

# JEN RILEY, PH.D.

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## EDUCATION

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### **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

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

## PUBLICATIONS- ACADEMIC JOURNAL ARTICLES

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**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**

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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**

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

## **CONFERENCE PRESENTATIONS**

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**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 2<sup>nd</sup> Annual Conference*, University of Pennsylvania Wharton School of Business, Philadelphia, PA, July 24-26, 2023

## TEACHING INTERESTS

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

## TEACHING EXPERIENCE

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**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

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- **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

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- **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<sup>st</sup> 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

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- **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

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- 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

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- **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

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- **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.