

Eli Jones, Ph.D.

Louisiana State University

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EDUCATION

TEXAS A&M UNIVERSITY – COLLEGE STATION, TEXAS

- Ph.D. in Marketing (1997)
- Master of Business Administration (1986)
- Bachelor of Science in Journalism (1982)

ACADEMIC EXPERIENCE

LOUISIANA STATE UNIVERSITY – BATON ROUGE, LOUISIANA

- Professor and Dean, E. J. Ourso College of Business
 - E. J. Ourso Distinguished Professor of Business (2008 – present)

UNIVERSITY OF HOUSTON – HOUSTON, TEXAS

- Full Professor (2007–2008)
- Associate Professor (2002 – 2007)
- Assistant Professor (1997 – 2002)

EDITORIAL REVIEW BOARDS

- Journal of the Academy of Marketing Science (2006 – present)
- Journal of Personal Selling & Sales Management (2001 – present)
- Journal of Business & Industrial Management (2006 – 2008)
- Journal of Selling & Major Account Management (2005 – 2008)
- Industrial Marketing Management (2001 – 2008)
- Journal of Marketing (ad hoc)
- Journal of Business Research (ad hoc)

ADMINISTRATIVE EXPERIENCE

- Dean, E. J. Ourso College of Business (2008 – present)
- Associate Dean for Executive Education Programs (2007–2008)
- Executive Director of the Sales Excellence Institute (2004 – 2007)
- Executive Director of the Program for Excellence in Selling (2003 – 2007)
- Director of the Program for Excellence in Selling (2001 – 2003)
- Co-director of the Program for Excellence in Selling (1997 – 2001)

MAJOR CONTRIBUTIONS OR ACCOMPLISHMENTS AS DEAN

Achievements occurring during any individual's tenure in an administrative appointment necessarily represent the collected efforts of a large number of individuals, academic units, and administrative units. The following achievements have occurred during my tenure as Dean of the E. J. Ourso College of Business at Louisiana State University.

- Responsible for a \$16 million annual operating budget.
- Raised \$15.4 million (includes pledges and matches; July 2008-May 2010).
- Overall Endowment equals approximately \$43 million.
- Raised \$35 million in external funds for the new Business Education Complex in concert with the Senior Advancement Director, and the Louisiana Business Building Oversight Committee (July 1, 2008 – January 1, 2010). Funds raised for this project include a State match of \$30 million. Received funding plan approval from the Board of Supervisors in August 2009 to proceed with the construction of the \$60 million Business Education Complex. Broke ground on March 19, 2010.
- Raised \$700,000 for the Dean's Excellence Fund, \$850,000 for the Departmental Development Fund, \$800,000 in chairs and professorships, and \$135,000 in scholarships (July 1, 2008 – June 1, 2010).
- Successfully obtained approval from the legislature and LSU System to add to the differential tuition for the Flores MBA program. The additional proceeds equate to approximately \$500,000 per year.
- Initiated two globalization committees: an academic committee and a Dean's Advisory Council committee.
- Initiated the Emerging Markets Initiative building on the successes of the China Initiative. The emerging markets targeted at this time are Brazil, India and China. We seek to establish study abroad, student exchange, faculty exchange, and collaborative research projects with universities in the emerging markets. Formed a partnership with University of Sao Paulo in June of 2009.
- Added more study abroad opportunities and international internships to the Flores MBA program by focusing on the emerging markets. These improvements and other efforts resulted in the Flores MBA program receiving a ranking of 26th (among public schools) by Forbes for the first time in Spring 2009. Eduniversal ranked the business school 49th in the world in 2008 and 48th in 2009 among internationally-known business schools.
- Developed the Dean's Seminar Series on Global Research, Education and Practice to provide students with exposure to scholars from universities abroad and executives of multinational businesses.
- Applied for a \$1.4 million U.S. Department of Education grant to establish a Center for International Business Education and Research (CIBER), which would enhance our international efforts.

- Restructured operations of the Stephenson Disaster Management Institute (SDMI). The result of which led to the establishment of a Board of Experts which includes nationally-recognized members, and a strategic shift in the direction and focus of SDMI. In 2010, for example, SDMI with the Gulf Coast Center for Evacuation & Transportation Resiliency and the University of New Orleans partnered to present the National Evacuation Conference held in New Orleans. The conference brought together academics, nonprofit and for-profit organizations, consultants, emergency managers, and transportation planners to discuss evacuation planning for cities and regions across the United States.
- Enhanced the branding and imaging campaign for the E. J. Ourso College of Business and the Flores MBA program with assistance from the marketing and public relations committee, the Flores MBA program director, and the Alumni and Public Relations Director. Developed an overall communication and media strategy to raise the profile of the E. J. Ourso College of Business in both the business and academic communities. Changed our marketing strategies to enhance the use of electronic media. Key outputs of this process are the *Ourso on the Geaux* and *Ourso Experience* eNewsletters (electronic publications sent monthly to our constituents), and an annual Stakeholders' Report (which recognizes all donors to the E. J. Ourso College of Business).
- Reorganized the Core Executive Committee (Associate Deans, Assistant Deans and Department Chairs) including creating roles and responsibilities for the Executive Associate Dean as well as roles and responsibilities for a new position: Associate Dean for Research and Economic Development—to increase research productivity in support of long-term economic development.
- Worked with the college's Core Executive Committee and the Dean's Advisory Council to re-write the strategic plan for the E. J. Ourso College of Business. The revised strategic plan includes overall goals and objectives, strategies for achieving those goals and objectives, and it includes key performance metrics to measure our progress. The resulting document serves as the basis for our accreditation maintenance by the American Assembly of Collegiate Schools of Business (AACSB)–International.
- Supervising the AACSB re-accreditation process. Duties include assisting in preparation of accreditation report, scheduling accreditation visit, preparing response document to accreditation team, and continuous monitoring of progress toward issues raised during the accreditation process.
- Established the five key strategic growth initiatives for the College of Business: (1) Completing the fundraising needed to build the new Business Education Complex, (2) Fundraising to enhance PhD student stipends, (3) Extending our globalization efforts, (4) Enhancing diversity, and (5) Creating a Supply Chain Management (SCM) initiative.
- Inspired the creation of a new Entrepreneurship Fellows Program for undergraduate students interested in entrepreneurship, and helped secure the seed money from corporate donors.

