

# JOSEPH M. MATTHES

---

Marquette University  
College of Business Administration  
David Straz Hall, 432  
1225 W Wisconsin Ave  
Milwaukee, WI 53233

P: 414.288.1440  
F: 414.288.5757  
[Joseph.Matthes@Marquette.edu](mailto:Joseph.Matthes@Marquette.edu)

---

## EDUCATION

**Doctor of Philosophy**, Marketing, *University of Nebraska–Lincoln*, August 2014

**Master of Business Administration**, *Creighton University*, May 2006

**Bachelor of Science in Business Administration**, Management Information Systems,  
*Creighton University*, August 2004

---

## ACADEMIC EXPERIENCE

**Assistant Professor of Marketing**, *Marquette University*, 2014–Present

---

## RESEARCH

### RESEARCH INTERESTS:

**Marketing Channel Strategy** (e.g., Franchising, Retailing, B2B Relationships, Sales-Marketing Interface, Personal Selling, Sales Management, and Mobile Commerce)

### ACCEPTED PUBLICATIONS:

**Matthes, Joseph M.**, Amit Saini, and Vivek K. Dubey (2021), “Performance Implications of Marketing Agreement, Cooperation, and Control in Franchising,” *Journal of Marketing Theory and Practice*, forthcoming.

Spaid, Brian I. and **Joseph M. Matthes** (2021), “Consumer Collecting Identity and Behaviors: Motives and Impact on Life Satisfaction,” *Journal of Consumer Marketing*, forthcoming.

Johnson, Jeff S., **Joseph M. Matthes**, and Scott Friend (2019), "Interfacing and Customer-Facing: Sales and Marketing Selling Centers," *Industrial Marketing Management*, 77, 41-56.

**Matthes, Joseph M.** and A. Dwayne Ball (2019), "Discriminant Validity Assessment in Marketing Research," *International Journal of Market Research*, 61 (2), 210-222.

Johnson, Jeff S. and **Joseph M. Matthes** (2018), "Sales-to-Marketing Job Transitions," *Journal of Marketing*, 82 (4), 32-48.

#### **REFEREED CONFERENCE PROCEEDINGS:**

Matthes, Joseph M., Brian I. Spaid, Mark Barratt, and Terence Ow (2019), "Omnichannel Retailer Strategy and Operationalization," *Society for Marketing Advances Annual Conference*, New Orleans, LA \*

Spaid, Brian I. and Joseph M. Matthes (2018), "Drivers and Outcomes of Consumer Collecting Behavior," *Society for Marketing Advances Annual Conference*, West Palm Beach, FL

Spaid, Brian and Joseph M. Matthes (2018), "Exploring Fixture Shape in a Retail Setting," *AMA Summer Academic Conference*, Boston, MA \* \*\*

Saini, Amit and Joseph M. Matthes (2017), "Agree to Disagree: Role of Values Alignment in Franchising Relationships," *Great Lakes NASMEI Marketing Conference*, Manamai, India

Johnson, Jeff S. and Joseph M. Matthes (2017), "Sales-to-Marketing Job Transitions," *Global Sales Science Institute Conference*, Mauritius, East Africa

Matthes, Joseph M. and Melina K. Matthes (2016), "Proactive Awareness and Education for the Elimination of Sex-Trafficking Markets," *Annual Macromarketing Conference*, Dublin, Ireland

Matthes, Joseph M. and Amit Saini (2015), "A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships," *AMA Winter Educators' Conference*, San Antonio, TX \*

Matthes, Joseph M. and Amit Saini (2014), "A Conceptualization of the Effects of Marketing Alignment on Franchising Relationships," *Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE \*

Matthes, Joseph M. and Amit Saini (2013), "Strategic Drivers of Mobile Application Performance," *AMA Summer Educators' Conference*, Boston, MA \*

