
Gary K. Hunter, Ph.D.

Founders Chair in Marketing/Data Analytics Associate Professor of Marketing

Academic Background

Ph.D. University of North Carolina at Chapel Hill, 1999.

M.B.A. University of Tennessee, Knoxville, 1993.

B.S. United States Military Academy, 1985.

Academic Experience

FNC Founders Chair in Marketing and Data Analytics & Associate Professor of Marketing, University of Mississippi (August, 2020 - Present), University, Mississippi.

Associate Professor of Marketing, Clemson University (July, 2014 - July, 2020), Clemson, South Carolina.

Assistant Professor of Marketing, Case Western Reserve University (July, 2007 - June, 2014), Cleveland, Ohio. Offered promotion to Associate Professor with return in Fall 2014, but joined Clemson instead.

Assistant Professor of Marketing, Florida International University (August, 2004 - July, 2007), Miami, Florida.

Assistant Professor of Marketing, Arizona State University (August, 1999 - July, 2004), Tempe, Arizona.

Non-Academic Experience

Operations Manager, Account Executive, Account Manager, & MBA Intern, Procter & Gamble (May, 1992 - July, 1995), Atlanta, Georgia.

Area Manager, PepsiCo, Inc. (May, 1990 - April, 1992), Atlanta, Georgia.

Infantry Officer: Captain, 3d Brigade, 101st Airborne Division (Air Assault, United States Army (May, 1985 - May, 1990), Fort Campbell, Kentucky.

Refereed Articles

Hunter, G. K. (2019). On Conceptualizing, Measuring, and Managing Augmented Technology Use in Business-to-Business Sales Contexts. *Journal of Business Research*, 105 (12), 201-213.

St. Clair, D. P., Hunter, G. K., Cola, P. A., & Boland, R. J. (2018). Systems-savvy Selling, Interpersonal Identification with Customers, and the Sales Manager's Motivational Paradox: A Constructivist Grounded Theory Approach. *Journal of Personal Selling & Sales Management*, 38 (4), 391-412.

Hunter, G. K., & Panagopoulos, N. G. (2015). Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance. *Industrial Marketing Management*, 50 (10), 162-179.

Alvarez, C. M., Hunter, G. K., & Dickson, P. R. (2014). The Four Faces of the Hispanic Consumer: An Acculturation-Based Segmentation. *Journal of Business Research*, 67 (2), 108-115.

Hunter, G. K. (2014). Customer Business Development: Identifying and Responding to Buyer-Implied Information Preferences. *Industrial Marketing Management*, 43 (7), 1204-1215.

Bradford, K., Challagalla, G. V., Hunter, G. K., & Moncrief, W. C. (2012). Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Account. *Journal of Personal Selling & Sales Management*, 31 (1), 41-56.

Bradford, K., Brown, S., Ganesan, S., Hunter, G. K., Onyemah, V., Rob Palmatier, Dominique Rouzies, Rosann Spiro, Harish Sujana, and Barton Weitz (2010). The Embedded Sales Force: Connecting Buying and Selling Organizations. *Marketing Letters*, 21 (3), 239-253.

Dickson, P. R., Lassar, W., Hunter, G. K., & Chakravarti, S. (2009). The Pursuit of Excellence in Process Thinking and Customer Relationship Management. *Journal of Personal Selling & Sales Management*, 29 (2), 111-124.

Hunter, G. K., & Perreault, Jr., W. D. (2007). Making Sales Technology Effective. *Journal of Marketing*, 71 (1), 16-34.

Hunter, G. K., & Perreault, Jr., W. D. (2006). Sales Technology Orientation, Information Effectiveness, and Sales Performance. *Journal of Personal Selling & Sales Management*, 26 (2), 95-113.

Hunter, G. K., Bunn, M. D., & Perreault, Jr., W. D. (2006). Interrelations among Key Aspects of the Organizational Procurement Process. *International Journal of Research in Marketing*, 23 (2), 155-170.

Papers Under Review

Bauer, C., Galvan, J., Hancock, T., Hunter, G. K., Nelson, C., Riley, J. Tanner, E., (2022). "title withheld to protect the double-blind review process; Sales Technology Ecosystem," 1st revise and resubmit to *European Journal of Marketing*.

Hunter, G. K. (2022). "title withheld to protect the double-blind review process; Inter-organizational relationships," Revision under 2nd review to *Academy of Marketing Science Review*.

Book

Deeter, D., Hunter, G., Loe, T., Rich, G., Mullins, R., Beeler, Lisa Schrock, Wyatt (2022). *Professional Sales, 2 ed.* (2nd ed.). Chicago: Chicago Business Press.

