
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

Associate Professor of Marketing, *Marquette University*, 2024-Present

Assistant Professor of Marketing, *Marquette University*, 2014-2024

Marketing Instructor / Graduate Assistant, *University of Nebraska–Lincoln*, 2010-2014

TEACHING

TEACHING INTERESTS

- Marketing Management – Marketing Strategy – Omnichannel Strategy
- Introduction to Marketing – Retailing – Franchising – Professional Selling

TEACHING EXPERIENCE

Undergraduate

- MARK 4110 – Marketing Management (in-person; hybrid)
- MARK 4085 – Retail and Channel Strategy (online)
- MARK 4085 – Marketing Channel Strategy* (in-person; online)
- MARK 3001 – Introduction to Marketing (in-person; online)
- MRKT 346 – Marketing Channels Management (in-person)
- MRKT 341 – Principles of Marketing (in-person)

Graduate

- MARK 6995 – Independent Study: Marketing Strategy (in-person)
- MARK 6931 – Topics in Marketing: Marketing Channel Strategy* (online)

JOSEPH M. MATTHES

MBA 6080 – Business Essentials: Marketing Management (online)
MBA 6030 – Business Essentials: Marketing Component (in-person; hybrid; online)

*Class Title before Fall 2024

TEACHING ACKNOWLEDGEMENTS

Spanish Language and Culture for Higher Education Professionals Graduate, Marquette University, 2023

Master Teacher Program Graduate, Georgia State University, 2019

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

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

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

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

RESEARCH

RESEARCH INTERESTS

- Marketing Strategy – Firm Performance – Franchising Relationships
- Retail Design and Operation – Omnichannel Integration – Sales-Marketing Interface

PUBLICATIONS

Joseph M. Matthes, Xiaolei Wang, Jiandong Luc, and Terence T. Ow (2024), “Drivers of Knowledge Sharing in Virtual Brand Communities: Self-Determination Perspective,” *Journal of Organizational Computing and Electronic Commerce*, 1-21.

Vivek K. Dubey, **Joseph M. Matthes**, and Amit Saini (2023), “Impact of Socioeconomic Values Collaboration on Performance in Franchising,” *Journal of Business Research*, 162 (July), 113877.

JOSEPH M. MATTHES

Joseph M. Matthes, Amit Saini, and Vivek K. Dubey (2021), "Performance Implications of Marketing Agreement, Cooperation, and Control in Franchising," *Journal of Marketing Theory and Practice*, 29 (3), 387-408.

Brian I. Spaid and **Joseph M. Matthes** (2021), "Consumer Collecting Identity and Behaviors: Motives and Impact on Life Satisfaction," *Journal of Consumer Marketing*, 38 (5), 552-564.

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

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

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

CONFERENCES

Brian I. Spaid and Joseph M. Matthes (2021), "Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers," *Society for Marketing Advances Annual Conference*, Orlando, FL

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

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

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

Amit Saini 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

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

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

JOSEPH M. MATTHES

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

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

*Presenter **Session Chair ***Best Paper Award

CURRENT PROJECTS

Franchising Relationships

Optimal Franchise Selection: Role of Socioeconomic Values Alignment

Drivers and Outcomes of the Brand Selection Process for Franchisees

Coopetition Within and Among Franchising Networks

Franchisee Perceived Fairness of Franchise Disclosure Document Enforcement

Impact of Franchisee Legitimacy and Perceived Fairness on Franchising Dyads

Retail Design and Operations

Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers

Smart-Tech Empowerment: Building Satisfaction and Loyalty with In-store Information Access

RESEARCH ACKNOWLEDGEMENTS

Faculty Success Program Graduate, National Center for Faculty Development and Diversity, 2021

Robert Mittelstaedt Doctoral Symposium Lead Presenter, University of Nebraska–Lincoln, 2014

AMA Sheth Foundation Doctoral Consortium Fellow, University of Michigan, 2013

Haring Symposium Peer Discussant, Indiana University, 2013

Robert Mittelstaedt Doctoral Symposium Emcee, University of Nebraska–Lincoln, 2011

GRANTS AWARDED

Miles Summer Research Grant to support researching franchising relationships and firm performance, College of Business Administration, Marquette University, 2025

Miles Summer Research Grant to support researching how socioeconomic values affect franchising relationships, College of Business Administration, Marquette University, 2024

JOSEPH M. MATTHES

COBA Mini-Grant for copyeditor services on an advanced-stage manuscript, College of Business Administration, Marquette University, 2022

Miles Summer Research Grant to support researching omnichannel retailer strategy and operationalization, College of Business Administration, Marquette University, 2019

