

THOMAS GEORGE BRASHEAR ALEJANDRO, PhD

Associate Professor of Marketing
Isenberg School of Management
University of Massachusetts Amherst
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Visiting Professor
Escola de Administração de Empresas de São Paulo
Fundação Getúlio Vargas
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PRIMARY RESEARCH AND TEACHING INTERESTS

Research: Sales Management, Business-to-Business, Go-to-Market Strategy, Sales Channels, Global
Teaching: International, Marketing Management, Strategy, Sales Management, Film Marketing

EDUCATION

PhD, Marketing (1998), Georgia State University
MS, Marketing (1996), Georgia State University
MBA, (1992), Eastern Kentucky University
BA, Spanish (1992), Centre College
BA, Economics (1989), University of Kentucky

- Harvard Business School, Moving a Case Class Online Teaching Seminar (2020).
- ECCH Case Writing Workshop – Dublin, Ireland, February 2013
- Intensive Portuguese, Pontifícia Universidade Católica, Rio de Janeiro, Brasil, (July 2006)
- Harvard Business School Case Method Teaching Seminar (1998).
- Doing Business in Brasil, EAESP, Fundação Getúlio Vargas, São Paulo, Brasil (1997)
- Additional Graduate Work: University of Kentucky, Economics and Marketing (1992-93).

EXPERIENCE

2019 – present	Director - Bachelors Degree w/Individualized Concentration, University of Massachusetts Amherst
2019 – present	Visiting Professor, EAESP, Fundação Getúlio Vargas, São Paulo, Brasil
2018 – 2019	Interim Director BDIC - Bachelors Degree w/Individualized Concentration
2003 – present	Associate Professor of Marketing, University of Massachusetts Amherst
1997 – 2003	Assistant Professor of Marketing, University of Massachusetts Amherst
1994 - 1997	Instructor of Marketing, Georgia State University

INTERNATIONAL EXPERIENCE

2023 May	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil, OneMBA
2023 Feb	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil, OneMBA
2022 July	Beijing University of Post and Telecommunications, Beijing, China
2022 July-August	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil, Mestrado Profissional
2021 July	Beijing University of Post and Telecommunications, Beijing, China
2019 October	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil, Mestrado Profissional
2019 August	Pontifícia Universidade Católica (PUC-Rio) - Rio de Janeiro, Brasil
2019 July	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil
2019 July	Beijing University of Post and Telecommunications, Beijing, China
2019 June	Central South University, Changsha, China
2017 July	EAESP, Fundação Getúlio Vargas, São Paulo, Brasil
2017 June	Linköping University, Linköping, Sweden
2016 August	Hunan University, Changsha, China
2016 August	Universidade Federal do Paraná, Curitiba, Brasil
2015 August	Universidade Federal do Paraná, Curitiba, Brasil

INTERNATIONAL EXPERIENCE (cont'd)

2015 August	Positivo University, Curitiba, Brasil
2015 July	Nankai University, Tianjin, China
2015 April	Linköping University, Linköping, Sweden
2014 December	Hunan University, Changsha, China
2013 July-August	Universidade Federal do Parana, Curitiba, Brasil
2013 June-August	Pontificia Universidade Catolica do Parana (PUC-PR), Curitiba, Brasil
2013 April-May	Linköping University, Linköping, Sweden
2012 Nov-December	Aalto University (Helsinki School of Economics), Helsinki, Finland
2011 July	Renmin University, Beijing, China
2011 June	University of the West Indies – Mona - Kingston, Jamaica
2011 May	Linköping University, Linköping, Sweden
2010 December	Aalto University (Helsinki School of Economics), Helsinki, Finland
2009 August	Linköping University, Linköping, Sweden
2009 May, Oct & Dec	Universitatti Commerciale Luigi Bocconi (Bocconi) - Milan, Italy
2009 June – July	University of the West Indies – Mona - Kingston, Jamaica
2008 June-Aug	Fundação Dom Cabral - Belo Horizonte, Brasil
2007 July	Fundação Dom Cabral- Belo Horizonte, Brasil
2006 June-Aug	Pontificia Universidade Catolica (PUC-Rio) - Rio de Janeiro, Brasil

RESEARCH

Research Impact: Google Scholar (10.16.2023)

Total citations:	6635	h-index - 36	i10 index - 55
Citations since 2018:	2988	h-index - 30	i10 index - 47

Refereed Journal Publications

1. “Equilibrium blockchain adoption strategies for duopolistic competitive platforms with network effects” (B Xu, H Li, X Zhang, TB Alejandro) in *Journal of Business Research* 164, 11395 (2023).
2. “COVID-19 Research in Management: An Updated Bibliometric Analysis” (Hossein Hashemi, Reza Rajab, & Thomas G. Brashear-Alejandro) in *Journal of Business Research* 149, 795–810. (2022)..
3. "Salesforce Responsive Roles in Turbulent Times: Case Studies in Agility Selling" (Benoit Bourguignon, Harold Boeck, & Thomas Brashear Alejandro) in the *Journal of Business and Industrial Marketing*. 36 (8), 1286-1299. (2021).
4. “Revisiting and Replicating the Dominant Logic on Salesperson Job Satisfaction, Organizational Commitment, and Turnover” (Reza Rajabi, Thomas Brashear Alejandro, James S. Boles & Shikar Sarin) in the *Journal of Business Research*, 126 (March), 524-532. (2021).
5. Artificial intelligence applied to small businesses: the use of automatic feature engineering and machine learning for more accurate planning Nascimento, A. M., de Melo, V. V., Queiroz, A. C. M., Brashear-Alejandro, T., & de Souza Meirelles, F.) in the *Revista de Contabilidade e Organizações*, 14, 1-15. (2020).
6. “Mentoring Characteristics and Functions: Mentoring’s Influence on Salespeople” (Thomas Brashear-Alejandro, H Barksdale, D.N Bellenger, J.S. Boles, C James) in the *Journal of Business & Industrial Marketing* 34 (2), 303-316. (2019).
7. “Relationalism and Justice as Social Norms: Social Exchange Process in Sales Management and the Role

- of Tenure” (Ilgim Dara, Thomas Brashear Alejandro, Cristian Chelariu & Jeffrey Foreman) forthcoming in the *Journal of Business and Industrial Marketing* 34 (1), 49-61. (2019).
8. “Value-based selling: A Multi-component Exploration,” (Mario Kienzler, Daniel Kindström, & Thomas Brashear Alejandro) in the *Journal of Business & Industrial Marketing* 34(2), 360-373. (2019).
 9. “Entrepreneurial Motivation as a Key Salesperson Competence: Trait Antecedents and Performance Consequences” (Reza Rajabi & Thomas Brashear Alejandro) in *Journal of Business & Industrial Marketing*. 33(4), 405-416. (2018).
 10. “The Effects of Value Appropriation Strategies in Channels on Intangible Firm Value,” (Jun Kang, Thomas G. Brashear, Anthony Asare & Sixing Chen) in *Journal of Business & Industrial Marketing*. 33(2), 208-219 (2018).
 11. “Interorganizational Drivers of Channel Performance: A Meta-Analytic Structural Model (Jun Kang, Anthony K. Asare, Thomas G. Brashear, Elad Granot, & Ping Li) in *Journal of Business & Industrial Marketing*. 33(2), 183-195 (2018).
 12. “Drivers of Franchiser Growth: A Meta-analysis,” (Jun Kang, Anthony K. Asare, Thomas G. Brashear, Ping Li) in the *Journal of Business & Industrial Marketing*. 33(2), 196-207 (2018).
 13. “Business to Business Technology Adoption in Customer Driven Supply Chains,” (Anthony K. Asare, Thomas Brashear Alejandro & Jun Kang), in *Journal of Business & Industrial Marketing*. 31(1), 1-12 (2016).
 14. “Leveraging Loyalty Programs to Build Customer–Company Identification,” (Thomas Brashear Alejandro, Jun Kang & Mark D. Groza), in *Journal of Business Research*, 69 (3), 1190-1198 (2016).
 15. “Service Selling In Industrial Organizations: An Exploratory Study of Challenges and Opportunities,” (Daniel Kindström, Christian Kowalkowski & Thomas Brashear Alejandro) in *Journal of Services Management*. 26(3), 372-393 (2015).
 16. "Customer-Company Identification and the Effectiveness of Loyalty Programs" (Jun Kang, Thomas Brashear Alejandro, and Mark Groza) in *Journal of Business Research*. 68(2), 464-471 (2015).
 17. “Value-based Pricing: Institutional Antecedents and Behavioral Influences” in *Industrial Marketing Management*, (Pekka Töytäri, Risto Rajala, & Thomas Brashear Alejandro). 47, 53-64 (2015).
 18. “The Value Relevance of Brand Equity, Intellectual Capital and Intellectual Capital Management Capability,” (Jing Yang, Anthony Kwame Asare, & Thomas Brashear Alejandro) i *Journal of Strategic Marketing*. 1-17.(2015).
 19. "Proposal of a Model for Management of Graduate Programs in Administration from the Evaluation Systems of Brasil (CAPES) and the U.S. (AACSB)", (Emerson Antonio Maccari, Martinho Isnard Ribeiro de Almeida, Edson Luiz Riccio, & Thomas Brashear Alejandro) in RAUSP (Revista de Administração da Universidade de São Paulo),49(2), 369-383. (2014)
 20. “A ROSE, by any other name”...: Relationship typology and performance measurement in supply chains,” (Christian Chelariu, Anthony Kwame Asare, Thomas Brashear-Alejandro), in the *Journal of Business & Industrial Marketing*, 29/4, 332-343. (2014).
 21. “A Socio-Marketing Analysis of the Concept of Cute and its Consumer Culture Implications,” (Elad Granot, Thomas G. Brashear & La Toya M. Russell) in *Journal of Consumer Culture*. 14(1), 66-87. (2014).