Deeter, D., Hunter, G. K., Loe, T., Rich, G., Mullins, R., Lisa Beeler, and Wyatt Schrock (2021). *Professional Selling*. Chicago: Chicago Business Press.

Book Chapters

Non-Refereed

Hunter, G. K. (2011). Sales Technology. In David Cravens, Ken Le Meunier-FitzHugh, and Nigel Piercy (Eds.), *The Oxford Handbook of Strategic Sales and Sales Management* (pp. 426-456). Oxford, England: Oxford University Press.

Refereed Proceedings

Abstract Only

St. Clair, D. P., Cola, P. A., Lyytinen, K., & Hunter, G. K. (2017). Systems-Savvy Selling: A Quantitative Study to Uncover Predictors of B2B Sales Performance. *AMA Conference (Summer)*.

St. Clair, D. P., Cola, P. A., & Hunter, G. K. (2016). Systems-Savvy Selling: A Grounded Theory to Understanding What Motivates Contemporary Industrial Salespeople. *AMA Conference (Summer)*.

Dixon, D., Boland, R. J., Gaskin, J., Weeks, M. R., & Hunter, G. K. (2014). In *Extremis Leadership: Full Mental Jacket*. *Academy of Management Meeting*.

Liozu, S., Boland, R. J., Hinterhuber, A., Hunter, G. K., & Somers, A. (2012). The Organizational Design for Pricing and its Consequences on Relative Firm Performance. *Academy of Management Meeting*.

Panagopoulos, N. G., & Hunter, G. K. (2009). Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective. *AMA Conference (Winter)*.

Hunter, G. K. (2007). Omitted Latent Biasing Factors: Analytical Foundations. *AMA Conference (Summer)*.

Bradford, K., Challagalla, G., Hunter, G. K., & Moncrief, W. C. (2005). Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts. *Academy of Marketing Science Annual Conference*.

Hunter, G. K. (2004). Boundary Blurring Theory and the Strategic Management of Business to Business Relationships. *AMA Conference (Summer)*.

Hunter, G. K., Perreault, Jr, W. D., & Armstrong, G. M. (1998). Sales Technology, Selling Smart, and Sales Performance in Business Markets. *AMA Conference (Summer)*.

Working Papers

Galvan, J., Babin, B., & Hunter, G. K. (2022). "title withheld to protect the double-blind review process; Sales Technology Stack," targeted for *Journal of the Academy of Marketing Science*.

Hunter, G. K. (2022). "title withheld to protect the double-blind review process; Sales negotiations," targeted for *Journal of the Academy of Marketing Science*.

St Clair, D. P., Hunter, G. K., Alexander, D., & Samo, J. (2022). "title withheld to protect the double-blind review process; Sales and AI," targeted for *Journal of Personal Selling & Sales Management*.

Hunter, G. K., Schrock, W. A., & McGrath, S. (2022). "title withheld to protect the double-blind review process; Sales Technology," targeted for *Journal of the Academy of Marketing Science*.

Presentation of Refereed Papers

International

St. Clair, D. P., Cola, P. A., Lyytinen, K., & Hunter, G. K. (2017, August). *Systems-Savvy Selling: A Quantitative Study to Uncover Predictors of B2B Sales Performance*. AMA Conference (Summer), Chicago, Illinois.

St. Clair, D. P., Cola, P. A., & Hunter, G. K. (2016, August). *Systems-Savvy Selling: A Grounded Theory to Understanding What Motivates Contemporary Industrial Salespeople*. AMA Conference (Summer), Atlanta, Georgia.

Hunter, G. K. (2015). *Developing and Implementing an Executive Doctorate in Business Administration*. University of Arkansas, Fayetteville, Arkansas.

Dixon, D., Boland, R. J., Gaskin, J., Weeks, M. R., & Hunter, G. K. (2014, August). *In Extremis Leadership: Full Mental Jacket*. Academy of Management Meeting, Philadelphia, Pennsylvania.

Liozu, S., Boland, R. J., Hinterhuber, A., Hunter, G. K., & Somers, A. (2012, August). *The Organizational Design for Pricing and its Consequences on Relative Firm Performance*. Academy of Management Meeting, Boston, Massachusetts.

Panagopoulos, N. G. & Hunter, G. K. (2009, February). *Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective*. AMA Conference (Winter), Chicago, Illinois.

Hunter, G. K. (2007, August). *Omitted Latent Biasing Factors: Analytical Foundations*. AMA Conference (Summer), Washington, District of Columbia.

