

William L. Cron
2020

HOME ADDRESS

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EDUCATION

1971 B.S.B.A., Xavier University,
Cincinnati, Ohio
1972 M.B.A., Indiana University,
Bloomington, Indiana
1981 D.B.A., Indiana University,
Bloomington, Indiana

ACADEMIC POSITIONS

Edwin L. Cox School of Business,
Southern Methodist University

Assistant Professor, 1980 - 1986
Associate Professor, 1986 - 1990
Department Chair, 1988 - 1992
Full Professor, 1990 – 2001

M. J. Neeley School of Business,
Texas Christian University

Full Professor, 2002 - 2019
J. Vaughn & Evelyne H. Wilson
Professor in Business, 2006 – 2019
Senior Associate Dean – Graduate
Programs & Faculty Research, 2009 -
2017
Deputy for Faculty Research, 2017 –
2019

Graduate School of Management
University of California, Davis

Visiting Professor

PROFESSIONAL POSITIONS

American Marketing Association

Academic Council, Member, 2002 - 2008
Academic Council, President, 2006 - 2007
AMA Foundation Board, Member, 2008 - 2012
AMA Foundation Board, Vice President, 2012 - 2014
AMA Foundation Board President, 2014 - 2016
AMA Board of Directors, Member, 2014 - 2020
AMA Board of Directors, Office of the Chairman of the Board, Member, 2016 - 2020
AMA Board of Directors, Chairman of the Board, 2018-19

Industry Boards

Health Industry Distributor Association Board of Directors, Member, 1992 – 2002

Health Industry Distributor Association Foundation Board, Member, 2002 – 2008

National Association of Corporate Directors North Texas Chapter, Program Chair, 2016 – 2018

National Association of Corporate Directors North Texas Chapter, Fort Worth Committee Co-Chair, 2018 – 2020

Park Plaza Medical, Inc., Board of Directors, 1992 – 1994.

Southwester Medical Supply, Inc., Board of Directors, Lead Independent Director, 1994 - 1996

Midmark Corporate, Board of Directors, Nomination & Governance Committee Chair, 2001 – 2018.

HONORS AND AWARDS:

A. Research

2018 Chancellor's Award for Distinguished Achievement as a Creative Teacher and Scholar, Texas Christian University (Award recognizing the top faculty member in the university).

“2012 AMA Lifetime Achievement Award,” American Marketing Association, sponsored by the Sales & Sales Management Special Interest Group.

2011 Award for Distinguished Achievement as a Creative Teacher and Scholar, M. J. Neeley School of Business.

Excellence in Reviewing Award, the *Journal of Personal Selling and Sales Management*, 1994.

Nominated for Jagdish N. Sheth Award for Best Articles, *Journal of the Academy of Marketing Science*, 1993.

One of Top 10 Leading Contributors to the Sales Force Research Literature, 1980 - 1990, *Journal of Personal Selling and Sales Management*, (Summer, 1991).

Best Reviewer Award, *Journal of the Academy of Marketing Science*, 1990.

Distinguished Paper Award, Southwest Academy of Management, selected from among 110 manuscripts, 1990.

Outstanding Faculty Researcher Award, Edwin L. Cox School of Business, Southern Methodist University, 1988.

Outstanding Competitive Paper Award, AMA National Marketing Educator's Meeting, 1984.

Nominated for Outstanding Competitive Paper Award, Southwest Federation of Allied Social Sciences Meeting, 1984.

B. Educator:

2015 Graduate Teaching Award – Core Courses, M. J. Neeley School of Business.

2005 Graduate Teaching Award – Core Courses, M. J. Neeley School of Business

2003 Graduate Teaching Award – Electives, M. J. Neeley School of Business.

1999 Carl Sewell Distinguished Service to the Community Award, Edwin L. Cox School of Business.

Second highest teacher ratings (6.81/7.0), Marketing Policy (MBA), Edwin L. Cox School of Business, 1993.

Outstanding Faculty Member, Sales and Marketing Executives of Dallas, 1982.

Distinguished Teaching Award, Indiana University, Bloomington, 1980.