MAJOR CONTRIBUTIONS OR ACCOMPLISHMENTS AS CENTER DIRECTOR

Sales Excellence Institute/Program for Excellence in Selling at University of Houston

- Developed and led the Sales Excellence Institute (SEI) and Program for Excellence in Selling (PES), which features a nationally-recognized curriculum targeted to undergraduates and MBA students who are interested in professional selling and sales management. The curriculum includes a strong emphasis on experiential learning in which students engage in hands-on selling and sales management as reinforcement of the principles learned in class.
- Created and implemented a six-course curriculum: (Professional Selling; Advanced Professional Selling; Customer Relationship Management; Sales Practicum; Sales Management; and Key Account Selling). The sales certificate is open to all majors and allows students to receive degree-eligible credit.
- Coordinated sixteen sections of Professional Selling and Sales Management per year. Helped adjunct sales instructors prepare their course syllabi, and answered questions about classroom management, testing and administrative procedures.
- Solicited and received cash commitments from 30 high-profile (national and multinational) company partners and managed *a self-generated budget*. Dollars generated through the sales center equated to a \$10 million endowment.
- Received in-kind support from IBM, AVAYA and Salesforce.com to establish a Customer Relationship Management laboratory which features 38 work stations for students to learn how to leverage technology in the sales process.
- Secured data from SEI partner companies in support of doctoral student dissertations.
- Secured a student fee which enabled PES to hire permanent staff.
- Hired and managed PES/SEI staff and adjunct instructors.
- Developed an alumni association for the Program for Excellence in Selling.
- Coached sixteen sales students for regional and national collegiate sales competitions 1997-2006. Won the national championship in 2004.
- Worked with PES instructors and students to coordinate and implement semi-annual Sales Career Fairs, which are recruiting events for companies interested in hiring graduates of PES. Students sell recruiting booths, advertising, and refreshment sponsorships (Spring 1998).
- Worked with PES Key Account Selling students to implement the Graduation and Induction ceremony (Spring 2001).
- Created and implemented "Sales Career Day" (Fall and Spring semesters) for businesspeople to speak and network with students in the Professional Selling course (Fall 1997).
- Secured a donation from a PES corporate sponsor to restore the Behavioral Lab, which is used to videotape students giving mock sales presentations.

REFEREED JOURNAL PUBLICATIONS

- Kumar, V., Eli Jones, Rajkumar Venkatesan, and Robert P. Leone (2011), "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?" Journal of Marketing, (75): 1: 16-30.
- Fu, Frank, Keith Richards, Douglas Hughes, and Eli Jones (2010), "Motivating Salespeople to Sell New Products: The Relative Influence of Attitudes, Subjective Norms, and Self-Efficacy." Journal of Marketing, (74): 6: 61-76
- Richards, Keith and Eli Jones (2009), "Key Account Management: Adding Elements of Account Fit to an Integrative Theoretical Framework." Journal of Personal Selling & Sales Management (29): 4: 305-320. *Winner of the James Comer Award for Best Contribution to Selling and Sales Management Theory/Methodology.*
- Jones, Eli, Keith Richards, Diane Halstead, and Frank Fu (2009), "Developing a Strategic Framework of Key Account Performance." Journal of Strategic Marketing (17): 3-4: 221-235.
- Fu, Frank, Keith Richards, and Eli Jones (2009), "The Motivation Hub: Effects of Goal Setting and Self-Efficacy on Effort and New Product Sales." Journal of Personal Selling & Sales Management (29): 3: 277-292.
- Fu, Frank, Willy Bolander, and Eli Jones (2009), "Managing the Drivers of Organizational Commitment and Salesperson Effort: An Application of Meyer and Allen's Three-Component Model." Journal of Marketing Theory and Practice 17 (4): 343-358.
- Fu, Frank, Eli Jones and Willy Bolander (2008), "Product Innovativeness, Customer Newness, and New Product Performance: A Time-Lagged Examination of the Impact of Salesperson Selling Intentions on New Product Performance." Journal of Personal Selling & Sales Management (28): 351-364.
- Richards, Keith and Eli Jones (2008), "Customer Relationship Management: Finding Value Drivers." Industrial Marketing Management (37): 120-130.
- Ahearne, Michael, Eli Jones, Adam Rapp, and John Mathieu (2008), "High Touch through High Tech: The Impact of Salesperson Technology Usage on Customer Satisfaction and Salesperson Performance." Management Science (54): 671-685.
- Ahearne, Michael, Ronald Jelinek, and Eli Jones (2007), "Examining the Effect of Salesperson Service Behavior in a Competitive Context." Journal of the Academy of Marketing Science (35): 603-616.

- Sundaram, Suresh, Andrew Schwarz, Eli Jones and Wynne Chin (2007), "Technology Use on the Front Line: A Longitudinal Analysis of How Technology Enhances Individual Performance." Journal of the Academy of Marketing Science (35): 101-112.
- Jones, Eli, Lawrence Chonko, Deva Rangarajan, and James Roberts (2007), "The Role of Overload on Job Attitudes, Turnover Intentions, and Salesperson Performance." Journal of Business Research 60 (7): 1-17.
- Chonko, Lawrence B., James A. Roberts and Eli Jones (2006), "Diagnosing Sales Force Change Resistance: What We Can Learn from the Addiction Literature." Marketing Management Journal 16 (1), 44-71.
- Anderson, Rolph, Andrea Dixon, Mark Johnston, Eli Jones, Raymond LaForge, Greg Marshall, Jeff Tanner (2005), "The Scholarship of Teaching in Sales Education." Invited paper. Marketing Education Review 15 (2), 1-10.
- Brown, Steve, Eli Jones, and Thomas Leigh (2005), "The Attenuating Effect of Role Overload on Relationships Linking Self-Efficacy and Goal Level to Work Performance." Journal of Applied Psychology 90 (5): 972-979.
- Brown, Steven P. and Eli Jones (2005), "Introduction to the Special Issue: Advancing the Field of Selling and Sales Management." Journal of Personal Selling & Sales Management 25 (2), 103-104.
- Chonko, Lawrence and Eli Jones (2005), "The Need for Speed: Agility Selling." Journal of Personal Selling & Sales Management 25 (4), 373-384. *Winner of the American Marketing Association's Sales Special Interest Group's Best Paper Award in 2006.*
- Jones, Eli, Steven Brown, Andris Zoltners, and Barton Weitz (2005), "The Changing Environment of Selling and Sales Management." Journal of Personal Selling & Sales Management 25 (2), 105-111.
- Jones, Eli, Andrea Dixon, Lawrence Chonko, and Joseph Cannon (2005), "Key Accounts and Team Selling: A Review, Framework and Research Agenda." Journal of Personal Selling & Sales Management 25 (2), 181-198.
- Rangarajan, Deva, Eli Jones, and Wynne Chin (2005), "Impact of Sales Force Automation on Technology-Related Stress, Effort, and Technology Usage among Salespeople." Industrial Marketing Management 34 (4): 345-354.
- Jones, Eli, Lawrence B. Chonko, and James A. Roberts (2004), "Antecedents and Consequences of Customer-Driven Sales Force Obsolescence: Perceptions from Sales & Marketing Executives." Industrial Marketing Management 33 (5) 439-456.

