

JEN RILEY, PH.D.

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EDUCATION

Ph.D. in Business Administration, Marketing

Kennesaw State University - Coles College of Business

December 2021

Dissertation Title:

The Evolution of Sales: Assessing the Integration of Social Selling into Professional Sales and the Sales Cycle

M.S. in Marketing

Georgia State University - Robinson College of Business

December 2011

B.A. in Marketing Communications

Oglethorpe University

May 2010

RESEARCH INTERESTS

- Professional Sales
- Social Media Marketing
- Negotiations
- Marketing Education

PUBLICATIONS- ACADEMIC JOURNAL ARTICLES

Riley, J. (2020). Sustaining Customer Engagement through Social Media Brand Communities. *Journal of Global Scholars of Marketing Science*, Sustainability Special Issue 30 (4), 344-357. <https://doi.org/10.1080/21639159.2020.1766990>

Riley, J., & Nicewicz, K. (2022). Connecting with Gen Z: Using Interactive Improv Games to Teach Soft Skills. *Marketing Education Review*, Teaching Innovations Special Issue 1-8. <https://doi.org/10.1080/10528008.2022.2041440>

Itani, O. S., Kalra, A., & **Riley, J.** (2022). Complementary Effects of CRM and Social Media on Customer Co-Creation and Sales Performance in B2B Firms: The Role of Salesperson Self-Determination Needs. *Information & Management*, 59(3), 103621. <https://doi.org/10.1016/j.im.2022.103621> ABDC Rank A*

Bauer, C., Galvan, J.M., Hancock, T., Hunter, G.K., Nelson, C.A., **Riley, J.**, and Tanner, E.C. (2023), "Integrating technology within the sales-service ecosystem: the emergent sales techno-ecosystem", *European Journal of Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJM-04-2023-0221> ABDC Rank: A*

Riley, J., Bryant, M. M., Nicewicz-Scott, K., Watson, A., & Turner-Henderson, T. (2024). United States Education Structure is Under Stress: Exploring the Destabilization of Academia's System Settings. *Journal of Macromarketing*, 0(0). (Ahead of Print) <https://doi.org/10.1177/02761467231222540> ABDC Rank: A

Riley, J., Nicewicz, K. (2024), “The Impact of Technology on a Firm’s Relational Ecosystem: Revisiting Relationship Marketing in the Modern Age” *Journal of Relationship Marketing* (**Accepted, Forthcoming**)

PUBLICATIONS- BOOKS

Riley, J. (2016). *Unlocking the Digital Code: A Guide to Strategically Master Social Media Marketing*. Atlanta, GA: Phoenix Arising Consulting, LLC. ISBN-13: 978-069-265-6983

Riley, J., Draper, S. (2022). *Entrepreneurship: How to Start, Grow, and Scale a Business*. Idaho Falls, ID: Stukent Inc. ISBN: 978-195-696-3380

RESEARCH GRANTS

Direct Selling Education Foundation (DSEF) Doctoral Student Grant (\$4,000), 2019

CONFERENCE PRESENTATIONS

Riley, J., “Customer Engagement & Value Co-Creation within Social Media Brand Communities Framework,” *Society of Marketing Advances Annual Conference*, New Orleans, LA November 6-9, 2019

Itani, Omar, Kalra, Ashish, **Riley, Jen,** “Value Co-Creation Through socialCRM: The Role of Salesperson Knowledge and Needs,” *American Marketing Association Summer Academic Conference*, Virtual August 18-21, 2020

Riley, Jen, “Facilitating Buyer-Seller Interfaces within Social Media Brand Communities: Building a case for Customer Engagement and Value Co-Creation Practices,” *Baruch College Research Symposium*, Virtual April 29-30, 2021

Riley, Jen, & Randolph, Adriane “Leveraging NeuroIS Tools to Understand Consumer Interactions with Social Media Content,” *NeuroIS Retreat 2021, Information Systems and Neuroscience Conference*, Virtual June 1-3, 2021, (pp. 66-72). Springer, Cham.