PUBLICATIONS:

A. Journal Publications:

“Macro Sales Force Research,” *Journal of Personal Selling & Sales Management*, 37, 3 (2017), 1 – 10.

“The Strategic Role of the Sales Force: Perceptions of Senior Sales Executives,” *Journal of the Academy of Marketing Science*, 42, (2014), 471-489 with Artur Baldauf, Thomas Leigh, & Samuel Grossenbacher. (Lead article)

“Creating Research Collaborations among the Global Community of Sales Scholars: Key Takeaways from the 2013 AMA Faculty Consortium,” *Journal of Personal Selling & Sales Management*, 34, 3 (2014), 232-239 with Bill Moncrief, Greg Marshall, & Nick Lee.

“The Convergent Validity of Structural Measures of Differentiation Derived from Repertory Grids,” *Journal of Constructivist Psychology* 2010, 23,321-336 with Artur Baldauf and Samuel Grossenbacher.

“Sales Force Strategy,” in *The Wiley International Encyclopedia of Marketing*, ed. Jagdish Sheth and Naresh K. Malhotra, 2010 (United Kingdom: Blackwell Publishing Limited) with David Cravens.

“Gender Differences in the Pricing of Professional Services: Implications for Income and Customer Relationships,” *Organizational Behavior and Human Decision Processes*, 109, no. 1 (2009) with John Gramm, Mary Gilly and John Slocum, Jr.

“Professional Service Ventures, Performance, and the Gender Effect,” *Journal of Leadership and Organizational Studies*, 23, 3 (2006) with Garry Bruton, and John Slocum.

"The Role of Goal Orientation on Negative Emotions and Goal Setting When Initial Performance Falls Short of One's Performance Goal" *Human Performance*, 18 (2005) with John Slocum, Jr. Don VandeWalle, and Qingbo Fu.

“Salesperson Selection, Training, and Development: Trends, Implications, and Research Opportunities,” *Journal of Personal Selling & Sales Management*, 25, 2 (2005) with Greg Marshall, Jagdip Singh, Rosann Spiro and Harish Sujana.

“Special Report: The AVMA-Pfizer business Practices Study,” *Journal of the American Veterinary Medicine Association* 266, No. 2, (2005) with John Volk, Karen Felsted, Roger Cummings, John Slocum, Kevin Ryan, and Mary Moosbrugger.

“Using Conjoint Analysis to Identify Attribute Preferences in Product Concept Testing: A Comparison of Online and Offline Data Collection Methods,” *The Journal of Business Research*, 58 (2005), 602-610 with Raj Sethuraman and Roger Kerin.

“The Effect of Goal Conflict on Performance,” *The Journal of Leadership and Organizational Studies*, 9, 1 (2002), with John W. Slocum, Jr. and Steven P. Brown.

“The Role of Goal Orientation Following Performance Feedback,” *Journal of Applied Psychology*, 86 (2001), with Don VandeWalle, and John W. Slocum, Jr.

“The Brakke Management and Behavior Study,” *Journal of the American Veterinary Medical Association*, 217, 3 (2000), with John W. Slocum, Jr., Dabid Goodnight and John Volk.

"The Influence of Goal Orientation and Self-Regulation Tactics on Sales Performance," *Journal of Applied Psychology*, 84 (1999), with Don VandeWalle, Steven Brown and John W. Slocum, Jr.

"Effects of Trait Competitiveness and Perceived Intraorganizational Competition on Salesperson Goal Setting and Performance," *Journal of Marketing*, 62, No. 4 (1998), with Steven P. Brown and John W. Slocum, Jr.

"A Process for Evaluating Retail Store Efficiency: A Restricted DEA Approach," *International Journal of Research in Marketing*, 15 (1998), with Rhonda Thomas, Richard Barr and John Slocum, Jr.

"Effects of Goal-Directed Emotions on Salesperson Volitions, Behavior and Performance: A Longitudinal Study," *Journal of Marketing* (1997), with Steven P. Brown and John W. Slocum, Jr.