Matthes, Joseph M. and Les Carlson (2013), "Product Content in the Entertainment Industry," *AMA Marketing & Public Policy Conference*, Washington, D.C. \*

Matthes, Joseph M. and Amit Saini (2012), "The Role of Franchisee Marketing Commitment on Promotion Execution and Performance," *AMA Summer Educators' Conference*, Chicago, IL \*

\*Presenter \*\*Session Chair

#### **RESEARCH GRANTS AWARDED:**

*Total Grants Awarded: \$11,581.57*

*Received \$268.88 to pay for American Marketing Association annual membership as well as Dropbox annual fee. Awarded by Marquette University, College of Business Administration (2020).*

*Received \$6000 Miles Summer Research Grant to support researching omnichannel retailer strategy and operationalization. Awarded by Marquette University, College of Business Administration (2019).*

*Received \$608.13 to subscribe to LinkedIn's Business Plus premium service to assist in recruitment of research participants. Awarded by Marquette University, College of Business Administration (2019).*

*Received \$200 to collect experimental data on the effects of curvilinear shape in retail. Awarded by Marquette University, College of Business Administration (2018).*

*Received \$1257.80 to collect additional survey data from U.S. food and beverage franchisees. Awarded by Marquette University, College of Business Administration (2017).*

*Received \$1151.76 to subscribe to LinkedIn's Business Plus premium service to assist in recruitment of research participants. Awarded by Marquette University, College of Business Administration (2016).*

*Received \$1200 to pay for transcriptionist services for qualitative depth interviews. Awarded by Marquette University, College of Business Administration (2015).*

*Received \$895 to purchase MPlus statistical software. Awarded by Marquette University, College of Business Administration (2014).*

**RESEARCH RECOGNITIONS:**

*AMA Sheth Foundation Doctoral Consortium Fellow, 2013, University of Michigan, Ann Arbor, MI*

**RESEARCH ASSOCIATED MEMBERSHIPS:**

*American Marketing Association, 2012-2016 and 2018-present*

**CURRENT RESEARCH:**

Available upon request

**TEACHING**

---

**TEACHING INTERESTS:**

Marketing Management – Marketing Channel Strategy – Franchising – Marketing Strategy

**TEACHING EXPERIENCE AND EVALUATIONS:**

<b>Course</b>	<b># of Students</b>	<b>Instructor's Contribution (6.0 max)</b>	<b>Instructor's Effectiveness (6.0 max)</b>
<i>Fall 2020</i>			
Marketing Management (4110)	28	5.7	6.0
Marketing Management (4110)	26	5.8	5.7
Business Essentials (MBA 6030)	28	5.0	4.9
<i>Fall 2019</i>			
Introduction to Marketing (3001)	19	5.5	5.5
Business Essentials (MBA 6030)	17	5.0	5.0
Business Essentials (MBA 6030)	28	6.0	5.9
<i>Spring 2019</i>			
Marketing Management (4110)	38	5.8	5.8
Marketing Management (4110)	24	5.3	5.5
Business Essentials (MBA 6030)	18	5.0	4.8

<i>Fall 2018</i>			
Business Essentials (MBA 6030)	30	5.6	5.6
Business Essentials (MBA 6030)*	10	4.0	4.0
<i>Fall 2017</i>			
Introduction to Marketing (3001)	39	5.6	5.6
Marketing Channel Strategy (4085)	36	5.6	5.7
Business Essentials (MBA 6030)	24	5.1	5.2
<i>Spring 2017</i>			
Marketing Management (4110)	40	5.7	5.6
Marketing Management (4110)	39	5.7	5.7
Marketing Management (4110)	38	5.8	5.8

*Note 1: No student evaluations were collected during Spring 2020 due to COVID-19 shutdown*

*Note 2: No teaching during Spring 2018 due to sabbatical*

*\* First time designing and teaching fully online course*

#### **TEACHING RECOGNITIONS:**

*Master Teacher Program Graduate 2019, Georgia State University*

*Outstanding Graduate Teaching Assistant 2012-2013, College of Business Administration, University of Nebraska–Lincoln*