22. “A Conceptual Development of Value Appropriability for Marketing Channel Strategy,” (Thomas G. Brashear & Jun Kang), *Revista Brasileira de Estratégia - REBRAE*, 6(3), 319-33 (2013).
23. “The Relationship Between Supplier Development and Firm Performance: The Mediating Role of Marketing Process Improvement.” (Anthony K. Asare, Thomas G. Brashear & Jing Yang) in the *Journal of Business & Industrial Marketing*, 28/6, 523-32. (2013).
24. “Populence: Exploring Luxury for the Masses,” (Elad Granot, Latoya Russell, & Thomas G. Brashear) in the *Journal of Marketing Theory and Practice*. 21(1), 31–44. (2013).
25. “A Structural Guide to In-Depth Interviewing in Business and Industrial Marketing Research,” (Elad Granot, Thomas G. Brashear & Paulo Cesar Motta), in *Journal of Business & Industrial Marketing*, 27(7). 547- 553. (2012).
26. “Research Methods in Personal Selling and Sales Management Research,” (Thomas G. Brashear, Anthony Asare & Jing Yang) in the *Journal of Personal Selling & Sales Management*, 32(4). 473-490. (2012).
27. “Service Infusion as Incrementalism in Action: Empirical Evidence from the Materials Handling Industry”, (Christian Kowalkowski, Daniel Kindström, Thomas Brashear Alejandro, Staffan Brege, & Sergio Biggemann) in the *Journal of Business Research*, 65 (6), 765-772. (2012). Emerald Publishing, *Citation of Excellence – Top 50 Most Influential Papers of 2012* (2015).
28. “Relações Entre Avaliação de Justiça e Intenção de Turnover em Equipes de Vendas: Teste de Um Modelo Teórico,”(Evandro Luiz Lopes, Sérgio Luiz Do Amaral Moretti, & Thomas Brashear Alejandro), in *RAE- Revista De Administração de Empresas*, 51(6) 553-567. (2011).
29. “Qualitative Methods in International Research: Cross-Cultural Consideration”, (Raj Javalgi, Elad Granot & Thomas G. Brashear) in *Journal of Personal Selling & Sales Management*, 31(2), 155-69. (2011).
30. “Bridging the Theory to Practice Gap in Value Based Selling”, (Pekka Toytari, Thomas Brashear Alejandro, Ilmari Ollila, Nora Rosendahl, & Petri Parvinen), in *Journal of Business & Industrial Marketing* 26(7), 493-502 (2011).
31. “The Role of Social Capital and Knowledge Transfer in Selling Center Performance,” (Jing Yang, Thomas G. Brashear & James S. Boles), *Journal of Business & Industrial Marketing* 26 (3) 152 – 161, (2011).
32. “The Role of Channel Orientation in B2B Technology Adoption,” (Anthony K. Asare, Elad Granot, Thomas G. Brashear, & V. Kashyap), in *Journal of Business & Industrial Marketing*, 26(3), 193–201. (2011).
33. “Information Seeking In Complex Industrial Buying: Empirical Evidence From Brasil,” (Thomas Brashear Alejandro, Christian Kowalkowski, João Gustavo da Silva Freire Ritter, Renato Zancan Marchetti, & Paulo Henrique Prado) in *Industrial Marketing Management*, 40, 17-27(2011).
34. “The Outcome of Company and Account Manager Relationship Quality On Loyalty, Relationship Value and Performance,” (Thomas Brashear Alejandro, Daniela Vilaca Souza, James S. Boles, & Plinio Rafael Reis Monteiro) in *Industrial Marketing Management*. 40, 36-43.(2011).
35. “The Consumer and Her Decisions: The Emergence of Brand-Driven Retail Experience,” (Elad Granot, Henry Greene, & Thomas G. Brashear) in *Journal of Business Research*, 63(8), 801-8. (2010).
36. “Marketing Relationships In Brasil: Trends in Value Strategies and Capabilities,” (Ribeiro, Áurea Helena

- Puga, Thomas G. Brashear, Plinio Reis Monteiro, & Luciana F. Damázio), in *Journal of Business & Industrial Marketing*, 24 (5/6). 449-59 (2009).
37. "A Profile of the Internet Shopper: Evidence from Six Countries," (Thomas G. Brashear, Vishal Kashyap, Michael D. Musante, & Naveen Donthu), in the *Journal of Marketing Theory and Practice*, 17(3): 267-281 (2009). Top 20 most cited article in *Journal of Marketing Theory and Practice 2015*.
 38. "A Framework For Social Responsible Retailing Business Practices," (Thomas Brashear, Anthony Asare, Lauren Labrecque & Paulo Motta) in *FACES: Revista de Administração*, 7(2), 11-25, (2008).
 39. "A Six-Country Comparison of The Internet Shopper Profile," (Thomas Brashear, Vishal Kashyap, Michael Musante, & Naveen Donthu) in *Revista de Ciências da Administração*, 10(21), 54-75 (2008).
 40. "Measuring Distributive Justice: Assessing Equity, Equality and Need," (Vishal Kashyap, Thomas G. Brashear & Chris Manolis) in the *Journal of Marketing Channels* 15(4), 253-79 (2008).
 41. "Entrepreneurial Propensity in a Transition Economy: Exploring Micro-level and Meso-level Cultural Antecedents," (Thomas G. Brashear, Cristian Chelariu, Talai Osmonbekov & Adriana Zait) in the *Journal of Business & Industrial Marketing* 23(6), 405-415 (2008).
 42. "Customer Orientation and Salesperson Performance," (Mark Cross, Thomas G. Brashear, Edward E. Rigdon, & Danny N. Bellenger) in the *European Journal of Marketing*, 41,7/8, 821-35. (2007).
 43. "Developing Salesforce Relationalism: The Role of Distributive and Procedural Justice," (Vishal Kashyap, Anthony Asare, & Thomas G. Brashear) in *Journal of Personal Selling & Sales Management* 23(7), 235-45 (2007).
 44. "The Effects of Individual Salesperson Control on Trust and Justice," (Thomas G. Brashear, Chris Manolis, & Charles M. Brooks) in the *Journal of Business Research*. 58 (3), 241-49 (2005).
 45. "How Women are Depicted In Ads: A Content Analysis Study with Brazilian Advertisements," (Claudia Acevedo, Jouliana Nohara, Ana Arruda, Helenita Tamashiro, & Thomas Brashear) in *International Business and Economics Research Journal*, 5 (10), 59-71. (2006).
 46. "An Exploratory Study of the Relative Effectiveness of Different Types of Salesforce Mentors," (Thomas G. Brashear, Danny N. Bellenger, James S. Boles, & Hiram C. Barksdale, Jr.) in the *Journal of Personal Selling and Sales Management*, 26 (1), 7-18 (2006). *Marvin Jolson Award Recipient: 2006*.
 47. "Public and Private Partnership Projects Related To Urbanism: Learning From a Case Study," in *RAI - Revista de Administração e Inovação*, 2 (1), 78-88 (2005).
 48. "A Decision Framework for Latin American B2B E-Commerce Strategy," (Andrew J. Rohm, Thomas G. Brashear, & George R. Milne) in the *Journal of Business & Industrial Marketing*, 19 (6), 372-385 (2004).
 49. "A Cross-National Model of Job-Related Outcomes of Work-Role and Family-Role Variables: A Retail Sales Context," (Richard G. Netemeyer, Thomas Brashear Alejandro, & James S. Boles), in the *Journal of the Academy of Marketing Science* 32 (1), 49-60 (2004).
 50. "Measurement of Distributive and Procedural Justice in Sales Management: Scale Development and Validation," (Thomas G. Brashear, Charles M. Brooks, & James S. Boles) in the *Journal of Business Research* 57 (1), 86-93 (2004).

