

BRIAN R. MURTHA

Curriculum Vitae

September 2022

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

Alan F. and Irene Bloomfield Professor of Marketing (July 2020 – present), Gatton College of Business & Economics, University of Kentucky

Associate Professor of Marketing (July 2015 – July 2020) 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,” *Journal of Marketing Research*, 57 (August), 695-716.

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.

Papers under review and works in progress (*paper titles have been altered to help preserve the double-blind review process*)

Burchett, Molly, Brian Murtha, and Ajay Kohli, “Selling without Selling,” (under 4th round review at *Journal of Marketing*).

Murtha, Brian, Vishal Kashyap, Moeen Butt, and Kersi Antia, “A Longitudinal Analysis of Encroachment in the Franchising Industry,” (preparing for submission to *Journal of Marketing*).

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

Chavez, Daniel and Brian Murtha, “Should Sales Managers Be Supervising or 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,” (in progress).

Burchett, Molly and Brian Murtha, “The Other Side of Solutions,” (in progress).

Magnotta, Sarah, Brian Murtha and Ajay Kohli, “An Inductively-Generated Process Model of Self-Other Decision Making,” (in progress).

Murtha, Brian, Ajay Kohli, Goutam Challagalla, “Customer Opportunism in a Team Selling Context: The Role of Team Leader’s Evaluation Apprehension” (in progress).

Murtha, Brian, Sundar S. Bharadwaj, Christophe Van den Bulte, “Customer Solution Effectiveness: The Role of Networks Within and Between Buying and Account Management Teams” (in progress).

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 2020	5.0/5.0, 4.73/5.0	Spring 2013	4.0/4.0, 4.0/4.0
Fall 2019	4.8/5.0, 4.4/5.0, 4.9/5.0	Fall 2012	4.0/4.0, 3.8/4.0
Fall 2017	4.8/5.0	Spring 2012	4.0/4.0, 4.0/4.0
Spring 2016	3.71/4.0	Fall 2011	3.9/4.0, 3.8/4.0
Fall 2015	3.83/4.0	Spring 2011	3.9/4.0
Spring 2015	3.81/4.0	Fall 2010	3.9/4.0, 3.9/4.0
Fall 2014	4.0/4.0, 3.79/4.0	Spring 2010	4.0/4.0, 3.7/4.0
Spring 2014	3.73/4.0	Fall 2009	3.9/4.0
Fall 2013	3.94/4.0, 3.89/4.0	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

- Ad hoc AE, *Journal of Marketing* (2019-present)
- AE, *Journal of the Academy of Marketing Science* (2020-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, *International Journal of Research in Marketing* (2018-present)
- Editorial review board, *Journal of Service Research* (2018-2021)
- 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

- Daniel Chavez (dissertation chair) (placement: University of Tennessee, Knoxville – ‘22)
- Molly Burchett (dissertation chair) (placement: University of Wyoming – ‘20)
- Kevin Chase (dissertation chair) (placement: Clemson University – ‘17)
 - Dissertation selected as a finalist for the 2017 ISMB Doctoral Dissertation Award
- Sarah Magnotta (dissertation co-chair) (placement: Towson University – ‘15)
 - 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

- Academic Area Advisory Committee for the Social Sciences (2021-present)
- Promotion and Tenure Committee (2019-present)
- Graduate Council (2018-2021)
- 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)