- Rangarajan, Deva, Lawrence B. Chonko, Eli Jones, and James A. Roberts (2004), "Organizational Variables, Sales Force Perceptions of Readiness for Change, Learning and Performance among Boundary-Spanning Teams: A Conceptual Framework and Propositions for Research." Industrial Marketing Management 33 (4) 289-305.
- Weeks, William, James Roberts, Lawrence Chonko, and Eli Jones (2004), "Organizational Readiness for Change, Individual Fear of Change and Sales Manager Performance: An Empirical Investigation." Journal of Personal Selling & Sales Management 24 (1), 7-17.
- Chonko, Lawrence B., Alan Dubinsky, Eli Jones, and James A. Roberts (2003), "Organizational and Individual Learning in the Sales Force: An Agenda for Sales Research." Journal of Business Research 56 (December), 935-947.
- Dubinsky, Alan, Lawrence B. Chonko, Eli Jones, and James A. Roberts (2003), "Development of a Relationship Selling Mindset: Organizational Influencers." Journal of Business-to-Business Marketing 10 (1), 1-30.
- Jones, Eli, Paul S. Busch, and Peter Dacin (2003), "Firm Market Orientation and Salesperson Customer Orientation: Interpersonal and Intrapersonal Influences on Customer Service and Retention in Business-to-Business Buyer-Seller Relationships." Journal of Business Research 56 (April), 323-340.
- Jones, Eli, Lawrence B. Chonko, and James A. Roberts (2003), "Creating a Partnership-Oriented, Knowledge-Creation Culture in Strategic Sales Alliances: A Conceptual Model." Journal of Business & Industrial Marketing 18, 336-352.
- Chonko, Lawrence B., Eli Jones, Alan Dubinsky, and James A. Roberts (2002), "Environmental Turbulence, Readiness for Change, Change Success, and Learning in the Sales Force." Journal of Personal Selling & Sales Management 22 (Fall), 227-245. *Winner of the James Comer Award for Best Contribution to Selling and Sales Management Theory/Methodology.*
- Jones, Eli, Suresh Sundaram, and Wynne Chin (2002), "Factors Leading to Sales Force Automation Use: A Longitudinal Analysis." Journal of Personal Selling & Sales Management 22 (Summer), 145-156. *Winner of the Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice.*
- Roberts, James A. and Eli Jones (2001), "Money Attitudes, Credit Card Use, and Compulsive Buying Among American College Students." Journal of Consumer Affairs 35 (Winter), 213-240.
- Gamble, George, Gwendolyn Hightower-Quick, Eli Jones, and Priscilla Slade (2000), "CPA Advertising Practices: An Empirical Examination of Small and Large CPA Firms." CPA Journal (February), 52-53.

- Jones, Eli, James Roberts, and Lawrence Chonko (2000), "Motivating Sales Entrepreneurs to Change: A Conceptual Framework of Factors Leading to Successful Change Management Initiatives in Sales Organizations." Journal of Marketing Theory & Practice 8 (Spring), 37-49.
- Smith, Kirk, Eli Jones, and Edward Blair (2000), "Managing Salesperson Motivation in a Territory Realignment." Journal of Personal Selling & Sales Management 20 (Fall), 215-226.
- Smart, Denise, Chuck Tomkovick, Eli Jones, and Anil Menon (1999), "Undergraduate Marketing Education in the 21st Century: Views from Three Institutions." Marketing Education Review 9 (Spring), 1-9.
- Jones, Eli, Jesse Moore, Andrea Stanaland, and Rosalind Wyatt (1998), "Salesperson Race and Gender and the Access and Legitimacy Paradigm: Does Difference Make a Difference?" Journal of Personal Selling & Sales Management 18 (Fall), 71-88. *Cited in Selling: Building Partnerships, 4th ed. Weitz, Castleberry, and Tanner (2001). McGraw-Hill Irwin: NY.*
- Jones, Eli, Donna Kantak, Charles M. Futrell, and Mark Johnston (1996), "Leader Behavior, Work Attitudes, and Sales Force Turnover: An Integrative Study." Journal of Personal Selling & Sales Management 16 (Spring), 13-23. *Cited in Sales Management, 7th ed. Dalrymple, Cron, and DeCarlo (2001). Wiley: NY.*

BOOKS

- Chonko, Larry and Eli Jones, Sales Handbook (Book Chapter: Sales Force Agility, Strategic Thinking, and Value Propositions). Oxford University Press, **forthcoming**.
- The Sales Educators (2006), Strategic Sales Leadership: Breakthrough Thinking for Breakthrough Results, Thomson Learning: OH.
- Jones, Eli, Carl Stevens, and Larry Chonko (2005), Selling ASAP: Art, Science, Agility, Performance, Thomson Learning: OH.

PUBLISHED ABSTRACTS

- Jones, Eli (2001), "Selling to the Top: Teaching Key Account Selling." Journal of Personal Selling & Sales Management 21 (Fall), 318. Appeared in a special abstract section, which was peer-reviewed for the National Conference in Sales Management.

