



ACADEMIC APPOINTMENTS

Washington State University
Assistant Professor, Fall 2021-Present

RESEARCH INTEREST

The effects of social dynamics (i.e., social networks, social influence, social capital, etc.) on marketing outcomes like performance and turnover.

ACADEMIC PUBLICATIONS

Pappas, Alec, Wyatt Schrock, Manoshi Samaraweera, and Willy Bolander (2023), "A Competitive Path to Cohesion: Multilevel Effects of Competitiveness in the Sales Force," *Journal of Personal Selling & Sales Management*, (Forthcoming), 1-19.

Bolander, Willy, Nawar N. Chaker, Alec Pappas, and Daniel R. Bradbury (2021), "Operationalizing Salesperson Performance with Secondary Data: Aligning Practice, Scholarship, and Theory," *Journal of the Academy of Marketing Science*, 49 (1), 462-481.

SELECTED RESEARCH IN PROGRESS

"Which Network Position is Best? An Analysis of Network Creation and Centrality Effects on Performance and Turnover," Alec Pappas, Maria Rouziou, Bruno Lussier, Willy Bolander, and Chris Plouffe, under initial review at the *Journal of Marketing*.

Marketing literature has begun exploring the effects of intraorganizational network centralities on performance, often finding positive relationships between the two variables. Though, little is known about how to create these centralities, what their effects are on turnover, and which centrality is optimal to create. Our research addresses these questions by testing the moderating effects of two important antecedent variables on betweenness, closeness, and eigenvector centralities. We also assess their effects on performance and turnover. Our research provides guidance for managers about how to network effectively within the organization for the most beneficial individual- and organization-level outcomes.

"Assessing Relationship Validity with Quantile Regression," Alec Pappas, Willy Bolander, and Charles Hofacker, in the editorial review process with the *Journal of the Academy of Marketing Science*.

In simplest terms, marketing scholarship generally involves the exploration of relationships between a dependent variable (y) and one (or more) independent variable (X) that relate to consumers, employees, or managers. However, because of analytic assumptions that often evade notice, the majority of our field's methods are capable of identifying only one specific type of relationship – the effect of X on y at the conditional mean of y. In response, we offer a more flexible way to think about and analyze marketing relationships using an application of quantile

regression we call a strobelight analysis, which allows researchers to detect whether the effect of X on y varies across levels of y which could impact the validity of the relationship. We demonstrate this validity analysis method with field data and provide recommendations given specific characteristics of the relationships examined. In addition, a web application was developed to circumnavigate the need to code when conducting a strobelight analysis. This application provides a user-friendly way to run this preliminary analysis, obtain quantile regression results, and generate downloadable outputs. Given growing interest in debates about “rigor vs. relevance,” this work provides a method that improves both of these seemingly conflicting objectives.

“The Progression of Burnout in the Sales Force,” Dayle Childs, Nick Lee, Alec Pappas, Belinda Dewsnap, preparing for submission to the *Journal of Marketing*.

Burnout is a significant issue, particularly in the sales role. Organizations struggle with retaining quality talent, and little is known about the unfolding of this process over time, and which managerial interventions are effective in mitigating burnout effects. Our research is among the first to assess burnout from a within-person perspective in sales, assessing the stages of burnout, and moderating individual (active coping) and managerial variables (positive and negative feedback). Our findings allow us to guide managers on better intervention strategies to reduce burnout from manifesting.

“The Future of the Retailing Sales Force,” Willy Bolander, Alec Pappas, and Maria Rouziou, writing in progress and preparing for submission to the *Journal of Retailing*.