COBA Mini-Grant for LinkedIn's Business Plus premium service for recruitment of research participants, College of Business Administration, Marquette University, 2019

COBA Mini-Grant for collecting experimental data on the effects of curvilinear shape in retail, College of Business Administration, Marquette University, 2018

COBA Mini-Grant for collecting additional survey data from U.S. food and beverage franchises, College of Business Administration, Marquette University, 2017

COBA Mini-Grant for LinkedIn's Business Plus premium service for recruitment of research participants, College of Business Administration, Marquette University, 2016

COBA Mini-Grant for transcriptionist services on qualitative depth interviews, College of Business Administration, Marquette University, 2015

MEMBERSHIPS

American Marketing Association (AMA)

Northwestern Mutual Data Science Institute (NMDSI)

SERVICE

UNIVERSITY / BUSINESS COLLEGE / MARKETING DEPARTMENT

Committee on Teaching Member, Marquette University, 2024-Present

Faculty Teaching Committee Chair, College of Business Administration, 2023-Present

Annual Uline-Marquette Case Competition Director, Marketing Department, 2015-Present

Academic Student Advisor, College of Business Administration, 2015-Present

Strategic Plan – Innovative Teaching and Learning Team Member, Marquette University, 2024

Undergraduate Curriculum Committee Member, College of Business Administration, 2015-2023

JOSEPH M. MATTHES

Undergraduate Online Business Degree – Teaching and Implementation Subcommittee Chair, College of Business Administration, 2021

Dean's Strategic Planning Taskforce Member, College of Business Administration, 2018-2019

National Retail Federation's Academic Symposium Representative, College of Business Administration, 2015 and 2016

Program Assessment Leader, Marketing Department, 2014-2016

Honors Convocation Presenter, College of Business Administration, 2015

Parent Preview Lunch Program Host, College of Business Administration, 2015

National Collegiate Sales Competition Coach, College of Business Administration, 2013

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

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

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

ADVISORY ROLES

Affiliated Faculty Member, Northwestern Mutual Data Science Institute, 2023-Present

NMDSI Community and Partnership Subcommittee, 2023-Present

Partner in Publishing, 2022-Present

McGraw Hill Education, 2021-Present

Saint Dominic School Advisory Commission (elected), 2021-2024

Wiley Advisory Panel, 2020-2023

Marquette University Faculty Externship Program – Kohler, 2022

Cengage Research Board – Marketing, 2022

Marketing Committee Chair, Saint Dominic School Advisory Commission, 2021-2022

JOSEPH M. MATTHES

JOURNAL REVIEWER

Journal of Selling, 2024-Present

Journal of Personal Selling and Sales Management, 2022-2023

Journal of Small Business Management, 2012-2020

Journal for Advancement of Marketing Education, 2018

Journal of Marketing Channels, 2015-2016

Journal of Consumer Behavior, 2012

CONFERENCE REVIEWER

Marketing Management Association Conference, 2017, Marketing Education Track

Global Sales Science Institute Conference, 2017

American Marketing Association Winter Educators' Conference, 2014-2016, Marketing Strategy Track

American Marketing Association 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

SERVICE ACKNOWLEDGEMENTS

Marquette Innovators Celebration Honoree, 2023, Office of University Relations, Marquette University

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

JOSEPH M. MATTHES

ADDITIONAL WORK EXPERIENCE

Union Pacific Railroad (Omaha, NE – 2005-2009)

Project Manager – Market Research and Analysis (Strategic Planning Team)

- ✓ Researched commercial 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.

Business/Account Representative – Market Development and Sales Center (Marketing Department)

- ✓ Developed highly effective professional selling and negotiation skills.
- ✓ Managed hundreds of industrial products customers, generating over \$20 million in annual revenue.
- ✓ Collected over \$150,000 in outstanding demurrage charges.

Intern – Marketing and Information Technology Departments

- ✓ Examined, assessed, and documented the company's liabilities and overall liability process.
- ✓ Updated EDI reporting system tracking all inbound and outbound transactions.

Midwest Game Design (Omaha, NE – 2006-2007)

President and Owner

- ✓ Worked with Microsoft to create a downloadable Xbox 360 Live Arcade game.
- ✓ Directed all business operations, level design, story, and overall game production.

Best Buy / Big Dogs Sportswear / Deck the Walls / Gamers / Spencer Gifts / The Coliseum (Omaha and Lincoln, NE – 1997-2010)

Store Manager or Sales Associate

- ✓ Enjoyed many retail jobs while in school and in between other roles.