WORKS IN PROGRESS

- Walker, Douglas, and Eli Jones, "CRM Could Unveil Goal Incongruence among Salespeople and their Firms: An Agency Theory Perspective."

Brown, Steven, Frank Fu, Eli Jones, and Artur Baldauf, "How to Sell New Products to the Sales Force: Managerial Influence and Gate-Keeping Effects."

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS

Simendinger, Ted, President, Sales Talent Development; Brian Williams, Partner and Global Markets and Solutions Leader, Mercer Inc.; Rosann L. Spiro, Indiana University; Eli Jones, Louisiana State University; Andrea Leigh Dixon, Baylor University (2010), "Current Trends Affecting the Sales Force and Its Ability to Create Customer Value in the Down Economy. American Marketing Association's Winter Marketing Educators Conference, New Orleans, Louisiana.

Fu, Frank, Keith Richards, Douglas Hughes, and Eli Jones (2009), "Modeling the Impact of Salesperson Attitudes, Perceived Norms, and Behavioral Intentions on the Growth Trajectory of New Products." Presented at the Academy of Marketing Science Conference. *Winner of the Best Paper in Track Award for the conference.*

Jones, Eli (2009), "Assistant Professor Success Factors: Dean's Perspective." Presented at the American Marketing Association-Sheth Doctoral Consortium, Georgia State University, Atlanta, Georgia.

Jones, Eli (2009), "Advancing Higher Education Administration (AHEAD)," Ph.D. Project, Chicago, Illinois.

Jones, Eli (2007), "Enhancing Student Learning." Presented at the American Marketing Association-Sheth Doctoral Consortium, Arizona State University.

Beatty, Sharon, Eli Jones, and Cindi Liu (2006), "Relationship Marketing Ideas from Various Perspectives: Selling, Retailing and Services." Panel Discussant at the American Marketing Association Winter Educators' Conference, St. Petersburg, Florida.

Evans, Kenneth, Eli Jones, William Locander, and Rosemary Ramsey (2006), "Evolution of Selling and Sales Management as an Academic Discipline: Research and Respect." Panel Discussant at the American Marketing Association Winter Educators' Conference, St. Petersburg, Florida.

Jones, Eli (2006), "Enhancing Student Learning." Presented at the American Marketing Association-Sheth Doctoral Consortium, University of Maryland.

Jones, Eli (2006), "Buyer Seller Relationships." Rocky Mountain Governmental Purchasing Conference, Cheyenne, Wyoming.

Jones, Eli (2006), "Key Account and Team Selling: A Review, Framework and Research Agenda." Presenter at the American Marketing Association Winter Educators' Conference, St. Petersburg, Florida.

- Richards, Keith and Eli Jones (2006), "Technology at the Intersection: Customer Relationship Management and Key Account Management." American Marketing Association Summer Educators' Conference, Chicago, Illinois.
- Bendapudi, Neeli, Peter Dacin, and Eli Jones (2005), "Teaching and Ethics." American Marketing Association's Doctoral Consortium, University of Connecticut.
- Comer, Lucette, Eli Jones, Jaime Noriega, and Rosemary Ramsey (2005), "Diversity in the Sales Force: Where are We Now and Where are We Going?" American Marketing Association, San Francisco, California.
- Dixon, Andrea, Thomas Ingram, Eli Jones, and Raymond LaForge (2005), "Creating an Entrepreneurial Sales Force." American Marketing Association, San Francisco, California.
- Jones, Eli (2005), "Buyer Seller Relationships." National Institute of Governmental Purchasing," Anaheim, California.
- Jones, Eli, Suresh Sundaram, Wynne Chin and Andrew Schwarz (2005), "Technology and the Sales Force: Does Technology Really Enhance Performance?" Proceedings of the National Conference in Sales Management.
- Qingbo Fu, and Eli Jones (2005), "How Quota Setting Policy Influences Salesperson Risk Behavior and Effort Level: Sandbagging Effect." Proceedings of the National Conference in Sales Management.
- Richards, Keith and Eli Jones (2005), "Measuring Customer Relationship Management Finding Value Drivers." Proceedings of the National Conference in Sales Management.
- Walker, Doug, and Eli Jones (2005), "Behavior-based, Outcome-Based, or Somewhere in Between? The Role of Customer Lifetime Value in Designing Sales Control Systems." Proceedings of the National Conference in Sales Management.
- Ahearne, Michael, Ronald Jelinek, and Eli Jones (2004), "Measuring Effective Service in the Sales Force: The Effects of In-Role and Ex-Role Service Behaviors on Buyer Trust, Satisfaction and Share of Customer." *Winner of the Best Paper Award for the National Conference in Sales Management.*
- Qingbo Fu, and Eli Jones (2004), "The Dynamic Effect of Multiple Reference Points on Salesperson Decision and Risk Behavior Over Multiple Accounting Periods." Marketing Management Association, Chicago, Illinois. *Winner of Best Paper Award for the Conference.*