The future of retail is changing, and the retail sales force is poised to be at the forefront of that change. The authors intend to provide an in-depth overview of the shifts that will take place in the retail sales role. The manuscript analyzes the technological

EDUCATION

Ph.D., Marketing, 2021
Florida State University, Department of Marketing, College of Business

B.S., Marketing and Finance, 2015 Cum Laude
Florida State University, College of Business

DISSERTATION: “TOWARD AN INTEGRATED THEORY OF SOCIAL RELATIONS”

Dissertation Chair: Willy Bolander

Internal Committee Members: Mike Brady, Colleen Harmeling, Charles Nyce

External Committee Member: Christophe Van den Bulte (University of Pennsylvania)

Abstract:

My dissertation topic focuses on social relations within marketing organizations and their effects on performance and turnover in three separate studies. In Study 1, I utilize a metatriangulation perspective to develop a theoretical framework for social relations within the firm. Specifically, I detail the structural (i.e., social network theory), resource (i.e., social capital), and influence (i.e., social influence) components of social relations and elaborate on the specific theories that contribute to each. The culmination of this comprehensive theoretical review is a model of social relations within an

organization called the Integrated Theory of Intrafirm Relations. To demonstrate this theoretical framework, I present Study 2 in which intraorganizational social network data is used to assess effects social network positioning on performance and turnover. Antecedents of network positions are also explored to determine marketing variables that create valuable, and detrimental, network positions. Findings from Study 2 hint at the existence of turnover contagion which is the primary focus of Study 3. For Study 3, I take a multi-method approach to determining the causes of turnover contagion with network data from the field and a simulation to assess how turnover contagion occurs, who is most susceptible to it, and how managers can potentially suppress its effects. These studies add specificity and clarity to intrafirm relationships to help practitioners maximize benefits for the organization. This research also shines a light on the potential dark side of networking.

Defended:

June 23, 2021

CONFERENCE PRESENTATIONS

“Automated Influence Tactics,” Deva Rangarajan, Alec Pappas, Bryan Hochstein, and Nawar Chaker, presenting at the 2021 University Sales Center Alliance Spring Sales Series, Virtual.

“The Competitive Path to Cohesion,” Alec Pappas, Wyatt Schrock, Willy Bolander, and Manoshi Samaraweera, presenting at the 2021 National Conference in Sales Management, Virtual.

“It’s Complicated: A Closer Look at Marketing Relationships,” Alec Pappas, Willy Bolander, Charles Hofacker, and Yaacov Petscher, presenting at the 2020 Southeast Marketing Symposium, The University of Mississippi (Cancelled – Coronavirus).

“Salesperson Performance Operationalization with Secondary Data,” Willy Bolander, Nawar Chaker, Alec Pappas and Daniel Bradbury, presented at the 2020 Winter AMA in San Diego.

“It’s Complicated: A Closer Look at Marketing Relationships,” Alec Pappas, Willy Bolander, Charles Hofacker, and Yaacov Petscher, poster session at the 2019 Florida Marketing Camp, University of Central Florida.

“Competing Toward Cohesion,” Alec Pappas, Manoshi Samaraweera and Willy Bolander, presented at the 2019 Southeast Marketing Symposium, The University of Memphis.

HONORARY APPOINTMENTS AND AWARDS

USCA Research Proposal Grant (2020) \$2000, University Sales Center Alliance.

AMA Sales SIG Global Database (2019) \$2500, AMA Sales SIG.

SEF Grant Award for “Turnover Pandemic” (2019) \$5000, Sales Education Foundation.

Harold and Muriel Berkman Scholarship (2018) \$1000, Academy of Marketing Science.

TEACHING – WASHINGTON STATE UNIVERSITY

Instructor, B2B Marketing.

In-person Course (Fall 2022, 11 students; Course Evaluation – 4.7/5)

In-person Course (Spring 2022, 28 students; Course Evaluation – 4.8/5).

Instructor, Professional Sales.

In-person Course (Fall 2022, 35 students; Course Evaluation – 4.7/5).

In-person Course (Spring 2022, 35 students; Course Evaluation – 4.8/5).

In-person Course (Fall 2021, 70 students; Course Evaluation – 4.6/5).

TEACHING – FLORIDA STATE UNIVERSITY

Instructor, Professional Selling.

In-person Course (Spring 2021, 18 students; Course Evaluation – 4.5/5).

Instructor, Basic Marketing Concepts.