Riley, Jen, “The Evolution of Sales Technology: Assessing Salesperson Social Selling Activities,” *Harvard Business School Rising Scholars Annual Conference*, Oct. 20-21, 2021

Riley, Jen, “Evaluating the Impact of Technology on Professional Sales.” *2022 AMS Mary Kay Dissertation Proposal Competition Finalist**, *Academy of Marketing Science Annual Conference*, Monterey Bay, CA May 25-27, 2022

Riley, Jen, “Understanding Social Selling as a Marketing Strategy: Dissecting Customer Awareness of Salesperson Social Media Content.” *American Marketing Association Summer Academic Conference*, August 12-14, 2022

Riley, Jen, Bryant Reeder, Morgan, Nicewicz, Kate, Watson, Amy “Teaching with the Times: How to keep your classroom content fresh and your students engaged.” *American Marketing Association Winter Academic Conference*, Nashville, TN February 10-12, 2023

Riley, Jen, “Prepping Engaging Lessons without Monopolizing your Research Time,” *The Tenure Project 2nd Annual Conference*, University of Pennsylvania Wharton School of Business, Philadelphia, PA, July 24-26, 2023

TEACHING INTERESTS

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|------------------------------------|---------------------------|
| ▪ Professional Sales | ▪ Sales Management |
| ▪ Social Media & Digital Marketing | ▪ Principles of Marketing |
| ▪ Negotiations | ▪ Sales Technology |

TEACHING EXPERIENCE

Vanderbilt University, Nashville, TN July. 2023 to Present
Senior Lecturer of Marketing, Owen Graduate School of Management

- MGT 6467 – New Product Development (in-person; Masters of Marketing & MBA)
- MGT 6565 – Digital Marketing Strategy (in-person; MBA)
- BUS 1600 – Principles of Marketing (in-person; undergraduate)
- MGT 6665 – Marketing Research Independent Study Faculty Supervisor

Purdue University, West Lafayette IN Aug. 2022 to July 2023
Assistant Professor, Purdue Center for Professional Selling

- CSR 415 – Sales Force Management (in-person)
- CSR 344 – Fundamentals of Negotiations (in-person)
- CSR 395 – Sales Leadership (in-person)

Kansas State University, Manhattan KS Aug. 2020 to Aug. 2022
Teaching Professor, National Strategic Selling Institute

- SALES 542 – Fundamentals of Professional Selling (in-person and online)

Alabama A&M University, Huntsville AL Aug. 2019 to July 2020
Visiting Marketing Instructor, Department of Management, Marketing, & Logistics

- MKT 315 – Principles of Marketing (in-person and online)
- MKT 316 – Buyer Behavior (in-person)
- MKT 323 – Promotion Management (in-person and online)
- MKT 423 – Public Relations (in-person, hybrid)
- MKT 477 – Marketing Management (in-person)
- MKT 324 – Personal Selling (course design and creation for online modality)

ACADEMIC SERVICE

- **Editorial Review Board, Member**
Journal of Global Scholars of Marketing Science, 2021-Present
- **Academic Conference Involvement**
Society of Marketing Advances Conference Reviewer & Track Chair, 2019, 2021, 2022, 2023
American Marketing Association Conference Reviewer, 2021-2024

Academy of Marketing Science Conference Reviewer, 2021, 2022, 2024
Marketing Management Association Conference Panel Chair, 2022
Atlantic Marketing Association Conference Reviewer, 2021, 2022
Global Sales Science Institute Annual Conference Reviewer, 2021
Association of Collegiate Marketing Educators Conference Reviewer, 2022
American Marketing Association Summer Educators Conference Reviewer, 2021

▪ **Diversity, Equity, & Inclusion Committee**

Kansas State University, College of Business 2020-2022

▪ **Ad-hoc Journal Reviewer**

Australasian Marketing Journal, 2023

Journal of Business & Industrial Management, 2023

Journal of Global Scholars of Marketing Science, 2021, 2022, 2023

Journal of Personal Selling & Sales Management, 2022

Marketing Management Journal, 2018, 2019, 2021, 2022

Journal of Selling, 2021

INVITED LECTURES

- **Women in Sales AMA Winter Academic Pre-conference**, “Salesperson Social Selling”, 2023
- **Purdue University**: Relationship Selling, “Understanding Emotional Intelligence” 2022
- **Tennessee Tech University**: Digital Marketing Strategies, “Leveraging Social Selling” 2021
- **Kennesaw State University**: Seminar in Qualitative Research Techniques “Leveraging NeuroIS techniques to Understand Social Media Content Perceptions,” 2020, 2021, 2023
- **Alabama A&M University**: Managerial Communications, “Establishing a Professional Online Brand Using Social Media,” 2019, 2020, 2021
- **Agnes Scott College**: Catalyst Leaders Program, “Developing Public Speaking Skills Workshop,” 2019, 2020
- **Tennessee Tech University**: Principles of Marketing, “Social Media Usage in Business,” 2019
- **LaGrange College**: International Business, “Social Media in Other Cultures,” 2018
- **Oglethorpe University**: “Are You Google-able? Building Your Personal Brand,” 2016
- **Gwinnett Technical College**: Career Day Conference, “Job Search Social Media,” 2015
- **Westwood College**: Principles of Marketing, “Marketing for budding Entrepreneurs,” 2014