"Economic Dependency on Work: A Moderator of the Relationship Between Organizational Commitment and Performance," *Academy of Management Journal*, 1, No. 1 (1995), 261-271, with Joan Brett and John Slocum, Jr. Abstracted in "Briefings From the Editor," *Harvard Business Review*, July-August (1995), 15-16.

"Job Performance and Attitudes of Disengagement Stage Salespeople Who Are About to Retire," *Journal of Personal Selling and Sales Management*, 13 (Spring 1993), 1-14, with Ellen Jackofsky and John W. Slocum, Jr. (Lead Article).

"Do Feelings of Success Mediate Sales Performance-Work Attitude Relationships," *Journal of the Academy of Marketing Science*, 21 (1993), 91-100, with Steven P. Brown and Thomas W. Leigh, (Lead Article. Nominated for 1993 Jagdish N. Sheth Award for Best Article.)

"Life Stages versus Career Stages: A Comparative Test of the Theories of Levinson and Super," *Journal of Occupational Behavior*, 10 (1989), 117-33, with Suzyn Ornstein and John W. Slocum, Jr.

"A Maximum **Likelihood Methodology for Clusterwise Linear Regression**," *Journal of Classifications*, 5 (1988), 249-82, with Wayne S. DeSarbo.

"The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers," *Journal of Marketing Research*, 25 (1988) 376-383, with Ron Michaels, Alan Dubinsky and Erich Joachimsthaler.

"Dynamics of the Career Plateauing Process," *Journal of Vocational Behavior*, 32 (1988) 74-97, with Suzanne Stout and John W. Slocum, Jr.

"The Influence of Career Stages on Components of Salesperson Motivation," *Journal of Marketing*, 52 (1988), 87-94, with Alan Dubinsky and Ron Michaels.

"Sales Management Performance Evaluation: A Residual Income Perspective," *Journal of Personal Selling and Sales Management*, 7 (1987), 57-66, with Michael Levy.

"Assessing Trade Show Functions and Performance: An Exploratory Study," *Journal of Marketing*, 51 (1987), 3, 87-94, with Roger Kerin.

"Career Transitions of Superiors and Subordinates," *Journal of Vocational Behavior*, 30 (1987), 124-137, with Suzanne Stout and John W. Slocum, Jr.

"Career Plateauing: Who's Likely to Plateau?" *Business Horizons*, 30, No. 2 (1987), 31-8, with John W. Slocum, Jr. and Linda Yows.

"A Career Stages Approach to Managing the Sales Force," *The Journal of Business and Industrial Marketing*, 1 (1986), 51-60, with John W. Slocum, Jr.; reprinted in *The Journal of Consumer Marketing*, 3, No. 4 (1986), 12-20.

"The Influence of Career Stages on Salespeople's Job Attitudes, Work Perceptions and Performance," *Journal of Marketing Research*, 23 (1986), 119-29, with John W. Slocum, Jr.

"A Decision Support System for Determining a Quantity Discount Pricing Policy," *Journal of Business Logistics*, 6, No. 2 (1985), 110-141, with Michael Levy and Robert Novak.

"Job Attitudes and Performance During Three Career Stages," *Journal of Vocational Behavior*, 26 (1985), 126-45, with John W. Slocum, Jr..

"Business Strategy and Management of the Plateaued Performer," *Academy of Management Journal*, 28 (1985), 133-54, with John W. Slocum, Jr., Richard Hansen and Sally Rawlings.

"Participation in Marketing Channel Functions and Economic Performance," *International Journal of Physical Distribution and Materials Management* 14, No. 6 (1984), 17-33, with Michael Levy.

"Industrial Salesperson Development: A Career Stages Perspective," *Journal of Marketing*, 48 Fall (1984), 41-52.

"The Relationship Between Computerization and Performance: A Strategy for Maximizing the Economic Benefits of Computerization," *Journal of Information and Management*, 6 (1983), 171-181, with Marion G. Sobol.

"Gross Margin Sales Compensation Plans," *Industrial Marketing Management*, 10 (1981), 219-224, with Douglas Dalrymple and P. Ronald Stephenson.

"Wage Levels and Sales Productivity," *Business Horizons*, December (1980), 57-60, with Douglas Dalrymple and P. Ronald Stephenson; reprinted in *Compensation Review* (1981), American Management Association.

