

# John E. Cicala, Ph.D.

Director, MBA Programs

Assistant Professor of Teaching (Marketing)

Department of Marketing and Supply Chain Management

Fogelman College of Business and Economics

University of Memphis

Email: [jcicala@memphis.edu](mailto:jcicala@memphis.edu)

## **Education**

August 2011 Ph.D., Business Administration (Marketing)- University of Memphis  
December 2001 M.B.A., Business Administration (Marketing) – University of Memphis  
August 1986 B.A., Communications - Memphis State University

## **Faculty Positions**

Fall 2023 – Present **Director, MBA Programs**  
**Assistant Professor of Teaching (Marketing)**  
Department of Marketing and Supply Chain Management  
Fogelman College of Business and Economics  
University of Memphis

Fall 2019 – Spring 2023 **Professor of Marketing**  
Department of Management and Marketing  
Sanders College of Business and Technology  
University of North Alabama

Spring 2021 + Fall 2022 **Adjunct Graduate Faculty**  
Charlton College of Business  
University of Massachusetts Dartmouth

Fall 2016 – Summer 2019 **Director, Center for Negotiation**  
College of Business Administration  
Texas A&M University-Kingsville

Fall 2015 – Summer 2019 **Associate Professor of Marketing**  
Department of Management, Marketing, and Information Systems  
College of Business Administration  
Texas A&M University-Kingsville

Spring 2011 **Adjunct Graduate Faculty**  
College of Business  
Christian Brothers University

Fall 2011 – Summer 2015    **Assistant Professor of Marketing**  
 Department of Management, Marketing, and Information Systems  
 College of Business Administration  
 Texas A&M University-Kingsville

Fall 2007 – Summer 2011    **Graduate Assistant**  
 Department of Marketing and Supply Chain Management  
 Fogelman College of Business & Economics  
 University of Memphis

Fall 2004 – Summer 2007    **Instructor**  
 Department of Marketing and Supply Chain Management  
 Fogelman College of Business & Economics  
 University of Memphis

Spring 2001 - Fall 2001    **Graduate Assistant**  
 Department of Management  
 Fogelman College of Business & Economics  
 University of Memphis

## Research

### Scholarship (as reported by Google Scholar)

	<u>ALL</u>	<u>Since 2018</u>
Citations:	496	310
h-index	8	7
i10-index	8	6

### Peer-Reviewed Journal Publications

- 2020    Zhang, Z., Jiménez, F.R. & Cicala, J.E. (2020). Fear of Missing Out Scale: A self-concept perspective. *Psychology & Marketing*, 37(11), 1619-1634. [ABDC journal rating: A](#)
- 2018    Deeter-Schmelz, D.R., Toman, N., Adamson, B. et al (2018). Why Do Salespeople Quit? An empirical examination of own and peer effects on salesperson turnover behavior. *Journal of Personal Selling and Sales Management*, 38(2), 265-275. [ABDC journal rating: A](#)
- 2017    Bush, V., Bush, A.J., Oakley, J., & Cicala, J.E. (2017). The Sales Profession as a Subculture: Implications for ethical decision making. *Journal of Business Ethics*, 142(3), 549-565. [ABDC journal rating: A](#)
- 2017    Cicala, J.E., N. Delcours, & B.R. Oates (2017). Does Benchmarking Hinder Mission Diversity of AACSB-