*Excellence in Teaching by a Graduate Student 2012-2013, Marketing Department, University of Nebraska–Lincoln*

*Outstanding Graduate Teaching Assistant 2011-2012, Honorable Mention, University of Nebraska–Lincoln*

*Excellence in Teaching by a Graduate Student 2011-2012, Marketing Department, University of Nebraska–Lincoln*

---

#### **SERVICE**

#### **JOURNAL REVIEWER:**

*Journal of Small Business Management, 2013-Present*

*Journal for Advancement of Marketing Education, 2018*

*Journal of Marketing Channels, 2015-2016*

*Journal of Consumer Behavior, 2012*

**CONFERENCE REVIEWER:**

*Marketing Management Association Conference, 2016, Marketing Education Track*

*Global Sales Science Institute Conference, 2016*

*AMA Winter Educators' Conference, 2014-2016, Marketing Strategy Track*

*AMA Summer Educators' Conference, 2015, Marketing Strategy Track*

*International Conference on Information Systems, 2011, Human-Computer Interaction Track*

*Pacific-Asia Conference on Information Systems, 2011, Human-Computer Interaction Track*

**MARKETING DEPARTMENT:**

*Organize and Manage the Annual ULINE Case Competition, 2015-Present*

*Academic Student Advisor, 2015-Present*

*Program Assessment Leader, 2014-2016*

**COLLEGE OF BUSINESS ADMINISTRATION:**

*Undergraduate Online Business Degree, Teaching and Implementation Subcommittee Chair, 2021-Present*

*Undergraduate Committee Member, 2015-Present*

*Dean's Strategic Planning Taskforce, 2018-2019*

*Represented Marquette University - College of Business Administration at the National Retail Federation's Academic Symposium, 2015 and 2016*

*Honors Convocation Presenter, 2015*

*Parent Preview Lunch Program Host, 2015*

**PAST ACADEMIC SERVICE:**

*Coach, National Collegiate Sales Competition, 2013*

*Peer Discussant, Haring Symposium, 2013*

*President, University of Nebraska–Lincoln Marketing Doctoral Association, 2012-2013*

*Advisor, University of Nebraska–Lincoln Pi Sigma Epsilon Professional Sales Fraternity, 2011-2013*

*Emcee, Robert Mittelstaedt Doctoral Symposium, 2011*

*Vice President of Networking, University of Nebraska–Lincoln Marketing Doctoral Association, 2010-2011*

**SERVICE RECOGNITIONS:**

*Baker Award for Excellence in Service by a Graduate Student 2013-2014, Marketing Department, University of Nebraska–Lincoln*

**INDUSTRY WORK EXPERIENCE**

---

*Union Pacific Railroad, Omaha, NE, 2007-2009, **Project Manager – Market Research and Analysis:** Researched over a dozen industries including dairy, produce, fertilizer, sand, and trucking. Provided detailed and documented strategic recommendations to marketing and sales employees. Analyzed distribution of the company’s physical resources to help determine proper expansion.*

*Union Pacific Railroad, Omaha, NE, 2006-2007, **Business / Account Representative:** Managed hundreds of customers as well as freight revenue worth over \$20 million annually. Collected over \$150,000 in demurrage charges that had been outstanding for up to two years.*

*Union Pacific Railroad, Omaha, NE, 2005-2006, **Marketing / Information Technology Intern:** Examined, assessed, and documented the company’s liabilities and overall liability process. Updated a Microsoft Access electronic data interchange reporting system that traces all inbound and outbound transactions.*

*Midwest Game Design, Omaha, NE, 2006-2007, **President and Owner:*** Worked with Microsoft to create a downloadable game for the Xbox 360 Live Arcade. Directed all business operations as well as level design, story, and overall game production.