"Delegating Pricing Authority to the Sales Force: The Effects on Sales and Profit Performance," *Journal of Marketing*, 43 Spring (1979), 21-8, with Gary L. Frazier and P. Ronald Stephenson.

B. Research in Progress:

"No Conversion, No Conversation: The Consequences of Salespeople's Decisions to Disengage from Unpromising Prospects," *Journal of the Academy of Marketing Science* (conditionally accepted), with Jan Wieseke, Sascha Alavi, and Johannes Habel.

"Boundary Conditions for Successful use of NC2 Heuristic," *Journal of Personal Selling & Sales Management* (under development for initial submission), with Jan Wieseke, Sascha Alavi, and Johannes Habel.

C. Book Chapters:

"The Strategic Role of Selling Function: A Resource-based Framework," to be published in *The Oxford Handbook of Sales Management and Sales Strategy*, Eds: David Cravens, Ken Le Meunier-FitzHugh and Nigel Piercy, (Oxford University Press, 2009).

"Marketing and Sales Management," in *The Handbook of Global Supply Chain Management*, eds. Tom Mentzer, Matthew Myers, and Theodore Stank, (Thousand Oaks, CA: Sage Publications, Inc., 2007).

"Selling in the Future: Synthesis and Suggestions," in *Emerging Trends in Sales Thought and Practice*, (1998) Thomas Ingram and Raymond LaForge (eds.), Wilkes-Barre, PA: Greenwood Publishing Group with Robert C. Conti.

"Career Plateauing," in *Career Change and Work Issues*, (1992) Lawrence K. Jones (ed.), Phoenix AZ: Oryx Press, 54-56 with John W. Slocum, Jr.

"Business Strategy, Staffing and Career Management Issues," in *Career Growth and Human Resource Strategies*, (1988) M. London and E. Mone (eds.), Westport, CT: Greenwood Press, with John W. Slocum, Jr.

D. Invited Research Seminars and Presentations:

"What Makes a Huge Hit?" presented at Ruhr University, Bochum, Germany, June, 2019.

"Pricing Decisions and Income of Professional Service Providers: A Focus on Gender," presented at the Warwick University, Warwick, England, March, 2008.

"Pricing Decisions and Income of Professional Service Providers: A Focus on Gender," presented at the University of Bern, Switzerland, March, 2008.

“The Influence of Competitive Intensity on Sales Executives’ Cognitions of the Sales Force,” presented at the European Marketing Association Conference, Athens, Greece, 2006

“A Behavioral Study of Pricing Decisions: A Focus on Gender” presented at the Academy of Management, Atlanta, GA, 2006.

“Achieving Customer Relationship and Organizational Performance through Asset, Capabilities, and Processes,” presented at the American Marketing Association Winter Educator’s Conference, 2006.

“Gender Effects on the Performance of Professional Services Firms,” presented to the faculty at Baconni University, Milan, Italy, May 23, 2005.

“Mapping Top Management’s Mental Models of the Competitive Landscape,” presented at the European Marketing Association Conference, Milan, Italy 2005.

“Behavioral Influences on the Pricing of Professional Services,” presented to the faculty at the University of Wuhan, Hubei Province, Wuhan, China, October 11, 2005.

“Advancing Sales Management Research: New Research Ideas for a Changing Profession,” invited presentation, Winter Marketing Educator’s Conference, San Antonio, TX, February, 2005.

“Thinking Strategically: A Resource Based View of the Sales Force” presented at the AMA Faculty Consortium, Dallas, Texas, May, 2004, sponsored by the American Marketing Association.

“The Evolving Role of the Sales Force,” presented to the faculty at the University of Wuhan, Hubei province, Wuhan, China, October 2004.

“The Role of Goal Orientation and Emotions following Goal-Performance Failure,” invited presentation at the University of Bern, Switzerland, 2003.

“Getting Ahead of the Curve: Where We Should Focus Our Research for the Future” Special Session, AMA Summer Marketing Educators’ Conference, San Diego, CA, 2002.