51. "An Empirical Test of The Brown and Peterson Model In A Polish Context," (Thomas G. Brashear, Elzbieta Lepkowska-White, & Cristian Chelariu), in *Journal of Business Research* 56(12), 971-78 (2003).
52. "The Effects of Realistic Job Preview and Perceptions of Training On Salesperson Performance and Attitudinal Commitment: A Longitudinal Study," (Hiram C. Barksdale, Jr , Danny N. Bellenger, James S. Boles, & Thomas G. Brashear), in the *Journal of Personal Selling & Sales Management* 23 (2), 125-138. (2003). Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management* 2003.
53. "An Empirical Test of Trust Building Processes and Outcomes in Sales Manager - Salesperson Relationships," (Thomas G. Brashear, Charles M. Brooks, James S. Boles, & Danny N. Bellenger), in the *Journal of the Academy of Marketing Science*, 31 (2), 189-200 (2003).
54. "An Examination of the Relationships Between Retail Work Environments, Salesperson Selling Orientation Customer Orientation and Job Performance," (James S. Boles, Barry J. Babin, Thomas G. Brashear & Charles M. Brooks), in the *Journal of Marketing Theory & Practice* 9 (3), 1-13 (2001).
55. "Attitudes Influencing Monetary Donations to Charitable Organizations." (Deborah J. Webb, Corliss L. Green, & Thomas G. Brashear), in the *Journal of The Academy of Marketing Science*, 28 (2), 299-309 (2000).
56. "Relationship Selling Behaviors: Antecedents and Relationship with Performance."(James S. Boles, Thomas G. Brashear, Danny N. Bellenger & Hiram C. Barksdale, Jr.), in the *Journal of Business & Industrial Marketing*, 15 (2/3), 141-153 (2000).
57. "Salesperson Behavior: Antecedents and Links to Performance," (Thomas G. Brashear, Danny N. Bellenger, Thomas Ingram, & Hiram C. Barksdale, Jr., in the *Journal of Business & Industrial Marketing*, 12 (3), 177-84 (1997).

Book Chapters

"International Salesforce Management," (Thomas G. Brashear) in Masaaki Kotabe and Kristiaan Helsen, eds., *The Handbook of International Marketing*, Thousand Oaks: Sage. (2009).

"Developments in Advertising in a Post Socialist Environment: Longitudinal Analysis of Polish Print Ads," (Elzbieta Lepkowska-White and Thomas G. Brashear) in Emmanuel C Alozie, ed. *Advertising in Developing and Emerging Economies*, Ashgate/Gower: United Kingdom. Published Book Reviews.

Book Reviews

"International Marketing by V. Kumar," in *Journal of Marketing Research*, (May) (2001).

"International Marketing by Craig and Douglas," in *Journal of Marketing Research*, (May) (2001).

Research Submitted and In Revision

"Drivers of Salespeople Engagement: A Justice Perspective", (Rajabi, Brashear Alejandro & Hashemi) (minor revision resubmitted 10/15/2023) at *Industrial Marketing Management*.

"Person-Organization Fit and Job Burnout Effects on Retail Salesperson Performance and Turnover Intention", (Brashear Alejandro, Boles, Rajabi & Mayberry) revision resubmitted 10/13/2023.

Research in Progress

“Control and Justice Perceptions: Multiple Controls Systems and Crowding Effects” (Rajabi, Legendre & Brashear Alejandro). Manuscript in final revision for submission.

“A Meta-Analytic Examination of Salesforce Turnover,”(Hashemi, Rajabi, Brashear Alejandro, & Boles) moderl revision and manuscript preparation.

“The Role of Team Identification in Sport Loyalty Programs: A Social Identity View,”(Brashear Alejandro, & Fleury) designing additional experiments.

“Salesforce Satisfaction: An Updated Meta-analysis of Saleforce Job Satisfaction” (Hashemi, Rajabi, & Brashear Alejandro).

“Market-Based Capabilities of New Ventures and Firm Performance ,” (Rajabi, & Brashear Alejandro).

“The Role of Marketing Disclosures and Legitimacy In Raising New Venture Capital,” (Rajabi & Brashear Alejandro).

“An Empirical Exploration of the Job Satisfaction - Job Performance Relationship” (Cha & Brashear Alejandro).

“Trajectories of Salesforce Motivation Changes Among New Hires” (Cha & Brashear Alejandro).

“Input Control: Pre and Post Hire Effects on Performance and Turnover” (Rajabi, & Brashear Alejandro).

“Cross-Cultural Effectiveness of Informal Controls, and their Influence on Salesperson Engagement, and Performance,” (Stacey Malek, Bernard Jaworski, Thomas Brashear Alejandro, & Shikhar Sarin).

AWARDS

Teaching

- Nominated, University Distinguished Teaching Award, (1998, 1999, 2001, 2002, 2003, 2004, 2013, 2015).
- Lily Teaching Fellowship, (1999-2000).
- Nominated, University Outstanding Advisor Award, (2001-2002).
- Outstanding Teaching Award, Isenberg School of Management, (1999-2000; 2013).

Research Awards

- Top 20 most cited article in *Journal of Marketing Theory and Practice* “A Profile of the Internet Shopper: Evidence from Six Countries”
- Emerald Publishing, Citation of Excellence – Top 50 Most Influential Papers of 2012 (2015).
- Best Paper, Personal Selling & Sales Management Track, AMA Summer Educators’ Conference (2014).
- Best Paper, Retailing and Pricing Track, AMA Summer Educators’ Conference (2011).
- Best Paper, Business-to-Business Track, Society for Marketing Advances Conference (2008).
- Best Paper, Marketing Track, EnANPAD (2008).
- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2006).
- Best Paper, Marketing Research Track, Society for Marketing Advances Conference (2004).
- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2003).

Research Awards (cont'd)

- High Distinction Award at the *Journal of Business and Industrial Marketing*, (2000).
- Best Paper, Sales Management Track, Academy of Marketing Science Conference, (1999).
- Literati Award for Best Paper in *the Journal of Business and Industrial Marketing*, (1998).
- Best Paper, Marketing Research Track, AMA Summer Educators' Conference, (1995).
- Dissertation Award, College of Business, Georgia State University, (1997).
- Doctoral Student Award for Research, Marketing, Georgia State University, (1995).
- Exemplary Student Award, College of Business, Georgia State University, (1995)

Competitive Research Grant Awards

- 2020 Sales Education Foundation Grant - \$5,000 (2020).
- AMA Sales SIG - AMA Sales SIG's Global Database Initiative - \$6,000 (2019).
- TEFD Mutual Mentoring Grant – \$5,972 (2019-2021).
- US Dept. of Ed Fund for the Improvement of Secondary Education (FIPSE –Brasil) \$209,000 (2006-10).
- Isenberg School of Management Summer Research Grant (2000, 2001, 2002, 2003, 2006).
- Faculty Research Grant for Travel (2000).
- Institute for Electronic Enterprise Grant (2000).
- Healy Endowment Research Grant (2000).
- Institute for Electronic Enterprise Summer Research Grant (2000).
- Marketing Roundtable Research Grant (1995) w/ James S. Boles.
- Marketing Roundtable Research Grant (1996) w/ Naveen Donthu.
- College of Business Administration Faculty Research Grant (1995, 1996) co-author.

