Murtha, "The Dueling Dialects of Rule-like and Standard-like Principles" (preparing for submission to *Journal of Marketing*).

Magnotta, Sarah and Brian Murtha, "An Inductively-Generated Process Model of Self-Other Decision Making," (preparing for submission to *Journal of Marketing*).

Murtha, Brian, Ajay K. Kohli, Goutam Challagalla, "Customer Opportunism in a Team Selling Context: The Role of Team Leader's Evaluation Apprehension" (preparing for submission to *Journal of Marketing*).

Murtha, Brian, Sundar S. Bharadwaj, Christophe Van den Bulte, "Customer Solution Effectiveness: The Role of Networks Within and Between Buying and Account Management Teams" (preparing for submission to *Academy of Management Journal*).

Published reports

Murtha, Brian R., Sundar S. Bharadwaj, and Christophe Van den Bulte (2014), "Interlocking Networks: How and When Do Connections between Buying and Selling Teams Affect Customer Solutions?" MSI Report No. 14-120. Cambridge, MA: Marketing Science Institute.

Murtha, Brian R., Sundar S. Bharadwaj, and Christophe Van den Bulte (2009), “Developing and Deploying Effective Customer Solutions: The Role of Networks Within and Between Buying and Selling Teams,” Report No. 06-2009. University Park, PA: Institute for the Study of Business Markets

Conference presentations (*sampling*)

Murtha, Brian R., Goutam Challagalla, Ajay K. Kohli (2014) “Customer Opportunism in a Team Selling Context: The Role of Team Leader’s Attribution Apprehension,” *The Thought Leadership on the Sales Profession Conference*, Columbia University, New York.

Murtha, Brian R., Sundar Bharadwaj, & Christophe Van den Bulte (2011) “Interlocking Networks Within and Between Firms: Implications for Developing Effective Solutions,” *2011 Winter AMA*, Austin, Texas.

Murtha, Brian R., Sundar Bharadwaj, & Blair Kidwell (2010) “Salesperson Activity and Solution Sales: A Panel Data Approach,” *3rd Biennial Sales Force Productivity Conference*, Overland Park, Kansas.

Murtha, Brian R. and Goutam N. Challagalla (2006), “Assessing the Double-Edged Sword of Salesperson Accessibility,” *2006 Summer AMA*, Chicago, Illinois.

Murtha, Brian R. and Goutam N. Challagalla (2005), “When Control Systems Collide In Sales Teams: A Contingency Perspective,” *2005 Marketing Science Conference*, Goizueta Business School, Emory University.

Research funding, honors, and awards

- \$5,000 research funding from the Institute for the Study of Business Markets (ISBM) at Penn State for research related to paper, “Customer Solution Effectiveness: The Role of Networks Within and Between Buying and Account Management Teams”
- Fellow, 2006 AMA Sheth Foundation Doctoral Consortium, University of Maryland
- Sales SIG Doctoral Representative at the 2006 Winter Marketing Educators’ Conference in St. Petersburg, FL (\$1,500 award)
- \$500 scholarship from the Institute for the Study of Business Markets (ISBM) for Ph.D. Seminar series (Social Network Analysis), Spring 2007

Teaching activities

University of Kentucky

Personal Selling: quality of teaching rating

Fall 2017	4.8/5.0	Fall 2012	4.0/4.0; 3.8/4.0
Spring 2016	3.71/4.0	Spring 2012	4.0/4.0; 4.0/4.0
Fall 2015	3.83/4.0	Fall 2011	3.9/4.0; 3.8/4.0
Spring 2015	3.81/4.0	Spring 2011	3.9/4.0
Fall 2014	4.0/4.0; 3.79/4.0	Fall 2010	3.9/4.0; 3.9/4.0
Spring 2014	3.73/4.0	Spring 2010	4.0/4.0; 3.7/4.0
Fall 2013	3.94/4.0; 3.89/4.0	Fall 2009	3.9/4.0
Spring 2013	4.0/4.0; 4.0/4.0	Spring 2009	4.0/4.0; 3.7/4.0
		Fall 2008	3.9/4.0

Marketing Strategy (PhD seminar):

Spring 2011 4.0/4.0

Spring 2014 N/A (University stopped calculating for small classes)

Fall 2016 N/A (University stopped calculating for small classes)

Georgia Institute of Technology (as a PhD student)

Marketing Management:

Fall 2006 4.3/5.0 instructor effectiveness rating

Fall 2005 4.2/5.0

Service

External

- AE, *Journal of the Academy of Marketing Science* (2020-present)
- Guest AE, *Journal of Marketing* (2019-present)
- Editorial review board, *Journal of Marketing* (2018-present)
 - 2018 Outstanding Reviewer Award
- Editorial review board, *Journal of the Academy of Marketing Science* (2018-present)
- Editorial review board, *Journal of Service Research* (2018-present)
- Editorial review board, *International Journal of Research in Marketing* (2018-present)
- Ad hoc reviewer, *Journal of Marketing Research* (2015-present), *International Journal of Research in Marketing* (2016-present), *Journal of Marketing Theory and Practice* (2015-present), *European Journal of Marketing* (2014-present), *Industrial Marketing Management* (2012-present), *Journal of Personal Selling & Sales Management* (2011-present)
- Conference reviewing, Summer AMA 2015, Marketing Strategy/Sales track, Winter AMA 2011, Marketing Strategy track, Society for Marketing Advances (SMA), 2011, Dissertation competition, Summer AMA 2010, Inter-Organizational Issues in Marketing track, Winter AMA 2010, Marketing Strategy track, Winter AMA 2010, Consumer Behavior track, Society for Marketing Advances (SMA) 2009 (Business-to-business track), Winter AMA 2010, Session Chair, (Consumer Behavior track)

Internal

Doctoral student committees

- Molly Burchett (dissertation chair) (placement: University of Wyoming – 2020)
- Kevin Chase (dissertation chair) (placement: Clemson University - 2017)
 - Dissertation selected as a finalist for the 2017 ISMB Doctoral Dissertation Award
- Sarah Magnotta (dissertation co-chair) (placement: Towson University - 2015)
 - Selected as 2014 National Conference in Sales Management (NCSM) Doctoral fellow based on her dissertation paper (\$1,000 competitive award)
 - Winner, William O. Bearden Research Award (2014) (\$500 competitive award)
 - Winner, AMA Sales SIG/USCA proposal competition (2014) (\$1,000 competitive award)

- Jason Rowe (dissertation committee member); Adam Farmer (dissertation committee member); Rob Richerson (dissertation committee member)

Other

- Graduate Council (2018-present)
- Promotion and Tenure Committee (2019-present)
- Director of PhD Program, Department of Marketing (July 2015-June 2019)
- Co-Chair 2015 Sales Force Productivity Conference (Atlanta, GA, June 16-17)
- Undergraduate Studies Committee (Fall 2011 – 2015)
- Director of Graduate Studies (DGS) - Marketing (Spring 2013; 2015-present)
- Member, faculty search committee (Fall 2011; 2014; 2015)
- Internship faculty sponsor for over a dozen undergraduate students

Industry experience

2001 – 2003 Sales Specialist, IKON Office Solutions (digital imaging solutions)
 2000 – 2001 Account Executive, PracticeWorks (software)
 1997 – 1998 Account Manager, IKON Office Solutions (office equipment)