

JOSEPH M. MATTHES

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College of Business Administration
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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, eCommerce, B2B Relationships, Sales-Marketing Interface, Personal Selling, and Sales Management)

ACCEPTED PUBLICATIONS:

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

Matthes, Joseph M. and A. Dwayne Ball (2018), “Discriminant Validity Assessment in Marketing Research,” *International Journal of Market Research*.

Johnson, Jeff S., **Joseph M. Matthes**, and Scott Friend (2017), “Interfacing and Customer-Facing: Sales and Marketing Selling Centers,” *Industrial Marketing Management*.

CURRENT RESEARCH:

- I) Title:** Associates or Allies: The Role of Marketing Agreement and Cooperation on Franchisee Satisfaction and Performance
Authors: Joseph M. Matthes and Amit Saini
Status: Data analysis complete; Revising manuscript; Targeting *Industrial Marketing Management*
- II) Title:** Exploring Shape in a Retail Setting
Authors: Brian Spaid and Joseph M. Matthes
Status: Data analysis complete; Revising manuscript; Targeting *Journal of Retailing*
- III) Title:** Agree to Disagree: Role of Values Alignment in Franchising Relationships
Authors: Amit Saini, Joseph M. Matthes, and Vivek Dubey
Status: Data collection complete; Data analysis underway; Targeting *Journal of Business Ethics*
- IV) Title:** Omni-Channels: Competitive Advantage or Idealistic Strategy
Authors: Joseph M. Matthes, Mark Barratt, and Brian Spaid
Status: Data collection complete; Data analysis underway; Targeting *Journal of Business-to-Business Marketing*
- V) Title:** Drivers of Mobile Application Development, Functionality, and Strategic Objectives
Authors: Joseph M. Matthes and Amit Saini
Status: Data collection underway; Targeting *Journal of Interactive Marketing*
- VI) Title:** Strategic Drivers of Mobile Application Performance
Authors: Joseph M. Matthes and Amit Saini
Status: Data collection underway; Targeting *Journal of Interactive Marketing*
- VII) Title:** McChoices: What Drives the Franchise Selection Process for Franchisees?
Authors: Joseph M. Matthes and Amit Saini
Status: Data collection complete; Targeting *Journal of Small Business Management*
- VIII) Title:** Intra-Organizational Opportunism by Salespeople
Authors: Alex Milovic, Joseph M. Matthes, and Becca Dingus
Status: Planning stage; Targeting *Journal of Personal Selling and Sales Management*

REFEREED CONFERENCE PROCEEDINGS:

Spaid, Brian and Joseph M. Matthes (2018), "Exploring Fixture Shape in a Retail Setting," *2018 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," *2017 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," *41st 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," *2015 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," *2013 AMA Summer Educators' Conference*, Boston, MA

Matthes, Joseph M. and Les Carlson (2013), "Product Content in the Entertainment Industry," *2013 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," *2012 AMA Summer Educators' Conference*, Chicago, IL

RESEARCH GRANTS AWARDED:

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 AWARDS:

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

RESEARCH ASSOCIATED MEMBERSHIPS:

American Marketing Association, 2012-2016 and 2018-present

TEACHING**TEACHING EXPERIENCE AND EVALUATIONS:**

Course	# of Students	Average GPA	Instructor's Contribution (6.0 max)	Instructor's Effectiveness (6.0 max)
<i>Fall 2017</i>				
Introduction to Marketing (3001)	39	2.75	5.6	5.6
Marketing Channel Strategy (4085)	36	2.95	5.6	5.7
Business Essentials (MBA 6030)	24	3.65	5.1	5.2
<i>Spring 2017</i>				
Marketing Management (4110)	40	3.01	5.7	5.6
Marketing Management (4110)	39	2.87	5.7	5.7
Marketing Management (4110)	38	3.01	5.8	5.8
<i>Fall 2016</i>				
Introduction to Marketing (3001)	40	2.95	5.2	5.0
Marketing Channel Strategy (4085)	37	2.96	5.3	5.1
<i>Spring 2016</i>				
Marketing Management (4110)	29	2.98	5.1	5.0
Marketing Management (4110)	28	2.96	5.2	5.0
Marketing Management (4110)	29	3.07	5.1	5.1
<i>Fall 2015</i>				
Introduction to Marketing (3001)	44	3.11	5.4	5.2
Introduction to Marketing (3001)	40	2.96	5.6	5.3
Marketing Channel Strategy (4085)	37	3.11	5.0	5.1
<i>Spring 2015</i>				
Marketing Management (4110)	27	3.04	5.6	5.6
Marketing Management (4110)	25	3.16	5.7	5.5
<i>Fall 2014</i>				
Introduction to Marketing (3001)	34	3.12	5.5	5.4
Marketing Channel Strategy (4085)	34	2.99	5.6	5.4

TEACHING INTERESTS:

Marketing Management – Marketing Channel Strategy – Franchising – Marketing Strategy

TEACHING AWARDS:

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, 2013-2018

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:

Design, 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 Committee Member, 2015-Present

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 AWARDS:

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.