

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
- Women in Sales

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. ABDC Rank B

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. ABDC Rank C

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. ABDC Rank A*

Riley, Jen, Bryant, Morgan, Nicewicz, Kate, Watson, Amy, Tiffanie Turner-Henderson "United States Education Structure is Under Stress: A Commentary Exploring the Destabilization of Academia's System Settings." *Journal of Macromarketing* (2nd Round Review) ABDC Rank: A

Bauer, Carlos, Galvan, John, Hancock, Tyler, Hunter, Gary, Nelson, Chris, **Riley, Jen**, Emily Tanner, "Integrating Technology within the Sales-Service Ecosystem: The Emergent Sales Techno-Ecosystem" *European Journal of Marketing* (2nd Round Review) ABDC Rank: A*

Riley, Jen, Nicewicz, Kate, Bryant, Morgan, “Creating a Sustainable Marketing Classroom: Leveraging QR Codes as a Driver of Automation and Engagement.” *Journal of Marketing Education* (2nd Round Review) ABDC Rank: B

Bryant, Morgan, **Riley, Jen**, “Integrating Diversity, Equity, Inclusion, Belonging, and Access the Marketing Curricula: A Recipe for Faculty to Build Inclusive Content.” *Australasian Marketing Journal* (**R&R**) ABDC Rank: A

RESEARCH PUBLICATIONS IN PROGRESS

Butler, Tim, **Riley, Jen**, Pueschel, Andrew, Peltier, Jimmy, Johnson, Ryan “Winning the War for Sales Talent on Campus: Understanding the Effectiveness of Corporate Guest Speakers” *Journal of Selling* (preparing for submission)

Riley, Jen, “Leveraging Salespeople as Storytellers: An Evaluation of Consumer Perceptions of Social Selling Content.” *Journal of Marketing Theory and Practice* (preparing for submission)

Riley, Jen, Rutherford, Brian, Randolph, Adriane, Sleep, Stefan “The Evolving Steps of the Sales Process, an Examination of the Impact of Social Selling on Professional Sales.” Target: *Journal of Professional Sales and Sales Management*, (preparing for submission)

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, Harvey, Eric, Nicewicz, Kate, "Content or Engagement, Which Comes First? A critical assessment of, eWOM, Customer Engagement, and Value Co-creation within Social Media Brand Communities." *Society of Marketing Advances Annual Conference*, Orlando, FL November 3-6, 2021

Riley, Jen, Nicewicz, Kate, "Leveraging Improv Techniques to Teach Students Soft Skills." *Wessex Press Innovations in Teaching Competition Finalist**, *Society of Marketing Advances Annual Conference*, Orlando, FL November 3-6, 2021

Riley, Jen, "Assessing Social Selling: A Concept Analysis of Salesperson Social Media Usage" *Marketing Management Association Conference*, St. Louis, MO March 10-11, 2022

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, "Bridging the Gap Between Marketing and Entrepreneurship," *ProfCon, Stukent Publishing Conference*, Virtual June 17, 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, Nicewicz, Kate, "Revisiting Relationship Marketing and its Impacts on Globalization & Digital Market." *Society of Marketing Advances Annual Conference*, Charlotte, NC November 2-5, 2022

Riley, Jen, Nicewicz, Kate, "Teaching Marketing, Using Marketing: Leveraging QR Codes in the Classroom." *Wessex Press Innovations in Teaching Competition Finalist**, *Society of Marketing Advances Annual Conference*, Charlotte, NC November 2-5, 2022

Riley, Jen, Bryant Reeder, Morgan, "The Marketing in the Music, a Playlist Matching Activity." *Wessex Press Innovations in Teaching Competition Finalist**, *Society of Marketing Advances Annual Conference*, Charlotte, NC November 2-5, 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*, February 10-12, 2023

Riley, Jen, "Integrating Entrepreneurship into the Marketing Curricula," *ProfCon, Stukent Publishing Conference*, June 2023

Riley, Jen, "Prepping Engaging Lessons without Monopolizing your Research Time," *The Tenure Project 2nd Annual Conference*, Wharton School of Business, July 2023

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

TEACHING INTERESTS

- | | |
|------------------------------------|---------------------------|
| ▪ 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

- New Product Development (in-person; Masters of Marketing & MBA)
- Digital Marketing Strategy (in-person; MBA)

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)

LaGrange College, LaGrange GA Jan. 2019 to May 2020
Marketing Adjunct Instructor, Department of Marketing & Entrepreneurship

- MRKT 4435 Social Media and Branding (online)
- MRKT 3380 Principles of Marketing (online)

Kennesaw State University, Kennesaw GA Jan. 2019 to May 2019
Marketing Adjunct Instructor, Coles College of Business

- MKTG 4520 – Social Media Marketing (in-person)

Gwinnett Technical College, Lawrenceville GA

Nov. 2014 to Jan. 2016

Marketing Adjunct Instructor, Marketing Management Department

- FYES 1000 – First Year Experience (in-person)
- MKTG 1270 – Visual Merchandising (online)
- MKTG 1190 – Integrated Marketing Communications (in-person)
- MKTG 2500 – Exploring Social Media Marketing (in-person)
- MKTG 2070 – Buying and Merchandising (online)

ACADEMIC SERVICE

- **Editorial Review Board, Member**

Journal of Global Scholars of Marketing Science, 2021-Present

- **Academic Conference Involvement**

Society of Marketing Advances Conference,

- 2023 Track Chair, Sales & Sales Management
- 2022 Track Chair, Marketing Education
- 2021 Student Volunteer, Reviewer, & Session Chair, Social Media Marketing
- 2019 Personal Selling & Sales Management

American Marketing Association Summer/Winter Conference

- 2022 Session Chair, Marketing Strategy & DocSIG Faculty Panel
- 2022 Reviewer, Digital and Social Media Marketing & Sales and Sales Management
- 2021 Reviewer Social Media & Digital Marketing

Academy of Marketing Science Conference

- 2022 Session Chair, Strategic Issues in B2B Marketing
- 2022 Reviewer, Marketing in Emerging Markets
- 2021, Personal Selling & Sales Management; Diversity, Equity, & Inclusion

Marketing Management Association Conference,

- 2022 Panel Chair, Personal Selling & Sales Management

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**

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

- **Business Advisory Council**

LaGrange College, 2018 – 2021; Gwinnett Technical College, 2014 – 2015

- **Teaching Excellence Committee; Academic Advisor** (15 advisees)

Alabama A&M University, College of Business & Public Affairs 2019 – 2020

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, Finalist* | 2022 |
| ▪ AMS Mary Kay Doctoral Dissertation Proposal Competition, Finalist* | 2022 |
| ▪ Marketing Management Association Personal Selling & Sales Management, Panelist* | 2022 |
| ▪ Wessex Press Innovations in Teaching Competition, Finalist* | 2021 |
| ▪ PhD Project’s Marketing Discipline Student Association Teaching Excellence | 2020 |
| ▪ AMAF Valuing Diversity Ph.D. Scholarship, Award | 2020 |
| ▪ AnitaB Foundation Grace Hopper Celebration, Faculty Fellow | 2020 |
| ▪ Advertising Educational Foundation Visiting Professor Program, Participant | 2020 |
| ▪ AMA Doctoral SIG April Student Spotlight, Feature | 2020 |
| ▪ <i>Journal of Marketing</i> Researcher Workshop Winter AMA, Participant | 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

PROFESSIONAL EXPERIENCE

Marketing & Pedagogical Consultant, Remote 2013 to Present

Marketing & Sales, Various Companies Atlanta GA 2010 to 2019

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.