

Keith A. Richards

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Work Experience

University of Tennessee at Chattanooga, Assistant Professor (2007-Present)
Deans Merit Award: 2009-2010
Faculty Development Grant Recipient: 2010
Appointed Summerfield Johnson Centennial Scholar: 2008, 2009

Education

University of Houston, Ph.D., Marketing, 2007
AMA Sheth Foundation Doctoral Consortium Fellow, 2006
Provost's Graduate Assistant Teaching Excellence Award, 2006
Dean's Award for Academic Excellence, 2007

Indiana University, Bloomington, MBA, Marketing, 1995
Helsinki School of Economics, Summer Exchange Program, 1994

Baylor University, BA, Journalism and Marketing, 1990

Research Interests

Key Account Management, Customer Relationship Management, New Product Sales, Strategy Implementation

Publications

"Motivating Salespeople to Sell New Products: The Relative Influence of Attitudes, Subjective Norms, and Self-Efficacy,"
with: Frank Fu, Doug Hughes, and Eli Jones
Journal of Marketing (Forthcoming)

"Tracking and Updating Academic Research in Selling and Sales Management: A Decade Later,"
with: Bill Moncrief and Greg Marshall
Journal of Personal Selling and Sales Management (Forthcoming)

“Key Account Management: Adding Elements of Account Fit to an Integrative Theoretical Framework,”

with: Eli Jones

Journal of Personal Selling and Sales Management, (2009), 29 (4)

Winner: James M. Comer Award for “Best Contribution to Selling and Sales Management Theory”

“Developing a Strategic Framework of Key Account Performance,”

with: Diane Halstead, Frank Fu and Eli Jones

Journal of Strategic Marketing, (2009), 17 (3)

“The Motivation Hub: Effects of Goal Setting and Self-Efficacy on Effort and New Product Sales,”

with: Frank Fu and Eli Jones

Journal of Personal Selling and Sales Management, (2009), 29 (3)

“Measuring Customer Relationship Management: Finding Value Drivers,”

with: Eli Jones

Industrial Marketing Management, (2008), 37, 120-130.

Selected Research in Progress

“Trait Competitiveness and Competitive Psychological Climate as Antecedents of Salesperson Organizational Commitment and Sales Performance,”

with: Frank Fu

Target Journal: *Journal of Business Research*

“CRM Could Unveil Goal Incongruence among Salespeople and their Firms: An Agency Theory Perspective,”

with: Douglas Walker and Eli Jones

Target Journal: *Marketing Science*

“Relationship Effectiveness and Key Account Performance: Assessing Inter-Firm Fit between Buying and Selling Organizations,”

with: Eli Jones and Wynne Chin

Target Journal: *Journal of Marketing*

“Assessing Maturity in the Workplace: A Scale Development,”

with: Charles S. (Steve) White and Alex Crow

Departmental Thesis for Alex Crow

“Salesperson Attributions: Evaluating Antecedents and Consequences,”

Target Journal: *Journal of Personal Selling and Sales Management*

Conference Proceedings

“Turning High Tech into High Touch: Delivering Experience-Centric Service via Self-Service Technologies through Improved Servicescape Design”

With: Diane Halstead, *Art and Science of Service*, 2010

“Salespeople and New Product Performance Growth Curve: An Application of the Theory of Planned Behavior,”

with: Frank Fu, Doug Hughes, and Eli Jones, *AMS, New Product Development Track*, 2009

Winner: “Best in Track,” Product Development Track

“Salespeople and New Product Performance Growth Curve: An Application of the Theory of Planned Behavior,”

with: Frank Fu, Doug Hughes, and Eli Jones, *NCSM*, 2009

“Key Account Performance: The Roles of Strategic, Operational, and Personal Fit in Building Effective Relationships,”

with: Eli Jones, *Summer AMA*, 2008

Organized a special session on Key Account Management

“Relationship Effectiveness and Key Account Performance:

Assessing Inter-Firm Fit between Buying and Selling Organizations,”

with: Eli Jones, *Winter AMA*, 2007

“When Not to Say You’re Sorry: An Examination of the Negative Outcomes of Apologies,”

with: Doug Walker, *Winter AMA*, 2007

“Key Account Management and Technology Use,”

with: Eli Jones, *Summer AMA*, 2006

“Using Policy Capture to Understand Key Account Selection,”

with: Eli Jones, *Enhancing Sales Force Productivity Conference*, co-sponsored by University of Missouri and the Marketing Science Institute, 2006

“Salesperson Attributions: Evaluating Antecedents and Consequences,”

National Conference in Sales Management, 2006

Winner: Doctoral Student Fellowship Award 2006

“The Importance of Sales Force Product Perceptions in the Success of New Product Introductions,”

with: Mike Ahearne, Gregory Rich and Adam Rapp, *National Conference in Sales Management*, 2006

“When the Product Doesn’t Sell Itself,”

with: Adam Rapp, National Conference in Sales Management, 2005

Winner: Doctoral Student Fellowship Award 2005

“Measuring Customer Relationship Management: Finding Value Drivers,”

with: Eli Jones, National Conference in Sales Management, 2005

Teaching Experience

Assistant Professor (University of Tennessee at Chattanooga)

Principles of Marketing, Undergraduate

Business to Business Marketing, Undergraduate

Sales and Sales Management, Undergraduate

Sales and Sales Management, Graduate

Instructor (University of Houston)

Winner, Provost’s Graduate Assistant Teaching Excellence Award 2006

Winner, Outstanding Teacher, Program for Excellence in Selling 2006

Introduction to Professional Selling, Undergraduate

Contributions to the University of Tennessee at Chattanooga

Complete College Task Force, Member, 2010

University Honors Program, Departmental Honors Thesis Advisor for Alex
Craw, 2010-present

University Honors Program, Interviewed incoming students, 2010

Faculty Senate, Senator, 2009-present

American Marketing Association Student Chapter, Advisor, 2009-present

Graduate Curriculum and Improvement Committee, Member, 2007-present

Global Finance Center Steering Committee, Member, 2008-2009

Clarence E. Harris Entrepreneurial Forum, Moderator, 2008

Contributions to the Field / Profession

Journal of Personal Selling and Sales Management, Ad Hoc Reviewer

National Conference in Sales Management, Ad Hoc Reviewer

Academy of Marketing Science Conference, Ad Hoc Reviewer

American Marketing Association, Chapter Plan and Annual Report Judge,
2010

American Marketing Association, Marketer of the Year Award, Professional
Chapter in Houston, TX, Judge, 2009

Awards and Recognition

Faculty Development Grant Recipient, University of Tennessee at Chattanooga 2010
Dean's Merit, University of Tennessee at Chattanooga 2009-2010
Winner, James M. Comer Award for Best Contribution to Selling and Sales Management Theory in the *Journal of Personal Selling and Sales Management* for paper, "Key Account Management: Adding Elements of Account Fit to an Integrative Theoretical Framework," 2009
Winner, Best-in-Track Paper, Product Development Track, AMS Conference, 2009
Dean's Award for Academic Excellence, University of Houston, 2007
Winner, Outstanding Teacher, Program for Excellence in Selling, University of Houston 2006
AMA Sales SIG / DSEF Sales Dissertation Research Grant Winner 2006
ISBM Dissertation Competition Finalist 2006
AMA Sheth Foundation Doctoral Consortium Fellow 2006
National Conference in Sales Management, Doctoral Fellow 2005 and 2006
Winner, Provost's GA Teaching Excellence Award, University of Houston 2006
University of Houston - Doctoral Fellowship 2003-2007
University of Houston - Presidential Scholarship 2003, 2004

Previous Work Experience

Accenture, Global consulting firm
Senior Manager Strategy Practice, Retail Vertical (2000-2002)

Kurt Salmon Associates, Retail and consumer products consulting firm
Senior Manager Strategy Practice (1995-2000)

Baylor University, Assistant Director, School Relations (1990-1993)

Personal Interests

Keith is interested in golf as a spectator and a participant, but his skills make him a much better spectator! Keith also enjoys triathlons, cooking, and spending time with his wife and three kids.