- Accredited Schools? Evidence from the US & Europe. *Business and Education Accreditation*, 9(2), 1-14
- 2016 Cicala, J.E., Carmona, J. & Oates, B.R. (2016). Influencing consumer engagement in environmentally responsible behavior. *International Journal of Management and Marketing Research*, 9(2), 1-12.
- 2014 Bush, A.J., Bush, V.D., Oakley, J., & Cicala, J.E. (2014). Formulating Undergraduate Student Expectations for Better Career Development in Sales: A Socialization Perspective. *Journal of Marketing Education*. 36(2), 120-131. [ABDC journal rating: B](#)
- 2014 Cicala, J.E., Bush, A.J., Sherrell, D.L., & Deitz, G.D. (2014). Does Transparency Influence the Ethical Behavior of Salespeople? *Journal of Business Research*, 67(9), 1787-1795. [ABDC journal rating: A](#).
- 2014 Cicala, J.E. (2014). The Individual and Organizational Hazards of Loneliness on Salespeople. *Review of Business and Finance Studies*, 5(1), 27-36.
- 2012 Cicala, J.E., Smith, R.K., & Bush, A.J. (2012). What Makes Sales Presentations Effective: a buyer-seller perspective. *Journal of Business & Industrial Marketing*, 27(2), 78-88. [ABDC journal rating: A](#).
- 2010 Evans Jr, R.D., Hart, P.M., Cicala, J.E., & Sherrell, D.L. (2010). Elvis: Dead and Loving it: The influence of attraction, nostalgia, and risk in dead celebrity attitude formation. *Journal of Management and Marketing Research*, 3(1), 1-12.
- 2009 Levitt, H.M., Ovrebo, E., Cleveland, M.B., Leone, C., Jeong, J.Y., Arm, J.R., Bonin, B.P., Cicala, J.E., Coleman, R., Laurie, A. and Vardaman, J.M., (2009). Balancing Dangers: GLBT experience in a time of anti-GLBT legislation. *Journal of Counseling Psychology*, 56(1), p.67.

### **Refereed Conference Presentations & Proceedings**

- 2020 Cicala, John, Cathy Curran, Diane Haytko, Angeline Close-Scheinbaum, and Debra Zahay-Blatz (2020). "Your Academic Career from Hired to Retired.," Panel Discussion. 2020 Society for Marketing Advances Annual Conference Proceedings. Conference held virtually.
- 2020 Cicala, John E. (2020). Does Snarky Social Media Marketing Help or Hurt Brand Image in Fast Food. In *2020 American Marketing Association Summer Educators Conference Proceedings: Bridging Gaps: Marketing in an Age of Disruption*. Conference held virtually.

- 2019 Cicala, John E., Zhang, Z. & Butler, T.D. (2019). Is Social Media Making the Sales Call a Lost Art or a Lost Cause? In Cutright, K., Mourey, J., & Peres, R. (eds.), *2019 American Marketing Association Summer Educators Conference Proceedings: Marketing on Fire*. Chicago.
- 2019 Cicala, John E. & Zhang, Z. (2019). Does Technological Self-Efficacy Decrease Job Insecurity Among New Salespeople? In Wu, S., Pantoja, F., & Krey, N. (eds.), *2019 Academy of Marketing Sciences Conference Proceedings: Marketing Opportunities and Challenges*. Vancouver, Canada.
- 2019 Cicala, John E. & Tanner, E. (2019), "Is Social Media Diminishing the Active Listening Skills of Salespeople?" In Lam, S., Geisler, M., & Luo, X. (eds.), *2019 American Marketing Association Winter Educators Conference Proceedings: Understanding Complexity/Transforming the Marketplace*. Austin.
- 2018 Cicala, John E. & Schrock, W. (2018). Can Hostage Negotiation Skills Reduce Salesperson Deviant Behavior? In Fowler, J.G. and Weiser, J (eds.) *2018 Society for Marketing Advances Annual Conference Proceedings: Back to the Future*. West Palm Beach, FL.
- 2017 Kowalczyk, C. & Cicala, J.E. (2017). Driven by Big Data: Are Our Students Prepared? requiring technology in university sales programs," In Katie Pounders and Tek Thongpapanl, (eds.), *2017 AMS Annual Conference Proceedings*, San Diego, CA.
- 2016 Cicala, John E. and Carmona, J. (2016), "Do Economical- or Environmental- Marketing Themes Have More Influence on Consumers' Willingness to Behave Sustainably?" In R. Stephen Sears (ed.), *20th Western Hemispheric Trade Conference Proceedings*, Laredo, TX.
- 2014 Cicala, John E. and Moran, R. (2014), "The Values of Incorporating Professional Selling in Marketing Education," In Edmiston, D. and DeLong, D. (eds.), Volume 19, *Marketing Management Association's Fall Educators' Conference Proceedings*, San Antonio, TX.
- 2014 Moqbel, M., Bartelt, V. L., & Cicala, J.E. (2014). Personal Cloud User Acceptance: The Role of Trust and Perceived Risk in the Technology Acceptance Model. In Mohan Rao (ed.) *Proceedings of the Southwest Decision Sciences Institute 45th Annual Conference*, Dallas, TX.
- 2013 Cicala, John E. and Taran, Z. (2013). A Student by Any Other Name: are institutions of higher learning mislabeling their targets? In Brian A. Vanderschee (ed.), Vol. 18, *Marketing Management Association's Fall Educators' Conference Proceedings*, New Orleans, LA.