Bradford, K., Challagalla, G., Hunter, G. K., & Moncrief, W. C. (2005, August). *Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts*. Academy of Marketing Science Annual Conference, Boston, Massachusetts.

Hunter, G. K. (2004, August). *Boundary Blurring Theory and the Strategic Management of Business to Business Relationships*. AMA Conference (Summer), Boston, Massachusetts.

Hunter, G. K. & Perreault, Jr, W. D. (2004, February). *Panel: Sales Technology and Producer-Retailer-Consumer Relationships in the Packaged Goods Channel*. AMA Conference (Winter), Scottsdale, Arizona.

Hunter, G. K., Perreault, Jr, W. D., & Armstrong, G. M. (1998, August). *Sales Technology, Selling Smart, and Sales Performance in Business Markets*. AMA Conference (Summer), Boston, Massachusetts.

Presentation of Non-Refereed Papers

International

Hunter, G. K. (2019). *Sales Technology Research and the Future of Sales & Marketing Analytics*. University of Mississippi, Oxford, Mississippi.

Hunter, G. K. (2018). *A Review of Selected Research on Sales Technology and Customer Relationship Management*. Pepperdine University, Los Angeles, California.

Hunter, G. K. (2018). *Marketing Department Excellence: Ideas on Strategy, Processes, and Implementation*. Iowa State University, Ames, Iowa.

Bradford, K., Gonzalez, G., Hunter, G. K., & Plouffe, C. (2018, April). *Panel: The Salesperson's Role as Internal Coordinator of Resources to Develop Customer Relationships*. National Conference in Sales Management Proceedings, San Deigo, California.

Hunter, G. K. (2015). *A Statistical Testing Procedure and Potential Remedies for Omitted Latent Factor Effects in Systems of Simultaneous Equations*. Clemson University, Clemson, South Carolina.

Hunter, G. K. (2015). *A Theory of Interests-Based Boundary Management and Its Implications*. Clemson University, Clemson, South Carolina.

Jones, E., Evans, K., Hunter, G. K., Dixon, A., & Peterson, R. (2015, August). *Panel: Developing Marketing Students that Industry Wants: Maximal Impact, Reasonable Efforts*. AMA Conference (Summer), Chicago, Illinois.

Hunter, G. K. & Steenburgh, T. (2014, February). *Panel: Hot Topics for Research in Marketing*. AMA Conference (Winter), Orlando, Florida.

Hunter, G. K. & Panagopolous, N. (2013). *Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance*. Clemson University, Clemson, South Carolina.

Hunter, G. K. & Panagopolous, N. (2013). *Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance*. University of Arkansas, Fayetteville, Arkansas.

Hunter, G. K. & Panagopolous, N. (2013). *Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance*. West Virginia University, Morgantown, West Virginia.

Hunter, G. K. & Marcos-Cuevas, J. (2013, June). *Panel: Strategic Account Management*. AMA Faculty Consortium: New Horizons in Professional Selling and Sales Management, Orlando, Florida.

Hunter, G. K. & Panagopoulos, N. (2012). *Moderating Norms and the Interactive Effects of Three Components of Commitment in Sales-Based CRM Implementation*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (2011). *An Overview of Multi-level Modeling Theory and Application*. Case Western Reserve

University, Cleveland, Ohio.

Hunter, G. K. (2010). *Empirical Insights on the Interactive and Quadratic Effects of Key Dimensions of Customer Centric Selling*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (2008). *Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (2008). *The Moderating Effects of Customer-Centric Culture on the Psychological Mechanisms of Change in Sales Technology to Performance Relationships*. University of Pennsylvania, Philadelphia, Pennsylvania.

Hunter, G. K. (2007). *Making Sales Technology Effective and Beyond*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (2007). *Boundary Blurring Theory and the Management of Intra-Organizational Relationships*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (2007, July). *Panel: Advancing Selling and Sales Management Research*. AMA Faculty Consortium: New Horizons in Professional Selling and Sales Management, Orlando, Florida.

Hunter, G. K. (2004). *Relationship-Forging Tasks and Sales Technology in Business Markets*. Florida International University, Miami, Florida.

Hunter, G. K. (2002). *Relationship-Forging Tasks and Sales Technology in Business Markets*. University of Houston, Houston, Texas.

Hunter, G. K. (2002). *Relationship-Forging Tasks and Sales Technology in Business Markets*. University of Arizona, Tuscon, Arizona.