HONORS AND AWARDS

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| ▪ Wessex Press Innovations in Teaching Competition, Winner | 2023 |
| ▪ AMS Mary Kay Doctoral Dissertation Proposal Competition, Finalist | 2022 |
| ▪ PhD Project’s MDSA Teaching Excellence Award | 2020 |
| ▪ AMAF Valuing Diversity Ph.D. Scholarship, Award | 2020 |
| ▪ Society of Marketing Advances Doctoral Consortium, Participant | 2019 |
| ▪ Alabama A&M University Most Influential Professor, Award | 2019 |
| ▪ Toastmasters International D44 Impromptu Speaking Speech Competition, 1 st Place | 2018 |
| ▪ Toastmasters International Distinguished Toastmaster, Award | 2016 |
| ▪ Constant Contact Small Business Supporter of the Year- North America, Award | 2015 |
| ▪ Pinnacle Awards Young Entrepreneur of the Year, Award Finalist | 2015 |
| ▪ Alpha Phi Omega Distinguished Service Key, Award | 2011 |

PROFESSIONAL CERTIFICATIONS

- **Diversity, Equity, and Inclusion in the Workplace**, University of South Florida, 2021
- **Email Marketing Certification**, Constant Contact, 2015
- **Google Tag Manager**, Google, 2015
- **Blackboard Learning Certification**, Gwinnett Technical College, 2015
- **Essentials of Nonprofit Marketing**, Georgia Center for Nonprofits, 2015
- **Brand and Customer Relationship Management**, Georgia State University, 2011

PROFESSIONAL AFFILIATIONS

- American Marketing Association, Member 2020 – Present
- Society of Marketing Advances, Member 2019 – Present
- The KPMG PhD Project Marketing Doctoral Student Association, Member 2015 – 2021

COMMUNITY SERVICE

- **Alpha Kappa Alpha Sorority Inc.** General Member, 2021-present
- **Alpha Phi Omega**, Life Member, 2009 – Present
- **Struggles to Strengths** Board Member, Atlanta Ga, 2018-2020
- **ChopArt** Social Media Analyst, Atlanta Ga, 2013-2018
- **Toastmasters International** Member (2014-2020); Club President, (2016-2017); Area Director, (2015-2016)
- **Girl Scouts of Greater Atlanta** Senior Troop 810 Co-Leader, Atlanta Ga, 2013-2016

INVITED INDUSTRY PRESENTATIONS & WORKSHOPS

- **DeKalb County Board of Health** – “Leveraging Social Media for Positive Influence,” May 2017; “Social Media Advocate Training,” April 2017.
- **100 Black Men of Atlanta – McNair High School Leadership Institute**, “Finding Your Voice,” Feb. 2017.
- **Toastmasters International District 44 – Leadership Training Institute**, “How to Grow Your Club Using Social Media,” June 2016; **Spring Conference**, “Planting Your Digital Footprint,” May 2016; **Youth Leadership Program**, Coach, Summer 2015; **Spring Conference**, “Are You Google-able? Building Your Personal Brand,” April 2015.
- **Constant Contact OneCon Partner Conference**, “Pricing your Services to Grow your Business,” Oct. 2015.
- **American Business Women's Association**, “Are You Google-able,” Aug. 2015.
- **Project Open Hand Atlanta**, “Executing Social Media for Nonprofits,” April 2015.
- **Google, Atlanta – Accelerate with Google**, “Goodie Hack Pitch Competition,” Feb. 2015.
- **Girl Scouts of Greater Atlanta**, “Marketing & Communications Seminar,” Jan. 2015.
- **Atlanta-Fulton County Library**, “Various Topics in Social Media,” 2014-2016.
- **Mercy Care Services**, “Nonprofit Marketing: Building a Digital Media Strategy- Twitter,” July 2014.