- Chonko, Lawrence B. and Eli Jones (2004), "Agility Selling." Academy of Marketing Science Conference, Vancouver, Canada.
- Jones, Eli (2003), invited presentation. "Building Industry-University Alliances: How a Sales Center Can Create Win-Win Opportunities for Your Department." Academy of Marketing Science Conference, Washington, D.C.
- Yujuico, Emmanuel, Eli Jones, Lawrence B. Chonko, and James A. Roberts (2003), "All Stressed Up and Nowhere to Go: The Role of Career Stages on Sales Force Job Attitudes." Proceedings of the National Conference in Sales Management, Cincinnati, Ohio.
- Sundaram, Suresh, Eli Jones, and Wynne Chin (2002), "Technology Infusion and Sales Force Performance." Proceedings of the Academy of Marketing Science Conference, Sanibel, Florida.
- Jones, Eli (2001), "CRM/SFA Technology and the Sales Force." University of Connecticut. Invited presentation.
- Jones, Eli (2001), "I Am a Bridge: Overview of Teaching Philosophy." Proceedings of the Academy of Marketing Science Conference, San Diego, California.
- Rangarajan, Deva, and Eli Jones (2001), "Antecedents of Team Effectiveness in a Business-to-Business Selling Context: A Conceptual Model." Proceedings of the National Conference in Sales Management, Dallas, Texas.
- Jones, Eli, Wynne Chin, and Suresh Sundaram (2001), "Factors Leading to Sales Force Automation Adoption By the Sales Force: A Longitudinal Analysis." Proceedings of the Seventh Annual Academic Workshop, Georgia State University's Center for Business and Industrial Marketing, Atlanta, Georgia.
- Jones, Eli, James A. Roberts, and Lawrence B. Chonko (2000), "Motivating Sales Entrepreneurs to Change: A Conceptual Framework of Factors Leading to Successful Change Management Initiatives in Sales Organizations." Proceedings of the American Marketing Association's Educators' Conference, Chicago, Illinois.
- Kumar, V., Eli Jones, and Rajkumar Venkatesan (2000), "The Effect of Perceived Customer Value on the Market Orientation-Performance Relationship." Proceedings of the American Marketing Association's International Marketing Educators' Conference, Buenos Aires, Argentina.
- Kumar, V., Eli Jones and Rajkumar Venkatesan (2000), "Reinvestigating the Roles of Competitive Intensity and Turbulence in the Market Orientation-Business Performance Relationship." Proceedings of the American Marketing Association's International Marketing Educators' Conference, Buenos Aires, Argentina.

Jones, Eli, Wynne Chin, and Suresh Sundaram (1999), "Toward a Greater Understanding of Salesperson Adaptation to Sales Force Automation." Proceedings of the Southwestern Marketing Association Conference, Houston, Texas.

Jones, Eli (1996), "A Model of Vendor Loyalty in a Buyer-Seller Relationship." Proceedings of the American Marketing Association's Educators' Conference, San Diego, California.

Jones, Eli, Kelly Isbell, and Charles Futrell (1996), "Is the Team Learning Method Effective in Personal Selling Classes?" Proceedings of the Southwestern Marketing Association Conference, San Antonio, Texas.

Isbell, Kelly, Eli Jones, Charles Futrell, and Thomas Reynolds (1996), "Implementation of a Team Learning Model in a Personal Selling Class." Proceedings of the Southwestern Educational Research Association, New Orleans, Louisiana.

Jones, Eli (1995), "International Sales Force Design: A Conceptual Model of the Propensity to Ally." Proceedings of the National Conference in Sales Management, Atlanta, Georgia.

DISSERTATIONS SUPERVISED

Deva Rangarajan -- Vlerick-Leuven, Gent, Belgium. "Impact of Sales Force Automation Technology on Salespeople: Role of Stress and Goal Orientation." *Winner of the Direct Selling Education Foundation Dissertation Proposal Award.*

Keith Richards – University of Tennessee, Chattanooga. "Relationship Effectiveness and Key Account Performance: Assessing Inter-Firm Fit between Buying and Selling Organizations."

DISSERTATION COMMITTEES SERVED

- Douglas Hughes – Michigan State University
- Frank Q. Fu – University of Missouri – St. Louis

COMPETITIVE RESEARCH GRANTS AWARDED

- Direct Selling Education Foundation Dissertation Grant (\$2000), 2002.
- Baylor University Research Grant (\$4,000), 2001-2002.
- The Institute for the Study of Business Markets, Penn State University (\$12,000), 2000-2001.
- Baylor University Research Grant (\$5,000), 1999-2000.
- University of Houston Limited Grant-in-Aid (\$2,000), 1998-1999.
- University of Houston Research Initiation Grant (\$6,000), 1997-1998.
- Frito-Lay Dissertation Research Grant (\$44,000), 1996-1997.

AWARDS AND HONORS

- James M. Comer Award for Best Contribution to Selling and Sales Management Theory/Methodology for “Key Account Management: Adding Elements of Account Fit to an Integrative Theoretical Framework” (2010).
- Louisiana State University’s “Rainmaker” Award (2009).
 - *Rainmakers are distinguished as being among the top 100 LSU Research and Creative Faculty, as identified by their department chairs, deans and peers.*
- Texas A&M University’s “Outstanding Doctoral Alumnus Award” (2009).
- Best Paper in Track Award from the Academy of Marketing Science for "Modeling the Impact of Salesperson Attitudes, Perceived Norms, and Behavioral Intentions on the Growth Trajectory of New Products." Baltimore, Maryland (2009).
- KPMG’s PhD Project, “Outstanding Service, Leadership, and Commitment” award from the Marketing Doctoral Students Association (2008).
- Best Paper Award from the American Marketing Association’s Sales Special Interest Group for “The Need for Speed: Agility Selling,” published in the Journal of Personal Selling & Sales Management 25 (4), 373-384 (2006).
- AMA Sheth Foundation Doctoral Consortium Faculty Fellow (2004-2007; 2009).
- Best Paper Award from the National Conference in Sales Management (2004).
- Best Paper Award from the Marketing Management Association Conference (2004).
- Best Professor Award from Vlerick-Leuven Gent Management School, Belgium (2004).
- Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice for “Factors Leading to Sales Force Automation Use: A Longitudinal Analysis” (2003).
- James M. Comer Award for Best Contribution to Selling and Sales Management Theory/Methodology for “The Role of Environmental Turbulence, Readiness for Change, and Salesperson Learning in the Success of Sales Force Change” (2003).
- Madison Who’s Who (2006).
- International Who’s Who (2005-present).
- Marquis Who’s Who (2003-present).
- Bauer Faculty Fellow (2002-2005).
- University of Houston’s Melcher Service Excellence Award (2002-2003).
- Outstanding Faculty Award from the University of Houston’s Alumni Organization (2002).
- Finalist for a statewide teaching excellence award sponsored by the Minnie Stevens Piper Foundation (2001-2002).
- Outstanding Marketing Teacher Award from the Academy of Marketing Science (2001).
- University of Houston’s Teaching Excellence Award, sponsored by Enron (2001).
- University of Houston’s Melcher Faculty Teaching Fellow (1998-1999), (1999-2000), (2000-2001).
- University of Houston’s Melcher Service Excellence Award (2001-2002).