- 2013 Oakley, J. J., Cicala, J.E., & Bush, A. J. (2013). Do Organizational Safeguards such as Training, Education, and Compensation Method Influence Ethical Salesperson Behavior? In R. Slotegraaf & D. Griffith (eds.), Volume 24, *American Marketing Association's Summer Educators' Conference Proceedings*, Boston, MA.
- 2012 Cicala, John E., Bush, A.J., Sherrell, D.L., & Dietz, G.D. (2012). Do Salesperson Perceptions of Management-Directed Technology-Enabled Transparency Influence Their Behavioral Ethicality? In T. Arnold and L. Scheer (eds.), Volume 23, *American Marketing Association's Summer Marketing Educator's Conference Proceedings*, Chicago, IL.
- 2012 Cicala, John E. (2012), The Challenge of Academic Evaluations. In Brian A. Vanderschee (ed.), Volume 17, *Marketing Management Association's Fall Educators' Conference Proceedings*, Minneapolis, MN.
- 2012 Cicala, John E. and Bartelt, V.L. (2012). CD or not CD: The Media Format Preferences of Classical Music Consumers. In L. Garner (ed.), Volume 39, *Federation of Business Disciplines / Association of College Marketing Educators' Conference Proceedings*, New Orleans, LA.
- 2012 Evans, R.D., Hart, P., Cicala, J.E., & Sherrell, D.L. (2009). The Influence of Attraction, Nostalgia, and Risk in Dead Celebrity Attitude Formation. In Jake Zhu and Wali L. Mondal (eds.), Volume 16, *American Society of Business and Behavioral Science Conference Proceedings*.
- 2012 Evans, R.D., Cicala, J.E., & Sherrell, D. L. (2008). Social, Economic and Hedonic Motivators behind Gaming Tour Behavior. In Jake Zhu and Wali L. Mondal (eds.), Volume 15, *American Society of Business and Behavioral Science Conference Proceedings*, Las Vegas, NV.

### **Textbook Authorship**

- 2021 Cicala, John E., Timothy D. Butler, & Tiff Butler. 2021. *Marketing Matters*. Toronto: Top Hat Publishing.

### **Textbook Inclusion**

- 2014 Cicala, John E. "Make Sure You Meet Where You Claimed to Meet." In S. Castleberry & Tanner, J. (Eds.), *Selling: Building Partnerships* (9<sup>th</sup> Ed., p. 186) New York: McGraw-Hill.

### **Editorial Review Board memberships**

Harvard Business Review (Advisory Council member)

Journal of Business & Industrial Marketing (ABDC journal rating: A)

Marketing Education Review (ABDC journal rating: B)

## **Research Grants**

- 2018 Title V I-Care Grant for community-based learning study in Retail Marketing Management course (\$2,500)
- 2016 Center for Negotiation (\$22,000).
- 2014 Environmental, Economic, and Ethical: A Framework for Marketing Sustainability, Texas A&M University-Kingsville College of Business Administration Research Grant Summer (\$5,000).
- 2013 Consumer Non-Participation in On-line Surveys Offering Incentives for Input, Texas A&M University-Kingsville Summer Research Grant (\$5,000).
- 2012 The Financial and Physical Expenses of Selling: A Study of Salesperson Loneliness, Texas A&M University Kingsville Summer Research Grant (\$5,000).
- 2009 Defining Green: Themes in Recycling Campaigns, the Enterprise Simulation and Optimization Lab (eSOL) at the FedEx Institute of Technology, Fogelman College of Business and Economics, University of Memphis (\$2,000).