In-person Course (Summer 2019, 52 students; Course Evaluation – 4.76/5).

Course Manager, Basic Marketing Concepts.

Online Course, Dr. Michael Brady (Summer 2018, Fall 2019-Spring 2021, 800 students).

Teaching Assistant, Basic Marketing Concepts.

Online Course, Dr. Michael Brady (Fall 2017-present, approximately 800 students/semester).

In-Person Course, Dr. Lucas Hopkins (Fall 2017-Spring 2018, approximately 300 students).

Outstanding Teaching Assistant Nomination, Basic Marketing Concepts (Fall 2020).

SERVICE – WASHINGTON STATE UNIVERSITY

Student Engagement Director, Washington State University Center for Professional Sales (Fall 2021-present)

This role is responsible for the development of student interest and engagement in the sales program. The Student Engagement Director will speak in introductory business courses, coordinate with the Academic Success and Career Center, advise the WSU Sales Club, and facilitate corporate engagement with students at club meetings and career fairs. Success in this role will be measured by growth and sustained student engagement in the sales club, corporate partner reviews, and student enrollment in introductory sales courses.

Faculty Advisor, Washington State University Sales Club (Spring 2022-present)

The WSU Sales Club offers an opportunity for students and corporate partners to connect through professional development sessions. As the faculty advisor, I was responsible for writing the constitution, registering the student organization, recruiting the executive board, recruiting club members, and organizing corporate guest speakers (approximately five per semester).

SERVICE – FLORIDA STATE UNIVERSITY

Online Subject Pool Manager, Florida State University Subject Pool (Fall 2019-Summer 2021).

Research Lab Assistant, Florida State University Behavioral Lab (Fall 2018- Summer 2021).

Sales Competition Assistant, International Collegiate Sales Competition, Orlando (2019).

Conference Assistant, Transformative Consumer Research Conference, Florida State University (2019).

ACADEMIC AND PROFESSIONAL ASSOCIATIONS

Editorial Review Board, Journal of Retailing

Ad Hoc Reviewer, Journal of the Academy of Marketing Science, Journal of Personal Selling and Sales Management, Journal of Marketing

Sales SIG, American Marketing Association

Board of Advisors, Traq.ai

CODING PROJECTS

Quantile Regression Web Application, Online web application created in R to assist researchers with running quantile regression analyses without the need to code. To access the application, please click the following link: <http://strobelight.shinyapps.io/strobelight/>.

Personal Website, I coded my personal website and currently maintain it using R: alecnpappas.com.

REFERENCES

Willy Bolander, *Professor of Industrial Distribution at Texas A&M University*

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Maura Scott, *Persis E. Rockwood Professor of Marketing at Florida State University*

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Email: mlscott@business.fsu.edu

Phone: 602-690-4990

Mike Brady, *Department Chair and Bob Sasser Professor of Marketing at Florida State University*

Address: 821 Academic Way Tallahassee, FL 32306-1110

Email: mbrady@cob.fsu.edu

Phone: 850-212-3893

Colleen Harmeling, *Dr. Persis E. Rockwood Associate Professor of Marketing at Florida State University*

Address: 821 Academic Way Tallahassee, FL 32306-1110

Email: charmeling@business.fsu.edu

Phone: 850-644-7449

Christopher Plouffe, *Gary W. Rollins Endowed Chair and Professor of Sales at The University of Tennessee at Chattanooga*

Address: 418-C Fletcher Hall, Dept. 6516, 615 McCallie Avenue Chattanooga, TN 37403-2598

Email: chris-plouffe@utc.edu

Phone: 850-728-3155

INDUSTRY EMPLOYMENT HISTORY

Account Manager, July 2016-July 2017

MotionPoint

Managed the relationships of various Fortune 1000 companies by uncovering business needs, handling objections and developing partnerships.

Mortgage Closer, December 2015-July 2016

Wells Fargo Home Mortgage

Managed a pipeline of approximately 70 loans per month in the greater Philadelphia metropolitan area.