- Texas A&M's Association of Former Students University-wide Teaching Award (1996-1997).
- Texas A&M's Marketing Department Doctoral Student Teaching Award (1996-1997).
- Texas A&M's Marketing Department Doctoral Student Research Award (1995-1996).
- Member of Alpha Mu Alpha, the American Marketing Association's National Marketing Honorary (1996 – present).
- \$44,000 Frito-Lay Dissertation Grant recipient (1996).
- Minority Doctoral Incentive recipient. One of two nominated by Texas A&M University, and one of ten selected by the state to receive the award (1995-1997).
- Dow Chemical Sales Fellowship (1995).
- General Electric Teaching Scholarship (1993-1997).
- National Graduate Merit Fellowship (1993-1996).
- Graduate Minority Merit Fellowship (1984-1986).
- Texas A&M's Presidential Achievement Award Fellowship (1979-1982).

TEACHING AND STUDENT LEARNING

COURSE AND PROGRAM DEVELOPMENT AND/OR REVISION

- MBA Marketing Administration (new prep in Fall 2010; class size of 37)
- Ph.D. Marketing Strategy Seminar (new prep in Spring 2004; class size of 10 per semester).
- Pharmaceutical Selling (new prep in Fall 2004; class size of 20 per semester).
- Professional Selling (class size of 240 per semester).
- Advanced Professional Selling (class size of 60 per semester).
- Key Account Selling (class size of 20 per semester).
- MBA Selling & Sales Management (class size of 35 per semester).

INVITED UNIVERSITY PRESENTATIONS

- "Key Account Management," University of West Indies, Summer 2005.
- "Selling to Behavioral Styles," University of Alabama, Tuscaloosa, Fall 2004.
- "Selling and Sales Leadership," Tuck Business School at Dartmouth, Fall 2003, 2004, and 2005.
- "Key Account Management," University of West Indies, Summer 2004 and 2005.
- "Factors Leading to Sales Force Automation Use: A Longitudinal Analysis" at University of Connecticut for the research seminar series, October 2001.
- "Salesperson Race and Gender and the Access and Legitimacy Paradigm: Does Difference Make a Difference?" at University of Houston for the research seminar series, October 1997.

SERVICE

SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY

Department-Level Service

- Hired and managed PES Program/SEI Institute staff and adjunct instructors.
- Served on promotion and tenure committee.
- Developed an alumni association for the Program for Excellence in Selling (2001).
- Created and implemented a six-course curriculum: Professional Selling; Advanced Professional Selling, which included specialized tracks in selling financial services, technology and pharmaceuticals; Customer Relationship Management; Sales Practicum; Sales Management; and Key Account Selling.
- Coordinated sixteen sections of Professional Selling and Sales Management per year. Helped adjunct sales instructors prepare their course syllabi, and answered questions about classroom management, testing, and administrative procedures.
- Worked with adjunct sales instructors to create two new sales courses: Advanced Professional Selling and Key Account Selling.
- Coached sixteen sales students for regional and national collegiate sales competitions 1997-2006. Won the national championship in 2004. Sales teams placed in the top ten three out of six competitions.
- Served on a committee to decide on a CRM certificate offering.
- Served as faculty advisor to the local chapter of Pi Sigma Epsilon (1997-99).

College and University-Level Service

- Co-Chairing the Online/Distance Learning Task Force for LSU (2009-present).
- Appointed to the Deans Oversight Council for the LSU Press (2009-present).
- Formed and am serving on the Globalization committee in the E. J. Ourso College of Business at Louisiana State University (2008-present).
- Coastal committee member at LSU (2009-present).
- Vice-Chair of the Louisiana Business & Technology Center's advisory board (2008-present).
- Worked with the Provost to create and coordinate the inaugural "Aspiring Department Chairs" professional development workshop (2008).
- Taught in the inaugural University of Houston's Alumni College, one of eight professors across the university chosen to participate (2006).
- Recorded a promotional video for the Global Energy Management Institute, Bauer College of Business (2005).
- Developed a global partnership with the Program for Excellence in Selling and Vlerick School of Management in Gent, Belgium (2004).
- Speaker at the University of Houston's New Faculty Orientation (2003), Houston, Texas.

- Speaker at “The Event” held to recruit minority high-school students to University of Houston (2003).
- Task Force on Revising the Undergraduate Curriculum (2003).
- Recorded a promotional video for the Bauer College of Business (2002).
- Served on the Academic Honesty Committee (1999-2007).
- Recorded a promotional CD for the Bauer College of Business MBA programs office (2001).
- Speaker at the University of Houston’s New Faculty Orientation (2002), Houston, Texas.
- Panelist at the University of Houston’s Parent-Student Orientation (2002), Houston, Texas.
- Keynote speaker for the Southwestern Regional Conference of Golden Key International Honor Society at University of Houston (2001), Houston, Texas.
- Panelist on Teaching Excellence at the Bauer College Ph.D. Student Teaching Orientation (2000).
- Keynote Speaker. “Why Pursue a Business Degree?” Presented to parents and prospective students at the Cougar Preview, Houston, Texas (1998, 1999, and 2000).
- Guest Speaker. “Career Opportunities in Marketing,” presented to parents and prospective students in Texas A&M’s Aggieland Saturday program, College Station, Texas (1994 and 1995).
- Worked with PES instructors and students to coordinate and implement semiannual Sales Career Fairs--recruiting events for companies interested in hiring graduates of PES. Students sell recruiting booths, advertising, and refreshment sponsorships (Spring 1998 – Spring 2007).
- Worked with PES instructors and Key Account Selling students to implement the Graduation and Induction ceremony (Spring 2001 – Spring 2007).
- Created and implemented “Sales Career Day” (Fall and Spring semesters) for businesspeople to speak and network with students in the Professional Selling course (Fall 1997 – Spring 2007).
- Secured a donation from a PES corporate sponsor to create and equip the Customer Relationship Management Computer Lab, which is used to teach students how to input customer data and maintain customer databases.
- Secured a donation from a PES corporate sponsor to restore the college’s Behavioral (videotaping) Lab, which is used to videotape students giving mock sales presentations.
- Secured donations from two PES corporate sponsors to create sales scholarships and internships for students in PES.