## **Teaching**

	<u>Undergraduate Courses</u>	<u>Graduate Courses</u>
UMass Dartmouth (2020 & 2021)		Marketing Strategy
University of North Alabama (2019 – Present)	Digital Marketing Social Media Marketing Principles of Marketing Hospitality/Tourism Mktg. Retail and E-Commerce Marketing Research	Key Account Mgmt. New Business Development E-Marketing
Texas A&M - Kingsville (2011 – 2019)	B2B Marketing Consumer Behavior Crisis Management Negotiation & Dispute Resolution Online/Digital Marketing Personal Selling Principles of Marketing Retail Marketing Management	Mktg Mgmt. & Value Creation Negotiation & Critical Thinking Marketing Management

# Teaching (con.)

	<u>Undergraduate Courses</u>	<u>Graduate Courses</u>
University of Memphis (2004-2011)	Sales Management Sustainability Marketing Consultative Selling Consumer Behavior Marketing Strategy Negotiation Skills Principles of Marketing Retailing Sales Management	Negotiation Strategy
<b>Courses Developed</b>		
Texas A&M University-Kingsville	Brand Management Digital Marketing Negotiation/Dispute Resolution Sustainability Marketing	Crisis Management Negotiation/Critical Thinking
<b>Concentrations/Minors Developed</b>		
University of North Alabama	Digital Marketing	
Texas A&M University-Kingsville	Professional Selling Digital Marketing	

## **SERVICE EXPERIENCE**

### Ad Hoc Reviewing/Judging Conferences & Competitions

- 2021 American Marketing Association Winter Conference
- 2020 American Marketing Association Summer Conference
- 2020 American Marketing Association Winter Conference
- 2020 International Collegiate Sales Competition
- 2019 Academy of Marketing Sciences Conference
- 2019 American Marketing Association Winter Marketing Educator's Conference
- 2018 American Marketing Association Collegiate Chapter Case Competition
- 2017 American Marketing Association Collegiate Chapter Case Competition
- 2016 American Marketing Association Winter Marketing Educators' Conference

2016 American Marketing Association Summer Marketing Educators' Conference  
2016 National Sales Management Conference  
2015 American Marketing Association Collegiate Chapter Case Competition  
2015 American Marketing Association Winter Marketing Educators' Conference  
2015 Marketing Management Doctoral Student Competition  
2014 American Marketing Association Summer Marketing Educators' Conference  
2014 American Marketing Association Winter Marketing Educators' Conference  
2014 Marketing Management Association Fall Conference  
2014 National Sales Management Conference  
2013-2014 American Marketing Association Collegiate Chapter Case Competition judge  
2013 Marketing Management Fall Educators' Conference  
2013 American Marketing Association Summer & Winter Educators' Conferences  
2012 Academy of Marketing Science Annual Conference  
2012 American Marketing Association Summer & Winter Educators' Conferences  
2012 Global Sales Science Institution  
2012 National Sales Management Conference

**Peer-Reviewed Journal Ad Hoc Reviewing (alphabetical)**

Journal of Applied Marketing Theory  
Journal of Business & Industrial Marketing  
Journal of Business Ethics  
Journal of Personal Selling and Sales Management  
Journal of Selling  
Marketing Education Review  
SageOpen (reviewer & article editor)

**Book Chapter Reviews (2018)**

SAGE Publications: Reviewed three chapters and two role-plays for a textbook on Negotiation.