SERVICE TO THE ACADEMY

School of Management Service Activities

- Diversity, Equity and Inclusion Committee (2020-2021)
- UMass SOM Executive Committee on Internationalization (2009-12).
- SOM Undergraduate Scholarship Committee (2000-2012)
- SOM Undergraduate Curriculum Committee (1997-2012).
- Hospitality and Tourism Hiring Committee (2007-08).
- Engineering Hiring Committee (2006-07).
- Undergraduate Office Hiring Committee (2004).
- Writing Center Hiring Committee (Summer 2002).

Marketing Department Service Activities

- Department Personnel Tenure Committee Chair (2022-2023).
- Department Honors Program Director (2020-current)
- Chair, Marketing Department Personnel Committee (2018-2019; 2021-2022).
- Department Personnel Reappointment Committee Chair (2011).
- Faculty Co-Advisor to Society for Leadership Collegiate Chapter, (2008-2010).
- Faculty Advisor to Marketing Club, Collegiate Chapter of the AMA, (2002-2006).
- Faculty Co-Advisor to Marketing Club, Collegiate Chapter of the AMA, (2000-2002).
- Department Merit Committee, (1999-2000), (2001-2002), (2002-2003, 2007, 2008, 2018, 2020).
- Doctoral Program Field Exam Committee, (2001, 2002, 2003, 2004, 2008, 2009, 2010).
- Doctoral Program Comprehensive Exam Committee, (1998, 1999, 2002-004, 2008-10).
- Served on 14 Honors Thesis/Project Committees, Chair 7 committees.
- Supervised more than 13 Graduate independent study courses.
- Supervised more than 85 Undergraduate independent study courses.
- Supervised more than 192 Undergraduate corporate internships.

University Service Activities

- . Faculty Senate – Research Council Task Force on Centers and Institutes (2022--current)
- . Faculty Senate – Research Council – Representing Commonwealth Honors College (2022--current)
- . Commonwealth Honors College Academic Standards Committee (2019-current)
- . University Honesty Board Member, (2012-current)
- . Faculty Senate – Commonwealth Honors College Council (2016-current)
- . Faculty Senate - University Relations and Advancement Council (2010-current)
- . Massachusetts Society for Professors – Executive Board (2014-2017)
- . Massachusetts Society for Professors – Marketing Dept Rep (2013-2017)
- . University Bullying Adjudication Board (2014-2017)
- . Campus Internationalization Committee (2013-2014)
- . Faculty Senate – International Studies Council (2012-2015)
- . University UMass Amherst Brazilian Taskforce Faculty (2010-13)
- . Chair, Status of Minorities Council (2003-2006).
- . Co-Chair, Status of Minorities Council (2002-2003).
- . Member, Status of Minorities Council (1998-2002).

Dissertation and Masters Committee Service Activities

- . Dissertation Chair, Hossein Hashemi (2023) (Marketing).
- . Dissertation Chair, Claire Cha (2023) (Marketing).
- . Dissertation Chair, Reza Rajabi (2019) (Marketing).
- . Dissertation Chair, Jun Kang (2012) (Marketing).
- . Dissertation Chair, Mark Groza (2012) (Sport Management).
- . Dissertation Chair, Jing Yang (2009) (Marketing).
- . Dissertation Chair, Anthony Asare (2008) (Marketing).
- . Dissertation Chair, Elad Granot (2006) (Marketing).
- . Dissertation Chair, V. Kashyap (2004) (Marketing).
- . Dissertation Committee Member, Juliana Costa, Universidad Federal do Parana (2018) (Marketing)
- . Dissertation Committee Member, Maiara Kososki, Universidad Federal do Parana (2019) (Marketing)
- . Dissertation Committee Member, Latoya Russell, Cleveland State University (2013) (Marketing).
- . Dissertation Committee Member, Zoaria Barros (Plant & Soil).
- . Dissertation Committee Member, Dan Yoon (2010) (Sports Management).
- . Dissertation Committee Member, Ereni Markos (2010) (Marketing).
- . Dissertation Committee Member, Emerson Maccari (2008) (Universidade de Sao Paulo).
- . Dissertation Committee Member, Betul Lus (2007) (Engineering).
- . Dissertation Committee Member, Rocio Ruiz-Benitez (2007) (Engineering).
- . Dissertation Committee Member, Andrew Rohm, (2001) (Marketing).
- . Dissertation Committee Member, Stephanie Noble, (2001) (Marketing).
- . Dissertation Committee Member, Elzbieta Lepkowska-White, (1999) (Marketing).
- . Dissertation Committee Member, Sarah Gooding-Williams, (1998) (Marketing).
- . Thesis Committee Member, Rachel Mendonça (2008) (Plant & Soil).
- . Thesis Committee Member, Harald Schmidt (2007) (Engineering).
- . Thesis Committee Member, Roman Figel (2007) (Engineering).

Visiting Scholars

- Jorge Bif Net (Pontificia Catolica do Parana, Brasil), September 2023
- . Ping Yang, (Nankai University, China), Sept. 2019 – August 2020.
- . Professora Aurea Niada, (Universidade Tecnologia Federal do Parana, Brasil), April 2019
- . Lucas Finoti, (Universidad Federal do Parana, Brasil), April – June 2018
- . Juliana Costa, (Universidad Federal do Parana, Brasil), April - July 2017
- . Fernando Malagrino, (Universidade de Sao Paulo, Brasil), Sept. 2013-August 2014
- . Duan Liu, (Hunan University, Changsha, China), August 2013-July 2014

Visiting Scholars (cont'd)

- . Daniel Kindström, (Linköping University, Linköping, Sweden), April-May 2013
- . Danny Pimental Claro (INSPER, Sao Paulo, Brasil), February 2013
- . Patricia de Salles Vance (University of Sao Paulo, Brasil), Sept 2010-Aug 2012)
- . Bo Zhang (Renmin University, China), Sept. 2010-Aug 2011
- . Junjie Wang (Central University of Finance and Economics, China), Oct. 2010- Sept. 2011.
- . Emerson Maccari (University of Sao Paulo, Brasil), Mar 2007 – Jan 2008.

PROFESSIONAL ACTIVITIES

Professional Memberships

- . American Marketing Association (AMA) (1994- current).
- . Boston Chapter American Marketing Association (AMA) (2003-2012).
- . AMA Marketing Research Special Interest Group (MRSIG) (1997-2013).
- . Hispanic MBA Association (1991-2012).
- . Academy of Marketing Science (1997-2012).
- . Member, Doctoral Fellows Committee, Georgia State University, (1994-97).

Professional Service Activities

National Offices

- . Chair, Marketing Research SIG American Marketing Association (2008-10).
- . Vice Chair, Promotions, Marketing Research SIG American Marketing Association, (2007-08).
- . Director, Marketing Research SIG, Boston Chapter of American Marketing Association, (2005).
- . Collegiate Council of the American Marketing Association, (2003-05).
- . Chair, Marketing Research SIG American Marketing Association, (2003-05).
- . Chair-Elect, Marketing Research SIG, (2002).
- . Treasurer, Marketing Research SIG, (2002).
- . Vice Chair, Treasurer & Special Sessions, Marketing Research SIG, (2001).
- . Vice Chair, Promotions & Finance, Marketing Research SIG, (2000).
- . Newsletter Editor, Marketing Research SIG, (1998, 1999).
- . Donald Lehmann Dissertation Award Committee Marketing Research SIG, (1998-04, 2008-10).
- . Churchill Lifetime Achievement Award Comm., Marketing Research SIG, (1998-04, 2008-10).