SERVICE TO THE PROFESSION/ACADEMIC DISCIPLINE

- Invited to serve on AACSB International’s Pre-Accreditation Committee (2010-2013)
- Keynote Speaker (2010), “The Mindset of Growth Recovery,” Administaff’s National Sales Convention, Houston, Texas.

- Judge (2010), Ernst & Young's Entrepreneur of the Year Award, Houston, Texas.
- Moderator (2009), "Blasting Out of the Recession," Louisiana Looking Up, Baton Rouge, Louisiana.
- Moderator (2009), "The Interface between Sales and Marketing," Sales Excellence Institute International Sales Conference, Houston, Texas.
- Panelist (2009), "What Makes an Assistant Professor Successful? From the Dean's Perspective," KPMG Ph.D. Project Conference, Chicago, Illinois.
- Panelist (2009), "Advancing Your Career in Academia," KPMG Ph.D. Project Conference, Chicago, Illinois.
- Elected to the American Marketing Association Academic Council (2006-2009), a national office.
- Ad hoc reviewer for the *Journal of Marketing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, American Marketing Association.
- *Journal of the Academy of Marketing Science* Editorial Review Board (2006-present).
- *Journal of Business and Industrial Management* Editorial Review Board (2006- 2008).
- Panelist (2006), HR Chally's "World Class Sales" meeting, Atlanta, Georgia.
- *Journal of Selling and Major Account Management* Editorial Review Board (2005-2008).
- Served as Director of the University Sales Center Alliance (USCA), 2004-2005.
- Co-chair (2005), Selling & Sales Management Track, American Marketing Association Winter Conference.
- Vice-Chair of Finance and Membership (2002-2004), American Marketing Association Sales Special Interest Group.
- Global Sales Research Director (2002-2004), Institute for Certified Sales Professionals (iCSP).
- Co-chair (May 2004), Sales Management Research Summit, Bauer College of Business, Houston, Texas. *This was an international meeting of the top 25 sales management research scholars.*
- Chair (October 2004), University Sales Center Alliance National Meeting, Bauer College of Business, Houston, Texas. *This was a meeting of the directors of the top 11 sales centers in the U.S.*
- Co-editor of the 25th Anniversary Issue of the *Journal of Personal Selling & Sales Management*; premier journal in the field.
- Speaker (2004), "Building Strategic Alliances through Sales Centers", American Marketing Association, Phoenix, Arizona.
- Speaker (2004), "A Passion for Teaching Excellence," AMA Doctoral Consortium, College Station, Texas.
- Speaker (2004), "Factors Leading to Sales Technology Use," AMA CRM Consortium, Dallas, Texas.

- Speaker (2004), "Revolution in Selling and Sales Management Education," American Marketing Association, Boston, Massachusetts.
- Speaker (2004), DCI (Technology) Conference, Chicago, Illinois.
- Faculty Representative and Member of the Planning Committee (2003-2004), Marketing Doctoral Student Association of the Ph.D. Project.
- Speaker (2003), Annual National Purchasing Conference, Austin, Texas.
- Speaker (2003), Entrepreneurship Institute's President's Forum, Houston, Texas.
- Discussant (2003), National Conference in Sales Management, Cincinnati, Ohio.
- Panelist (2003), Academy of Marketing Science, Washington, D.C.
- Panelist (2003), National Conference in Sales Management, Cincinnati, Ohio.
- Speaker (2003), "Teaching Effectiveness," KPMG Minority Doctoral Student Symposium, Chicago, Illinois.
- Judge (2003), National Collegiate Sales Competition, Kennesaw, Georgia.
- Speaker (2002), regional sales meeting for GlaxoSmithKline, San Antonio, Texas.
- Speaker (2002), "Blasting Out of the Recession," Houston Technology Center Conference, Houston, Texas.
- Discussant (2002), American Marketing Association Marketing Educator's Conference, San Diego, California.
- Judge (2002), National Collegiate Sales Competition, Waco, Texas.
- Discussant (2002), National Conference in Sales Management, Atlanta, Georgia.
- Invited to serve on the *Industrial Marketing Management's* Editorial Review Board (2001).
- Invited to serve on the *Journal of Personal Selling & Sales Management* Editorial Review Board (2001).
- Speaker (2001), Texas A&M University's MBA new member orientation, College Station, Texas.
- Co-editor (with Buddy LaForge) of the Sales Professional Network (1998-2000).
- Member (2001), Direct Selling Education Foundation Academic Committee.
- Panelist (2001), "Teaching Effectiveness," KPMG Minority Doctoral Student Symposium, Washington, DC.
- Presenter (2001), "Special Session on Effective Sales Pedagogical Techniques," National Conference in Sales Management, Dallas, Texas. *Selected as one of ten sales academics to present.*
- Session Chair (2001), National Conference in Sales Management, Dallas, Texas.
- Speaker (2001), LIMRA International Conference, Orlando, Florida.
- Presenter (2001), "Experiential Learning," Academy of Marketing Science Conference, San Diego, California.
- Presenter (2000), "Personal Selling in the 21st Century," American Marketing Association International Marketing Educators' Conference, Buenos Aires, Argentina.

- Speaker (2000), “Negotiating for Win-Win Solutions,” 54th Annual Southwest Purchasing Conference, National Association of Purchasing Managers, Tulsa, Oklahoma.
- Speaker (2000), “Building Long Term Business Relationships with Suppliers,” 54th Annual Southwest Purchasing Conference, National Association of Purchasing Managers Tulsa, Oklahoma.
- Discussant (2000), Academy of Marketing Science Conference, Montreal, Canada.
- Discussant (2000), American Marketing Association Winter Conference, San Antonio, Texas.
- Session Chair (1999), American Marketing Association Winter Conference, St. Petersburg, Florida.
- Panelist (1999), “Balancing Professorial Duties: Research, Teaching, and Service,” KPMG Minority Doctoral Student Symposium, San Francisco, California.
- Panelist (1999), “Increasing Diversity in the Sales Force,” Sales and Sales Management Consortium, Orlando, Florida.
- Advisory board member (1999-2004), Fisher Institute of Professional Selling, Akron, Ohio.
- Panelist (1998), “A Passion to Excel in Teaching,” Mays Business School, Texas A&M University, College Station, Texas.
- Charter member, (1997–present), KPMG’s Ph.D. Project, Marketing Chapter. *The organization mentors minority Ph.D. students in the U.S.*