"Sales and Sales Management Research", AMA Faculty Consortium, Orlando, FL, 1999

"Sales Management Issues in the New Millennium", Marketing Educator's Winter Meetings, St. Petersburg, Florida, 1999.

"Plateaued Salespeople: Practice and Research," Erasmus University, Rotterdam, 1996.

"Competitive Strategy in Four U.S. Industries," University of Dijon, Dijon, France, 1996.

Panel on Research and Publishing, Texas Marketing Faculty Consortium, 1996.

"Sales Management Education," AMA Faculty Consortium, 1992.

"New Directions in Sales and Sales Management Research," AMA Winter Marketing Educator's Conference, 1990.

Research Seminar, "Career Stage Characteristics and Implications," Bowling Green State University, 1990.

Research Seminar, "Career Stages: Future Directions," University of Georgia, 1988.

"Sales Management Research: State of the Art," Southern Marketing Meetings, 1988.

"Future Directions in Sales Management Research," Southwestern Marketing Association, 1987.

Research Seminar, "The Influence of Career Stages on Salespeople's Job Attitudes, Work Perceptions, and Performance," The Pennsylvania State University, 1985.

"Distribution Challenges -- Today and Tomorrow." Health Industry Distributor's Association, Symposium, 1985.

E. Proceedings:

"Executive's Perceptions of the Strategic Role and Influence of Selling Function Resources and Capabilities," accepted for the 2009 American Marketing Association Winter Conference with Artur Baldauf, Samuel Grossenbacher, and Tom Leigh.

"The Effect of Hierarchical Level on the Content and Structure of Managers' Mental Models," received Best Paper award at 2008 Academy of Management Conference, Anaheim, CA with Artur Baldauf and Samuel Grossenbacher.

"The Sales Force as Seen from the Executive Suite: Does Competitive Intensity Matter?" American Marketing Association, Winter Educators Conference, San Diego, CA (2007).

“Entrepreneurial Ventures, Performance, and the Gender Effect,” Presented at the Academy of Management Annual Meeting, Hawaii, 2005.

“Goal Orientation and Emotional Reactions to Negative Feedback,” The Academy of Management Meetings, Denver, CO (2002). With Don VandeWalle and John W. Slocum, Jr.

“Goal Disconfirmation and Subsequent Self-set Goal Level,” presented at the Society for Industrial and Organizational Psychology, San Diego, CA (2001) with Don VandeWalle and John W. Slocum, Jr.

“Goal Orientation and Performance Feedback,” presented at the Society for Industrial and Organizational Psychology, New Orleans, LA (2000), with Don VandeWalle and John W. Slocum, Jr.

"Examining Goal and Effort Adjustment Over a Series of Goal Events," AMA Summer Marketing Educator's Meeting, (1999), with John W. Slocum and Don VandeWalle.

"Clarifying Retirement Issues: A Comparison of Career Concerns, Job Performance and Work Attitudes," Southwest Academy of Management, February (1990), with Ellen Jackofsky and John Slocum, Jr.. Selected as the winner of the Distinguished Paper Award from 110 manuscripts considered for the award.

"Dynamics of Career Plateauing Process," *Proceedings*, Winter Marketing Educators' Conference, (1987).

"Teaching Sales Management with Experiential Learning Exercises," *Proceedings*, Winter Marketing Educator's Conference, (1986), with Camille Schuster.

"Career Transitions for Non-Plateaued Employees," *Proceedings*, American Management Association Educator's Conference (1985), with John W. Slocum, Jr..

"Career Stage Effects in the Industrial Salesforce," *Proceedings*, AMA National Educator's Conference (1984), Outstanding Competitive Paper Award Winner, with John W. Slocum, Jr..

"Career Stages As a Moderator of Salespeople's Attitudes, Perceptions and Goals," presented at Southwest Federation of Allied Social Sciences Meeting (1984), abstract published in *Proceedings*, with John W. Slocum, Jr..

"The Expectations-Performance Comparison Process: An Investigation of Expectation Types," in Ralph L. Day and H. Keith Hunt, ed., *International Fare in Consumer Satisfaction and Complaining Behavior*, Division of Research: Indiana University, October, (1982), with Mary C. Gilly and Thomas E. Barry.