**UNA College & University Service** *(in sequential order, newest to oldest)*

Faculty Advisor, American Marketing Association Collegiate Chapter  
Faculty Search Committee – Management and Marketing Department  
Management & Marketing Graduate Placement Committee (2021)  
Assessment of Learning Committee – Ethics (2021 - present)  
Center for Economic Development – Seminars for NACLOG (2021)  
Graphic Standards and Web Communications Committee (Vice-Chair) (2020 -present)



Collier Library workshop for student resource development (2019)

Core Curriculum task force (2019)

Men's Basketball Marketing Task Force (2019)

#### TAMUK: University-level Service

Chair, University Undergraduate Curriculum Committee (2017-2019)

Starfish Campus Diffusion Task Force (2018-2019)

Faculty Senate (2011 - 2013)

High School recruiting events (2013 – 2019)

Intercollegiate Athletic Committee (2011- 2015)

Principles for Responsible Management Education (PRME), a United Nations initiative (2015-2016)

Teaching Load Credit Committee (2011)

University Employee & Dependent Health Fair Committee (2013)

Wings Over South Texas Blue Angels Air Show task force (2014)

#### TAMUK: College-level Service

AACSB Initial Accreditation Committee (2014 – 2017)

Chair, BBA Curriculum Task Force (2013-2014)

Chair, Curriculum and Standards Committee (2014-2015)

Chair, Curriculum, Standards, and Assessment Committee (2015-2017)

Assessment of Learning Committee ex officio member (2014-2015)

Faculty Adviser:

- American Marketing Association Collegiate chapter (2011-2012)
- Javelina Marketing (2012 – present) (re-establishing AMA chapter in 2018)

MBA task force

Summer Leadership Camp task force

#### TAMUK: Community-Level Service

City of Corpus Christi's Learning Institute – Instructor (2017-2019)

Kingsville Chamber of Commerce (2016-2019)

Main Street Advisory Board member (2017–2018)

2018 YWCA Equal Pay Day luncheon (keynote speaker): "*Workplace Negotiation Strategies*"

2018 Women's Leadership Conference speaker: "*The Impact of Gender on Salary Negotiation.*"

2017 YWCA Equal Pay Day luncheon (panelist) - "*Negotiating for Equal Pay*"

### Professional Memberships (alphabetical order)

Academy of Marketing Science  
American Marketing Association  
Hospitality Sales & Marketing Association, International  
Sales and Marketing Executives, Inc  
Society of Marketing Advances

### Fraternal Memberships

Delta Sigma Pi (*TAMUK*)  
Phi Kappa Phi Honor Society (Charter member, *TAMUK* chapter)  
Rotary International (Charter President – Robinsonville. MS)

### Professional Awards

2021 University of North Alabama's Steele Center for Professional Selling - Faculty Service Excellence  
2017 Texas A&M University-Kingsville's College of Business Administration's Distinguished Service of the Year  
2016 Texas A&M University-Kingsville's College of Business Administration's Distinguished Service of the Year  
2015 Texas A&M University-Kingsville's College of Business Administration's Distinguished Teaching Award  
2014 Texas A&M University-Kingsville's College of Business Administration's Distinguished Service of the Year

### Practitioner Experience

2004 Account Executive – NBC Capital Markets  
American Express Financial Services  
2002 – 2003 Assistant Director of Development for Athletics – Christian Brothers University  
2000 General Sales Manager – Isle of Capri Entertainment Resort (Tunica, MS)  
Group Sales Manager – Wilson World Hotels (Memphis, TN)  
1995 – 1999 Director of Sales – Bally's Casino & Hotel (Tunica, MS)  
1993 – 1995 Director of Sales – Treasure Bay Casino (Tunica, MS)  
1992 – 1993 Director of Sales & Marketing – Casino Express (Memphis, TN)  
Central Hockey League (Memphis RiverKings franchise)  
1987 – 1989 World Basketball League (Memphis Rockers franchise)  
1983 – 1985 United States Football Leagues (Memphis Showboats franchise)  
1981 – 1984 Pop Tunes Record Store (retail clerk)  
1979 – 1981 Goldsmith's Department Stores (retail clerk)