Editorships

- Editor Emeritus, *Marketing Intelligence & Planning* (February 2023-present))
- Editor, *Marketing Intelligence & Planning* (2015-February 2023)
- Co-Editor, *Marketing Intelligence & Planning* (2014-2015)
- Associate Editor, Sales Research, *Journal of Business Research*, (2016-present)
- . Scientific Board (Associate Editor) – *Revista de Administração de Empresas* (5/2014 – present)
- . Associate Editor - Marketing – *Brazilian Administration Review* (2013 – 2021)
- . Associate Section Editor – *Journal of Personal Selling & Sales Management* (2008-2011)
- . Guest Editor – Journal of Business & Industrial Marketing – 2012 CBIM Academic Workshop (2018).
- . Guest Editor – Journal of Business & Industrial Marketing – 2011 CBIM Academic Workshop (2014).
- . Guest Editor – Journal of Business & Industrial Marketing – 2010 CBIM Academic Workshop (2013).
- . Guest Editor – Journal of Business & Industrial Marketing – 2009 CBIM Academic Workshop (2012).
- . Guest Editor – Journal of Business & Industrial Marketing – The Global B2B Challenge (2011).
- . Guest Editor – Journal of Business & Industrial Marketing – 2008 CBIM Academic Workshop (2011).
- . Guest Editor – Journal of Business & Industrial Marketing – Special Issue on B2B Marketing in Latin America (2004).

Editorial Review Boards

- . *Industrial Marketing Management* (2013- present)
- . *Brazilian Administration Review* (Marketing) (2013 - present)
- . *Journal of Business Research* (Marketing section) (2002 - present).
- . *Journal of Marketing Theory and Practice* (2009-present).
- . *Journal of Digital Marketing* (2009 – 2011).
- . FACES (Brasil) (2008 - present).
- . *Revista de Ciências da Administração* (Brasil) (2007-present).
- . *Futures Journal* (2009 - present).
- . *International Journal of China Marketing* (2011 – present)

Ad Hoc Reviewing

- . Ad Hoc Reviewer – *Journal of Business Ethics* (2014).
- . Ad Hoc Reviewer – *Industrial Marketing Management* (2013).
- . Ad Hoc Reviewer – *Industrial Marketing Management* (2013).
- . Ad Hoc Reviewer - *Journal of Marketing* (2002-2011).
- . Ad Hoc Reviewer - *Journal of Services Research* (2010-2012).
- . Ad Hoc Reviewer - *Journal of Business Research* (International business section) (2011)
- . Ad Hoc Reviewer - *Journal of Interactive Marketing* (2010).
- . Ad Hoc Reviewer - *Journal of Supply Chain Management* (2011).
- . Ad Hoc Reviewer – *Marketing Research Review* (2011).
- . Ad Hoc Reviewer - *Journal of Retailing and Consumer Services* (2004, 2007).
- . Ad Hoc Reviewer - *Journal of Business & Industrial Marketing* (2000-2003, 2007-2009).
- . Ad Hoc Reviewer - *Journal of Business Research* (2000, 2001, 2002).
- . Ad Hoc Reviewer - *Journal of Public Policy and Marketing* (1999).
- . Judge, Society for Marketing Advances Dissertation Contest (2004).

Academic Conference Service

- . Academic Committee, Latin American Retail Conference, Sao Paulo, Brasil (2013)
- . Academic Coordinator, 2013 B2B Academic Workshop, Sao Paulo, Brasil (2013)
- . Coordinator, CBIM Academic Workshop, Atlanta, GA (2012).
- . Coordinator, CBIM Academic Workshop, San Juan, Puerto Rico (2011).
- . Coordinator, CBIM Academic Workshop, San Juan, Puerto Rico (2010).
- . Coordinator, CBIM Academic Workshop, Atlanta, Georgia (2009).
- . Coordinator, CBIM/ISBM Academic Workshop, Tampa, Florida (2008).

- . Chair, Marketing Research Track, Academy of Marketing Science Conference, (2005).
- . Co-Chair, Marketing Sales Track, AMA Summer Educators' Conference, Boston. (2010)
- . Co-Chair, Marketing Research Track AMA International Conference, Glasgow, (2002)
- . Co-Chair, Marketing Research Track of the AMA Summer Educators' Conference (2001).
- . Co-Chair, Marketing Research Track of the AMA International, Argentina (2000).

- . Special Session Organizer, AMA Summer Educators' Conference (2002).
- . Special Session Organizer, AMA Summer Educators' Conference (2001).
- . Special Session Chair, AMA Summer Educators' Conference (2004)
- . Special Session Chair, AMA Summer Educators' Conference (2002).
- . Special Session Chair, AMA Summer Educators' Conference (2001).
- . Special Session Co-Chair, AMA Winter Educators' Conference (1998).
- . Session Chair, AMA Winter Educators' Conference (2002).
- . Session Chair, AMA Summer Educators' Conference (2000).
- . Session Chair, AMA International Educators' Conference (2000)
- . Session Chair, International Conference of the Global Business and Tech. Assoc. (2000).

- . Session Chair/Organizer, AMA Winter Educators' Conference (1999).
- . Session Chair, Southern Marketing Association Annual Conference (1998).
- . Session Chair, Southern Marketing Association Annual Conference (1997).
- . Session Chair, INFORMS (1996).

- . Discussant, Society for Marketing Advances Conference (SMA)-Research Track (2004).
- . Discussant, AMA Summer Educators' Conference – Marketing Research Track (2001).
- . Discussant, GBATA International Conference (2000).
- . Discussant, AMA Summer Educators' Conference – Marketing Research Track (1999).

- . Reviewer, AMA Summer Educators' Conference – Retail Track (2011).
- . Reviewer, International Franchise Association Conference, (2010)
- . Reviewer, Society for Marketing Advances Conference (SMA) – Research Track (2004).
- . Reviewer, Society for Marketing Advances Conference (SMA) – Sales Track (2004).

- . Reviewer, AMA Winter Educators' Conference – Social Issues Track (2003).
- . Reviewer, Australian-New Zealand Marketing Conference (ANZMAC), (Research) (2002).
- . Reviewer, European Marketing Conference (2002)
- . Reviewer, AMA International Educators' Conference – Marketing Research Track (2002).
- . Reviewer, AMS Conference – Marketing Channels and Distribution Track (2002).
- . Reviewer, AMA Winter Educators' Conference – Relationship Marketing Track (2002).
- . Reviewer, Australian-New Zealand Marketing Conference (ANZMAC), (Research) (2001).
- . Reviewer, AMA Summer Educators' Conference – Marketing Research Track (2001).
- . Reviewer, Australian-New Zealand Marketing Conference (ANZMAC), (Research) (2000).
- . Reviewer, Australian-New Zealand Marketing Conference (ANZMAC), (Sales) (2000).
- . Reviewer, Relationship Marketing Conference 2000 – Communications Track (2000).
- . Reviewer, Society for Marketing Advances Conference (SMA) – Global Track (2000).
- . Reviewer, Society for Marketing Advances Conference (SMA) – Research Track (2000).
- . Reviewer, Society for Marketing Advances Conference (SMA) – Sales Track (2000).
- . Reviewer, AMA Summer Educators' Conference – Marketing Research Track (2000).
- . Reviewer, AMA International Educators' Conference – Marketing Research Track (2000).
- . Reviewer, AMA Winter Educators' Conference – Marketing Research Track (2000).
- . Reviewer, AMA Winter Educators' Conference – Sales and Distribution Track (2000).
- . Reviewer, AMA Summer Educators' Conference – Marketing Research Track (1999).
- . Reviewer, Southern Marketing Association Annual Conference (1997).
- . Reviewer, Southern Marketing Association Annual Conference (1996).
- . Reviewer, Conference of the Academy of Business Administration (1995).