"Incorporating Salespeople's Preferences into Territory Design Models," in *American Institute for Decision Sciences Proceedings*, (1982) with Thomas Leigh.

"Product and Market Diversification and the Financial Performance of Wholesalers," in *Marketing Channels: Domestic and International Perspectives Proceedings*, Michael Harvey and Robert Lusch (eds.), March (1982), 166-169, with P. Ronald Stephenson.

"Wholesaler Strategy: An Environmental Perspective," abstract in *American Institute for Decision Sciences Proceedings*, (1981), with Valerie Zeithaml.

"Empirical Evidence for the Impact of Market Strategy on Wholesaler Performance," *American Institute for Decision Sciences Proceedings*, (1980), with P. Ronald Stephenson.

"Experimental Design in Customer Service Research," *Proceedings*, Transportation and Logistics Educator's Conference, October (1978), with Daniel DeHayes.

"The Effect of Market Segmentation Strategies on Firm Performance," *Proceedings*, Midwest AIDS, May (1978), with Gary L. Frazier and P. Ronald Stephenson.

F. TEXTBOOKS AUTHORED:

Sales Management: Concepts and Cases, Fourth Edition (New York: John Wiley & Sons, Inc., 1992) with Douglas Dalrymple

Sales Management: Concepts and Cases, Fifth Edition (New York: John Wiley & Sons, Inc., 1995) with Douglas Dalrymple

Sales Management: Concepts and Cases, Sixth Edition (New York: John Wiley & Sons, Inc., 1998) with Douglas Dalrymple

Sales Management: Concepts and Cases, Seventh Edition (New York: John Wiley & Sons, Inc., 2001) with Douglas Dalrymple & Tom DeCarlo

Sales Management: Concepts and Cases, Eighth Edition (New York: John Wiley & Sons, Inc., 2004) with Douglas Dalrymple & Tom DeCarlo

Sales Management: Concepts and Cases, Ninth Edition (New York: John Wiley & Sons, Inc., 2006) with Tom DeCarlo

Selling: Building Relationships and Achieving Results, First Edition (New York: John Wiley & Sons, Inc., 2007) with Tom Hopkins, Douglas Dalrymple, and Thomas DeCarlo.

Sales Management: Concepts and Cases, Tenth Edition (New York: John Wiley & Sons, Inc., 2009) with Tom DeCarlo

H. Professional Publications:

AAHomeCare Financial Performance Survey, published by the American Association for HomeCare, 2000-2005 with Ron Stephenson.

Distributors Financial Survey, published by the Health Industry Distributors Association, 1980-2019 with Ron Stephenson (1980 – 2006) and Mary Stanford (2007 – 2019).

Financial Survey of Durable Medical Equipment Dealers, published by the Health Industry Distributors Association, 1986 to 1999, with P. Ronald Stephenson.

"The Role of Trade Shows," *Trade Show Bureau Research Report* (1986) with Roger Kerin.

"The Exhibit Manager's Function," *Trade Show Bureau Research Report* (1986) with Roger Kerin.

"Study Charts Changes in the Job Attitudes of Industrial Salespeople," *Marketing News*, (1984), September.

COURSE DEVELOPMENT

Undergraduate Programs:

Marketing Channels
Marketing Research
Marketing Policy
Principles of Marketing
Sales Management

MBA Programs:

Marketing Management
Marketing Policy
Sales Management
Integrated Projects
Business Simulation
Global Experience: Italy
Global Experience: Chile
Global Experience: South Africa
Global Experience: Czech Republic

Executive MBAs:

Marketing Policy
Accessing Markets

PROFESSIONAL ACTIVITIES:

Review Board, *Journal of Industrial and Business Marketing*, 2000- Present.

Review Board, *Journal of Personal Selling and Sales Management*, 1985 - Present.

Review Board, *Journal of Marketing*, 1990-2000.

Review Board, *Journal of the Academy of Marketing Sciences*, 1988 - 2000.

Track Chairman, Academy of Marketing Sciences Conference, 1993 and 2001.

Co-Chair, *AMA Winter Educator's Conference*, 2004.