Hunter, G. K. (2001). *Relationship-Forging Tasks and Sales Technology in Business Markets*. Emory University, Atlanta, Georgia.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. Case Western Reserve University, Cleveland, Ohio.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. University of North Carolina, Chapel Hill, North Carolina.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. North Carolina State University, Raleigh, North Carolina.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. Louisiana State University, Baton Rouge, Louisiana.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. University of Memphis, Memphis, Tennessee.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. University of Minnesota, Minneapolis, Minnesota.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. University of South Carolina, Columbia, South Carolina.

Hunter, G. K. (1998). *Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets*. Arizona State University, Tempe, Arizona.

Research Honors and Awards

Award

2010: Marvin A. Jolson Award for Best paper for contributions to selling and sales management practice, American Marketing Association.

2009: James M. Comer Award for Best paper for contributions to selling and sales management theory, American Marketing Association.

2008: Excellence in Research Award for the year's best sales paper published in the prior year, American Marketing Association.

2007: Omitted Latent Biasing Factors: Analytical Foundations, AMA Conference (Summer).

1998: Sales Technology, Selling Smart, and Sales Performance in Business Markets, AMA Conference (Summer).

Honor

2019: Invited scholar, Thought Leadership on Sales Profession Conference, Stanford University, Thought Leadership on Sales Profession.

2014: Invited scholar, Thought Leadership on Sales Profession Conference, Columbia University, Thought Leadership on Sales Profession.

2012 – 2013: Invited scholar, Thought Leadership on Sales Profession Conference, Harvard University, Thought Leadership on Sales Profession.

2008: Invited Scholar, Erin Anderson B2B Invitation Research Symposium at The Wharton School of Business.

Service to the University

Arizona State University

Department Assignments

Member:

2000-2001: Performance Review Committee

1999-2000 – 2000-2001: Department Undergraduate Curriculum Team: Fundamentals

1999-2000: Personnel Committee

School Assignments

Member:

2001-2002 – 2003-2004: MBA Core Faculty

Dissertation Assignments

Member:

2001-2002: John Eaton (Ph.D., Marketing, ASU, 2002)

2000-2001: Gabriel Gonzalez (Ph.D., Marketing, ASU, 2001)

Thesis Assignments

Director:

2001-2002: Michael Beshara (2002), Arizona State University, Honors College

2000-2001: Chris Burke (2001), Arizona State University, Honors College

Member:

2000-2001: Nermine Mansour (2001), Arizona State University, Honors College

Case Western Reserve University

Department Assignments

Member:

2007-2008 – 2012-2013: Marketing Faculty Search Committee

2007-2008 – 2011-2012: Faculty Search for Chaired Professorship search, Keithley Chair

School Assignments

Facilitator:

2008-2009: 'Pre-tenured' Faculty Networking Group

Other Institutional Service Activities:

2011-2012: College Appointments & Promotions Committee, Observer

Chair:

2011-2012 – 2012-2013: College Graduate Curriculum Committee

Member:

2010-2011 – 2013-2014: College Graduate Curriculum Committee

2007-2008 – 2013-2014: MBA Core Faculty

2008-2009 – 2011-2012: College Committee for Redesign of MBA Programs,

Dissertation Assignments

Chair:

2008-2009: Stuart Strolin, (DM, CWRU, 2009)

2008-2009: Ganesh Kumar (DM, CWRU, 2009)

Member:

2013-2014: Emily Amdurer (Ph.D., Organizational Behavior, CWRU, 2014)

2013-2014: Donna Haeger (Ph.D., Management, CWRU, 2014)

2013-2014: Milagros Pereyra-Rojas (Ph.D., Management, CWRU, 2014)

2013-2014: Deirdre Dixon (Ph.D., Management, CWRU, 2014)

2012-2013: Ellen Van Oosten (Ph.D., Organizational Behavior, CWRU, 2013)

2012-2013: Stephan M. Liozu (Ph.D., Management, CWRU, 2013)

Clemson University

Department Assignments

Chair:

2019-2020: Department Tenure, Promotion, and Reappointment (TPR) Committee

2017-2018: Faculty Search Committee

Member:

2017-2018 – 2019-2020: Department Tenure, Promotion, and Reappointment (TPR) Committee

2018-2019: Search Committee for Department Chair (Internal)

2017-2018: Department Merit-based Pay, Faculty Evaluation & Journal List

2017-2018: Guidelines for Department Tenure Promotion, and Re-appointments

2016-2017: Department Faculty Hiring Procedures Committee

School Assignments

Member:

2014-2015 – 2018-2019: MBA Core Faculty

University Assignments

Committee Member:

2015-2016 – 2017-2018: University Assessments Committee

Dissertation Assignments

Member:

2017-2018: Donald St. Clair (Ph.D., Management, CWRU, 2018)

Florida International University

Department Assignments

Member:

2005-2006: Department AACSB Team for Sales Management & CRM Track

School Assignments

Member:

2006-2007: College AACSB Administration Representative for Junior Faculty

2004-2005 – 2006-2007: MBA Core Faculty

University of Mississippi

Department Assignments

Chair:

2022-2023: Sales Program Design and Curriculum

Member:

2022-2023: Business Analytics Curriculum

2022-2023: Marketing Faculty Search

2020-2021 – 2022-2023: BASE Initiative

Dissertation Assignments

Member:

2022-2023: Jiangang (Kenny) Huan (Ph.D. Marketing, Expected May 2023)

2021-2022: Franklin Tillman (Ph.D. Marketing, May 2022)

2021-2022: John Galvan (Ph.D., Marketing, May 2022)

Service to the Profession

Academic Conference: Moderator / Facilitator

2015: AMA Educators' Conference.

2011 – 2012: AMA Educators' Conference.

2006 – 2007: AMA Educators' Conference.

Academic Conference: Panelist

2019: Thought Leadership in the Sales Profession Conference.

Board Member: PRJ Editorial Review Board

2022 – 2023: Industrial Marketing Management Journal.

2016 – 2023: Journal of Business Research.

2016 – 2023: Journal of the Academy of Marketing Science.

2004 – 2023: Journal of Personal Selling & Sales Management.

2015 – 2018: Journal of Marketing.

Chair: Conference / Track / Program

2014: AMA Conference (Winter).

2009: AMA Conference (Winter).

2007: AMA Conference (Summer).

2005: Academy of Marketing Science.

Reviewer - Article / Manuscript

2021 – 2022: Society for Marketing Advances: Doctoral Consortium. Reviewer for dissertation proposal award.

Editor: Conference Proceedings

2014: AMA Conference (Winter).

Member: Committee/Task Force

2011: AMA Proceedings.

Reviewer: Ad Hoc Reviewer for a Journal

2016 – 2022: Journal of Business and Industrial Marketing.

2009 – 2022: Industrial Marketing Management Journal.

2009 – 2021: Journal of Marketing.

2018: Journal of Service Research.

2015: Journal of Retailing.

2013: Journal of Marketing Research.

2013: Decision Sciences Institute.

2007: Journal of Marketing Theory and Practice.

2006: Management Science.

Reviewer: Conference Paper

2001 – 2013: AMA Educators' Conference.

Service Honors and Awards

2019: Top Peer Reviewer in Business & Economics for 2018-2019 AY, Publons. Top 1 % based on verified peer reviews completed and submitted to Publons between September 1, 2018 and September 1, 2019.

2018: Top Peer Reviewer in Business & Economics for 2017-2018 AY, Publons. Top 1 % based on verified peer reviews completed and submitted to Publons between September 1, 2017 and September 1, 2018.

2014: AMA Winter Conference Co-Chair, American Marketing Association. Chosen by American Marketing Association's Academic Board to co-chair one of the largest research conferences in the discipline of marketing: the 2014 Winter AMA Conference in Orlando.

2004: Reviewer of the Year, Journal of Personal Selling & Sales Management. Selected by the Editor as the best reviewer based on reviews completed for the journal during the 2003-2004 academic year .

Teaching Honors and Awards

Award

2013: MBA Teaching Excellence Award Nomination, Case Western Reserve University, Weatherhead School of Management. For MBA Marketing core course.

2012: MBA Teaching Excellence Award, Case Western Reserve University, Weatherhead School of Management. For MBA Marketing core course.

2012: Doctoral Teaching Excellence & Mentoring Award Nomination, Case Western Reserve University, Weatherhead School of Management. Doctoral Teaching Excellence & Mentoring Award for Ph.D. course.

2011: MBA Teaching Excellence Award Nomination, Case Western Reserve University, Weatherhead School of Management. For MBA Marketing core course.

2010: MBA Teaching Excellence Award, Case Western Reserve University, Weatherhead School of Management. For MBA Marketing Core Course.

2008: MBA Teaching Excellence Award Nomination, Case Western Reserve University, Weatherhead School of Management. For **MBA** marketing elective courses on both brand management and business marketing.

2003: John W. Teets Outstanding Graduate Teaching Award Nomination, Arizona State University, W.P. Carey School of Business.

Honor

2015: Faculty Initiate, Delta Sigma Pi Professional Business Fraternity. Nominated and inducted by undergraduate sales students based on contributions to student development through teaching sections of a Professional Sales course.