SERVICE TO THE COMMUNITY OR PUBLIC

- Invited to serve on the Mary Bird Perkins Cancer Center’s Board of Directors (2010-present).
- Invited to serve on the Baton Rouge Area Chamber’s Board of Directors (2009-present).
- Invited to serve on the City Year Louisiana’s Advisory Board (2009).
- Invited to serve on the You Can Succeed Advisory Board (2009).
- Invited to serve on the Arts Council of Greater Baton Rouge Board of Directors (2009).
- Guest speaker for Carl Glaw’s office (B, G, S & L) on behalf of the Bauer College (2002).
- Advised the DePelchin Children’s Center on Adoption Strategies (2002).
- Judge in Humble High School’s DECA competition (2000).
- Guest speaker for the Sales & Marketing Executives Association meeting (1999 & 2000).
- Held a business workshop for Seeds of Life ministry (1999).

EXECUTIVE AND PROFESSIONAL EDUCATION

- Designed and implemented an executive education program targeted to partner account managers of a global technology company for Duke Corporate Education (2007-2008). Delivered in the United States and Canada.
- Designed and implemented two executive education programs targeted to senior managers of a global outsourcing company for Duke Corporate Education (2006-2007). Delivered in India and the United States.
- Designed and implemented two executive education programs targeted to senior managers of a global financial services company for Duke Corporate Education (2005-2008). Delivered in China, Dubai, France, India, Malaysia, Mexico, the United Kingdom, and the United States.
- Keynote speaker (2006), "Igniting the Sales Force," AIG/Valic National Sales Management Meeting, Houston, Texas.
- Speaker (2006), AIG/Valic Sales Management Rewards Meeting, Atlanta, Georgia.
- Speaker (2006), AIG/Valic Regional Sales Management Meeting, Houston, Texas.
- Speaker (2006), Dynamic Materials Corporation Sales Meeting, Boulder, Colorado.
- Keynote Speaker (2005), Thomson Learning International Sales Meeting, Orlando, Florida.
- Instructor (2004/2005), "Understanding the Customer and Building Value," presented to forty-three sales executives, Kent Moore Cabinets Sales Rally, Somerville, Texas.
- Instructor (2005), "Managing Major Accounts," presented to eighteen sales executives, Institute of Business, Port of Spain, Trinidad.
- Instructor (2004), "Account Management," presented to thirteen sales executives from four Industries, Institute of Business, Port of Spain, Trinidad.
- Speaker (2004), Thomson Learning International Sales Meeting, Phoenix, Arizona.
- Keynote Speaker (2004), Larry North Fitness Regional Meeting, Dallas, Texas.
- MBA Instructor (2003-2005), "Selling and Sales Leadership," Tuck School of Business, Dartmouth, Hanover, New Hampshire.
- Graduate-level Instructor (2002-04), "Key Account Selling and Sales Management," Vlerick School of Management, Gent, Belgium.
- Instructor (2003), "The Psychology of Handling Objections," presented to thirty energy market managers, Reliant Energy, Houston, Texas.
- Speaker (2002), Alltech National Agribusiness Conference, Louisville, Kentucky.
- Speaker (2001), Infiltrator Systems National Sales Meeting, Hartford, Connecticut.
- Speaker (2001), "Selling Redefined," National Conference on Agribusiness, Purdue University, West Lafayette, Indiana.
- Instructor (2000), "Seven Habits and Sales Planning," Tennessee Valley Authority, Memphis, Tennessee.
- Instructor (2000), "E-Commerce and Marketing," Taiwanese MBA Program Houston, Texas.
- Instructor (2000), "Building a Customer-Oriented Organization," PetroChina Seminar, Houston, Texas.

- Instructor (1999/2000), “Building a Customer-Oriented Organization,” Shell Business Leader Development Seminar, Houston, Texas.
- Instructor (1999), “Providing Extraordinary Customer Service,” presented to restaurant owners and managers from West Africa, Houston, Texas.
- Instructor (1999), “Providing Extraordinary Customer Service,” presented to restaurant owners and managers from China, Houston, Texas.
- Instructor (1998), “Providing Extraordinary Customer Service,” Shell Business Leader Development Seminar, Houston, Texas.
- Instructor (1997), “Internal and External Marketing Strategies,” Shell Manager Development Seminar, Houston, Texas.
- Keynote Speaker (1995), “Building a High Performance Sales Team,” presented to sales managers of Sewell Motors, Dallas, Texas.

BOARDS OF DIRECTORS/ADVISORY BOARDS

- Mary Bird Perkins – Board of Directors (2010 – 2013).
- Baton Rouge Area Chamber – Board of Directors (2009-present).
- Stephenson Disaster Management Institute – Board of Experts (2009-present).
- Arts Council of Baton Rouge – Board of Directors (2009).
- City Year Louisiana – Advisory Board (2009).
- Louisiana Business & Technology Center – Advisory Board/Vice Chair (2008-present).
- Administaff, Inc. – Class I Director (2004-present), Chair of the Compensation Committee.

BUSINESS EXPERIENCE

FRITO-LAY (1992-93)

- Zone Sales Manager Designate – Houston, Texas. Responsible for 144 salespeople, 12 District Managers, and \$44 million in annual sales.
- Key Accounts Manager, called on HEB Pantry’s and Fiesta’s headquarters – Houston, Texas.

NABISCO FOODS (1990-92)

- Sales Manager – Houston, Texas.
- Sales Manager – Greenville, South Carolina. Responsible for \$7 million in annual sales.

QUAKER OATS (1986-90)

- Key Accounts Executive, called on Bi Lo’s and Harris Teeter’s headquarters – Greenville, South Carolina and Charlotte, North Carolina. Responsible for \$12 million in annual sales.
- Zone Sales Planning Manager – Jacksonville, Florida.
- Key Account Manager, called on Randall’s headquarters – Houston, Texas.