Refereed Conference Papers

1. “An Updated Meta-Analysis of Salesforce Satisfaction”(Hossein Hashemi, Reza Rajabi, & Thomas Brashear Alejandro) in the Proceedings of the *2020 AMA Summer Educators' Conference* (2019).
2. “A Meta-Analytic Examination of Salesforce Turnover”(Hossein Hashemi, Reza Rajabi, Thomas Brashear Alejandro, & James S. Boles) in the Proceedings of the *2019 AMA Summer Educators' Conference* (2019).
3. "Motivation Changes Among NewSalespeople," (Claire Cha, Reza Rajabi, & Thomas Brashear Alejandro) in the Poster Session of the *2019 AMA Summer Educators' Conference* (2019).
4. “The Role of Marketing Disclosures and Legitimacy In Raising New Venture Capital" Reseach Spotlight Session in the Proceedings of the *2019 AMA Summer Educators' Conference* (2019)

5. "Creativity Business Cultures: A Hermeneutic Examination in Advertising Agencies," at the 32nd EnANPAD Conference (2016).
6. "Entrepreneurial Motivation as a Key Salesperson Competence: Trait Antecedents and Performance Consequences," (Reza Rajabi, Cristian Chelariu, & Thomas Brashear Alejandro) in the Proceedings of the *2015 AMA Summer Educators' Conference* (2015).
7. "Value Appropriation in Dynamic Environments: An Analysis of Digital Marketing Channels," (Anthony Kwame Asare, Cristian Chelariu, Iddrisu Awudu, & Thomas G Brashear) in the Proceedings of the *2015 AMA Summer Educators' Conference* (2015).
8. "The Dynamics of Intra-Organizational Sales Network," (Thomas Brashear-Alejandro, Danny Claro, Carla Ramos) in the Proceedings of the 2014 AMA Summer Educators' Conference, San Francisco, CA (2014).
9. "Intra-organizational Sales Networks: Networking Patterns and Their Dynamics (Carla Ramos, Danny P. Claro, and Thomas Brashear-Alejandro) ISBM Academic Conference 2014: Advances in Business-to-Business Marketing
10. "The Mediating Role of Marketing Process Improvement In The Market-Based Asset Framework," (Anthony Kwame Asare, Thomas G Brashear, Jing Yang & Jun Kang) in the Proceedings of the 2012 AMA Winter Educators' Conference, Tampa, Florida. (2012).
11. "Distinct Plural Form Structures in Emerging Markets," (Patrica de Salles Vance and Thomas Brashear Alejandro) in the 2012 ISBM Academic Conference, University of Chicago (2012).
12. "Channel Appropriability and Intangible Firm Value," (Jun Kang and Thomas Brashear Alejandro) in the 2012 ISBM Academic Conference, University of Chicago (2012).
13. "Evaluation Models in Complex Sales: Value Creation and Value Appropriation," (Jakob Rehme, Daniel Nordigården, and Thomas Brashear Alejandro) in the 2012 ISBM Academic Conference, Chicago (2012).
14. "Factors Influencing Marketing Channel Performance: A Meta-analysis," (Jun Kang, Anthony Asare and Thomas Brashear Alejandro) in the Proceedings of the 2012 AMA Winter Educators' Conference, Tampa, Florida. (2012).
15. "A Quest To Insert Poverty Into The Marketing Discipline," (Paulo Cesar Motta and Thomas Brashear Alejandro) in the Proceedings of the European Marketing Association Conference, EMAC 2012, ISCTE Business School, Lisbon, Portugal (2012).
16. "Internationalization of Brazilian Franchisors: A Psychic Distance Perspective," (Patricia de Salles Vance, Adriana Beatriz Madeira & Thomas G. Alejandro), in the EnANPAD Conference (2011).
17. "Are Loyalty Programs Effective? The Role Of Customer-Company Identification" (Thomas Brashear Alejandro, Lin Jiang, Jun Kang, Mark Groza, & Bo Zhang), in the Proceedings of the 2011 AMA Summer Educators' Conference, San Francisco. (2011). Best in Track Award
18. "Internationalization of Brazilian Franchisors: Profiles and Strategies," (Patricia de Salles Vance, Adriana Beatriz Madeira & Thomas G. Alejandro), in the Proceedings of the 25th Anniversary Conference of the International Society of Franchising (2011).

19. "The Value Relevance of Brand Equity, Intellectual Capital and Intellectual Capital Management Capability," (Jing Yang & Thomas G. Brashear) in the Proceedings of the 2010 AMA Summer Educators' Conference, Boston, MA.
20. "Managing Multi-Channel Competition In Online Retailing Systems" (M Kacker, OJ Kang, TG Brashear – 2010 AMA Summer Educators' Conference, *Enhancing Knowledge Development in Marketing*, 2010. P. 71.
21. "The Drivers of Franchise System Performance: A Meta-Analysis," (Anthony Asare, Jun Kang & Thomas G. Brashear) in the Proceedings of the 2010 AMA Summer Educators' Conference, Boston.
22. "A Multi-component View of Procedural Justice: Effects on Satisfaction and Performance," (Thomas G. Brashear) in the proceedings of the 32nd EnANPAD Conference (2008). Selected as Best Paper in the Marketing Applications Track and nominated for Best Paper of EnANPAD 2008.
23. "Applying Creativity in B2B Services: Lessons from a Qualitative Examination of Creative Business Managers," (Elad Granot, Thomas G. Brashear Alejandro, & Sreedhar Madhavaram), in the Proceedings of the Society for Marketing Advances Conference (2008). Best Paper Award in the Business-to-Business Track and nominated for the **Steven J. Shaw Award for the Outstanding Conference Paper**.
24. "Creativity Business Cultures: A Hermeneutic Examination in Advertising Agencies," (Elad Granot and Thomas G. Brashear) in the proceedings of the 32nd EnANPAD Conference (2008).
25. "Poverty: A Challenge to Business Schools," (Paulo Cesar Motta, Thomas Brashear Alejandro, Mariana Cupilillo, and Paula Cristina Cunha), in the proceedings of the Growing Inclusive Marketing Forum, Dalhousie University, Nova Scotia (2008).
26. "A Structural Guide to In-Depth Interviewing in Business and Industrial Marketing Research," (Elad Granot and Thomas G. Brashear) in the Proceedings of the 2008 CBIM/ISBM Academic Workshop (2008).
27. "Interorganizational Justice in Asymmetrical Channel Relationships: Mediating the Effects Of Exchange Maintenance On Satisfaction," (Thomas G. Brashear & Chris Manolis) in the Proceedings of the 2008 AMA Educators' Conference (2008).
28. "Social Responsible Retailing: A Framework for Analysis," (Thomas G. Brashear, Lauren Labreque, Anthony Asare & Paulo Cesar Motta) presented at the 10th Annual Retailing Symposium (2007).
29. "Adoção de Tecnologias e Relacionamentos Colaborativos no Canal," Anthony Asare, Thomas G. Brashear, Rodrigo Araujo Alves, Plínio Rafael Reis Monteiro, and Iêda Lima Pereira), in the proceedings of the 31st EnANPAD Conference (2007).
30. "The Impact of Channel Governance Forms on the Selection of Channel Performance Measures" (Anthony Asare, Thomas G. Brashear, Rodrigo Araujo Alves, Plínio Rafael Reis Monteiro, and Iêda Lima Pereira) in the proceedings of the 31st EnANPAD Conference (2007).
31. "Fairness Perceptions in Interfirm Exchange: The Role of Boundary Spanners," (Thomas G. Brashear), in the Proceedings of the Academy of Marketing Science Conference (2007).
32. "Why Global and Large Retailers Fail to Attract the Low Income Consumers," (Paulo Cesar Motta,

- Tonia Casarin, & Thomas G. Brashear) in the Proceedings of the 36th European Marketing Association Conference (EMAC)- Reykjavik (2007).
33. "The Dimensionality of Justice Perceptions in a Chinese Enterprise," (Jane K. Miller, Daniel J. Miller, Kevin Farmer & Thomas G. Brashear) in the Proceedings of Eastern Academy of Management Conference (2007)
 34. "BOP Consumers Purchase and Consumption of Food:" (Paulo Cesar Motta, Tonia Casarin & Thomas G. Brashear) in the Proceedings of the 2001 European Institute of Retailing and Services Studies: Recent Advances In Retailing and Services Sciences (EIRASS) Conference, (2007).
 35. "A Relational Model of Distributive and Procedural Justice," (Thomas G. Brashear & Anthony K. Asare) in the Proceedings of the 2006 Society for Marketing Advances Conference (2006).
 36. "The Consumer and Her Decisions: The Emergence of Brand-Driven Retail Experience," (Elad Granot, Thomas G. Brashear-Alejandro, and Henry Greene), in the proceedings of the Society for Marketing Advances: 2006 International Retailing Symposium, Nashville, Tennessee (2006).
 37. "Internet Culture and Information Privacy Concerns In Developing Countries,"(George Milne, & Thomas G. Brashear), in the Proceedings of the 30th EnANPAD Conference (2006).
 38. "Bling Bling: A Hermeneutic Phenomenology of Urban American Luxury," (Elad Granot & Thomas G. Brashear) abstracted in the Consumer Culture Theory Conference, August (2006)
 39. "A Framework For The Adoption Of Inter-Firm Technologies In Customer Driven Supply Chains," Anthony K. Asare and Thomas G. Brashear, in the Proceedings of the 2006 AMA Summer Educators' Conference (2006).
 40. "The Impact of Channel Governance Forms on the Selection of Channel Performance Measures," (Anthony K. Asare & Thomas G. Brashear) in the Proceedings of the 2006 AMA Summer Educators' Conference (2006).
 41. "The Internet Shopper: A Six-Country Profile,"(Thomas G. Brashear, Naveen Donthu,
 42. George Milne) in the Proceedings of the 2005 International Conference of the Global Business & Technology Association, (2005).
 43. "Measurement of Distributive Justice: Assessing Equity, Equality and Need," (Thomas G. Brashear & Chris Manolis) in the Proceedings of the Society for Marketing Advances, (2004)
 44. "Measurement of Distributive Justice: Assessing Equity, Equality and Need," (Thomas G. Brashear & Chris Manolis) in the Proceedings of the Society for Marketing Advances, (2004)
 45. "The Use of Ad Appeals in Print Advertising in the Post-Socialist Environment: Case of Poland," Elzbieta Lepkowska-White & Thomas G. Brashear, in the Proceedings of the 33rd European Marketing Annual Conference, (2004).
 46. "An Updated Meta-analysis of the Attitudes Towards Advertising by Professional," (Thomas G. Brashear) in the Proceedings of the 2001AMA Summer Educators' Conference, (2001)
 47. "A 'Culture-Contingent' Application of Procedural Justice Theory in a Chinese Enterprise," (Jane

- Giacobbe-Miller, Kevin Farmer, Thomas G. Brashear, & Daniel Miller) in the Proceedings of the 2002 Academy of Management Conference, (2002).
48. "An Exploratory Humanistic Inquiry into Factors Influencing Organisational Purchases of Recycled-Content Paper (Philip J. Rosenberger III & Thomas G. Brashear) in the Proceedings of the 2001 Australian- New Zealand Marketing Conference (ANZMAC), (2001).
 49. "The Impact of Alternative Distance Measurement Methods on Site Selection Model Misspecification Error," (Thomas G. Brashear & Charles M. Brooks) in Proceedings of the European Institute Of Retailing
 50. & Services Studies: Recent Advances In Retailing Sciences (EIRASS) Conference, (2001).
 51. "Perceptions of Retailing and Marketing Practices in a Transitional Economy," (Thomas G. Brashear, Cristian Chelariu, Ela Lepkowska-White, & Adriana Zait), in Proceedings of the 2001 European Institute of Retailing and Services Studies (EIRASS) Conference, (2001).
 52. "The Effects of Individual Salesperson Control on Trust and Justice," (Thomas G. Brashear, Charles M. Brooks & Chris Manolis) in Proceedings of the 2001AMA Winter Educators Conference, (2001).
 53. "The Effects of Individual Salesperson Control on Trust and Justice," (Thomas G. Brashear, Charles M. Brooks & Chris Manolis) in Proceedings of 2001 AMA Winter Educators' Conference, (2001).
 54. "The Romanian Online Shopper: Individual Attitudes and Comparisons," (Thomas G. Brashear, Naveen Donthu, & Laura Raileanu), in the Proceedings of the 2001 European Institute Of Retailing and Services Studies: Recent Advances In Retailing and Services Sciences (EIRASS) Conference, (2001).
 55. "A Look at Management Practices and the Effects on Salesperson Efficacy and Entrepreneurial Spirit: Findings from Romania and Poland," (Thomas G. Brashear, Cristian Chelariu, Adriana Zait, & James S. Boles), in the Proceedings of the 2001 European Institute Of Retailing and Services Studies (2001).
 56. "A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, product and Culture," (Ela Lepkowska-White, Thomas G. Brashear, & Marc G. Weinberger), in the Proceedings of the American Academy of Advertising (AAA) 2001 Annual Conference, (2001).
 57. "Measurement of Procedural Justice: A Multi-Sample Assessment of Dimensionality and Order," (Thomas
 58. G. Brashear) in the Proceedings of the 2000 AMA Summer Educators' Conference, (2000).
 59. "A Test of Retail Salesforce Turnover in Romania," (Thomas G. Brashear, Philip J. Rosenberger III, Charles
 60. M. Brooks & Claudia Rosa Acevedo) in the Proceedings of the 2000 Australian-New Zealand Marketing Conference (ANZMAC), (2000).
 61. "Test of Group-Values Justice Model in a Salesforce Setting," (Thomas G. Brashear, Philip J. Rosenberger III, Charles M. Brooks & Claudia Rosa Acevedo) in the Proceedings of the 2000 Australian-New Zealand Marketing Conference (ANZMAC), (2000).
 62. "The Impact of Culture on Entrepreneurial Orientation: The Mediating Role of Locus of Control," (Talaibek Osmonbekov, Cristian Chelariu, Thomas G. Brashear, & Adriana Zait, in the Proceedings

- of the 2000 Society for Marketing Advances, (2000).
63. “Les antecedentele culturale et l’orientation entrepreneuriale,” (Adriana Zait, Cristian Chelariu, Thomas Brashear, & Talaipek Osmonbekov) in the Proceedings of La 6eme Conference Internationale PGV, Iasi, Romania (2000).
 64. “Antecedents and Outcomes of Salesforce Justice Evaluations,” (Charles M. Brooks, Thomas G. Brashear,
 65. & Leila X. Borders), in the Proceedings of the 2000 AMA Winter Educators’ Conference, (2000).
 66. “Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (PQISS),” (Boonghee Yoo, Naveen Donthu, & Thomas G. Brashear) in the Proceedings of the 2000 International Conference of the Global Business and Technology Association (2000).
 67. “A Comparison of Distance Measurement Using a Geographic Information System.” (Charles M. Brooks & Thomas G. Brashear) in the Proceedings of the 2000 International Conference of the Global Business & Technology Association, (2000).
 68. “An Empirical Test of Retail Salesperson in a Transitional Economy,” (Thomas G. Brashear, Elzbieta Lepkowska-White, Cristian Chelariu, & Charles M. Brooks); in the Proceedings of the 2000 AMA Winter Educators’ Conference, (2000).
 69. “The Emergence of Customer Orientation in a Transitional Economy: The Role of Ownership,” (Cristian Chelariu, Thomas G. Brashear, James S. Boles & Charles M. Brooks); in the Proceedings of the 2000 AMA Winter Educators’ Conference, (2000).
 70. “Factors Influencing the Likelihood of Adoption of a New Energy Audit Service: An Exploratory Investigation,” (Anthony A. Eggins, Philip J. Rosenberger III, & Thomas G. Brashear), in the Proceedings of the 1999 Australian-New Zealand Marketing Conference, ANZMAC (1999).
 71. “Organizational Influences on Retail Salesperson Selling Orientation/Customer Orientation and Perceived Job Performance,” (James S. Boles, Barry J. Babin, Thomas G. Brashear, & Charles M. Brooks), in the Proceedings of the Retail Conference, (1999)
 72. “Antecedents and Performance Consequences of Salespeople’s Customer Orientation,” (Mark Cross, Thomas G. Brashear, & Cristian Chelariu), in the 1999 Society for Marketing Advances, (1999).
 73. “The Effects of Privatization on Perceptions of Work-Family-Conflict, Family-Work-Conflict and Job Stress,” (Thomas G. Brashear, Cristian Chelariu & Elzbieta Lepkowska-White); in the Proceedings of the 1999 European Institute of Retailing and Services Studies (EIRASS) Conference, (1999).
 74. “Satisfaction, Commitment and Turnover In Retail Sales: The Case of Poland,” (Thomas G. Brashear, Elzbieta Lepkowska-White, Cristian Chelariu & Charles M. Brooks); in the Proceedings of the 1999 European Institute Of Retailing and Services Studies: Recent Advances In Retailing and Services Sciences (EIRASS) Conference, (1999).
 75. “Measurement of Distributive and Procedural Justice In Sales Management: Scale Development and Validation,” (Thomas G. Brashear, Charles M. Brooks, & James S. Boles); in the Proceedings of the Annual Conference of the Academy of Marketing Science, (1999).
 76. “Influences and Consequences of Trust in a Salesforce Context,” (Thomas G. Brashear, Charles M.

- Brooks & Cristian Chelariu); in the Proceedings of the 1999 AMA Winter Educators' Conference, (1999).
77. "The Effects of Trust and Control on Perceptions of Justice in the Salesforce," (Thomas G. Brashear & Philip J. Rosenberger III); in the Proceedings of the 1998 Australian-New Zealand Marketing Conference (ANZMAC), (1998).
 78. "Sales Orientation-Customer Orientation of Retail Salespeople in an Emergent Market Economy," (Cristian Chelariu, Thomas G. Brashear, & James S. Boles); in the Proceedings of the 1998 Society for Marketing Advances Conference, (1998).
 79. "Organisation Antecedents of Retail Salesperson Customer Orientation and Job Performance," (Philip J. Rosenberger III, Thomas G. Brashear, & Claudia Rosa Acevedo); in the Proceedings of the 1997 Australian- New Zealand Marketing Educators' Conference, (1997).
 80. "Entrepreneurship Orientation: Organizational and Individual Antecedents to Sales Performance," (Thomas G. Brashear, Philip J. Rosenberger III & James S. Boles); in the Proceedings of the 1997 Australian-New Zealand Marketing Educators' Conference (1997).
 81. "Attitudes Influencing Monetary Donations to Charitable Organizations." (Deborah J. Webb, Corliss L. Green, Thomas G. Brashear); in Proceedings of the AMA Summer Educators' Conference, (1997).
 82. "Salesperson Customer Orientation: An Empirical Investigation of Organisational and Personal Antecedents & Consequences in Retail Environments," (Thomas G. Brashear, James S. Boles, Charles M. Brooks, & Philip J. Rosenberger, III); in the Proceedings of the 1996 Australian-New Zealand Marketing Educators' Conference, (1996).
 84. "A Review of Meta-Analysis: General Methods and Work in Marketing," (Thomas G. Brashear); in the Proceedings of the 1995 AMA Summer Educators' Conference, (1995).
 85. "The Economic Treatment of Services: An Historical Perspective," (Thomas G. Brashear); in the Proceedings of the Eighth Conference on Historical Research in Marketing and Marketing Thought, (1995).
 86. "The Emergence of Exchange Norms: Toward Research Hypotheses," (Thomas G. Brashear & Bruce K. Pilling), in the Proceedings of the 1995 AMA Winter Educators' Conference, (1995).
 87. "Global Investigation of 4P Activities: An Empirical Study," (Thomas Brashear, Kofi Dadzie & Boonghee Yoo), in Proceedings of Joint Conference of the Korean Marketing Association and the AMA, (1995).

Presentations

"Innovative Selling: Value Creation, Value Appropriation, and Marketing Processes," at Aalto Business School, November 8, 2013.

"Voice of Customer to Value Stream: Marketing's Role in Value Creation and Delivery", at Universidade

Federal do Parana, March 2013.

“The B2B Marketing Global Enterprise,” presented at the 2013 International B2B Academic Workshop in Sao Paulo, Brasil. March 2013.

“Service Selling In Industrial Organizations: An Exploratory Study of Challenges and Opportunities,” presented at the 2013 International B2B Academic Workshop in Sao Paulo, Brasil. March 2013.

“Value Appropriation, Marketing Processes and Key Account Management,” at Aalto Business School, November 20, 2012.

“Marketing Segmentation and VALS,” at Fundacao Getulio Vargas, Sao Paulo Brasil, March 2012.

“Lean Key Account Management,” at FUMEC Univeristy, Belo Horisonte, Brasil, March 2012.

“The Role of Marketing in the Lean Enterprise,” Keynote speech at the Chinese Marketing Association, Beijing, China, July 23rd, 2011.

“The Future of Key Account Management,” presented in Oslo, Norway to Partners and Managers of KPMG.Norway. (August 2009)

“Lean Marketing and Lean Key Account Management,” at KPMG in Oslo, Norway (August 2009).

“The Role of Marketing in The Lean Enterprise: Voice of Customer to Value Stream,” presented to the Marketing Community a roundtable of Italian marketing and sales executives of SDA at Bocconi University, Milano, Italy (June 2009).

“Marketing Process and Lean: Applications in Public Administration,” at EBAPE Fundacao Getulio Vargas, Rio de Janeiro, Brasil (June 2008).

“Role of Marketing Process in the Totally Lean Enterprise: Applications in Retail,” Second International Marketing Forum, SENAC, Sao Paulo, Brasil (June 2008).

“International Marketing Strategy : Where and How to Compete,” at the Annual meeting of SINCOGIV, Belo Horizonte, Brasil (November 2007).

“International Marketing Strategy : Where and How to Compete,” at the Universidade Federal do Parana (UFPR), (November 2007).

“B2B Supply Chain Trends and The B2B Marketing Enterprise,” at the GEM B2B meeting, American Chamber of Commerce, Sao Paulo, Brasil (July 2007).

“Unilateral Governance and Channel Outcomes: The Mediating Role of Justice in Interfirm Channel Relationships,” at IBMEC Sao Paulo, (March 2007).

“Current Topics in Marketing”, presented to Executive MBA students at Fundacao Dom Cabral, Teleconference with Fundacao Dom Cabral April 24.

“Current Topics in Marketing”, presented to Executive MBA students at Fundacao Dom Cabral, May 14th, Belo Horizonte, Brasil.

Presentation to PhD Students at Pontifica Catolica Universidade, Rio de Janeiro, Brasil May 15th

“A Decision Framework for Latin American B2B E-Commerce Strategy,” at Fundacao Getulio Vargas, Rio de Janeiro Brasil, May 16th, 2005.

Taught MBA class at Fundacao Getulio Vargas , May 16th , Rio de Janeiro, Brasil. (2005)

Presentation to graduate school administration at Universidade Nove de Julio, May 18th, Sao Paulo, Brasil. (2005)

Presentation to students at IBMEC Universidade, May 19th, Sao Paulo, Brasil. (2005)

Conference Presentations

“A Multi-component View of Procedural Justice: Effects on Satisfaction and Performance,” at the 32nd EnANPAD Conference (2008).

“Creativity Business Cultures: A Hermeneutic Examination in Advertising Agencies,” at the 32nd EnANPAD Conference (2008).

“An Updated Meta-analysis of the Attitudes Towards Advertising by Professional,” at the 2001 AMA Summer Educators’ Conference, (2001)

“The Impact of Alternative Distance Measurement Methods on Site Selection Model Misspecification Error,” at 2001 European Institute Of Retailing and Services Studies Conference, (2001).

“Perceptions of Retailing and Marketing Practices in a Transitional Economy,” at the 2001 European Institute Of Retailing and Services Studies (EIRASS) Conference, (2001).

“The Romanian Online Shopper: Individual Attitudes and Comparisons,” at the 2001 European Institute of Retailing and Services Studies (EIRASS) Conference, (2001).

“A Look at Management Practices and the Effects on Salesperson Efficacy and Entrepreneurial Spirit: Findings from Romania and Poland,” at the European Institute of Retailing and Services Studies (EIRASS) Conference, (2001).

“Measurement of Procedural Justice: A Multi-Sample Assessment of Dimensionality and Order,” at the 2000 AMA Summer Educators’ Conference, (2000).

“Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (PQISS),” at the 2000 International Conference of the Global Business and Technology Association (2000).

“A Comparison of Euclidian and Street Network Measurement in Location Analysis,” at the 2000 International Conference of the Global Business and Technology Association (2000).

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