

## Richard G. McFarland

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### ACADEMIC WORK EXPERIENCE

- 2007- Present     **Kansas State University**  
Associate Professor (tenured), Department of Marketing  
The L.L. McAninch (endowed) Chair of Business Administration (Awarded 2005)
- 2007- 2008     **Sabbatical Year – Yonsei University**  
Research Professor (Seoul, Korea)
- 2000 - 2007     **Kansas State University**  
Assistant Professor, Department of Marketing
- 1995 – 2000     **Georgia Institute of Technology**  
Instructor and Graduate Assistant, Department of Marketing

### EDUCATION

- 2000     **Georgia Institute of Technology**, Ph.D. in Marketing  
Minor: Quantitative Methods in Research and Analysis
- 1993     **The University of Arizona**, MBA
- 1989     **The University of California at Irvine**, B.A. in Economics

### JOURNAL PUBLICATIONS

- 2008     “Supply Chain Contagion.” *Journal of Marketing*. Vol. 72, No. 2 (March), pp. 63-79.  
**Richard G. McFarland**, James M. Bloodgood, and Janice M. Payan.
- 2007     “Perceiving Emotion in the Buyer-Seller Interchange: The Moderated Impact on Performance.” *Journal of Personal Selling & Sales Management*. Vol. 27, No. 2 (Spring), pp. 119-132. Blair Kidwell, **Richard G. McFarland**, and Ramon Avila.  
Lead Article
- 2006     “Influence Tactics for Effective Adaptive Selling.”  
*Journal of Marketing*. Vol. 70, No. 4 (October), pp. 103-117.  
**Richard G. McFarland**, Goutam N. Challagalla, and Tasadduq A. Shervani.
- 2006     “An Examination of Instrumental and Expressive Traits on Performance: The Mediating Role of Learning, Prove, and Avoid Goal Orientations.” *Journal of Personal Selling & Sales Management*. Vol. 26, No. 2 (Spring), pp. 143-159.  
**Richard G. McFarland** and Blair Kidwell.

## JOURNAL PUBLICATIONS (CONTINUED)

- 2005 “Decomposing Influence Strategies: Argument Structure and Dependence as Determinants of the Effectiveness of Influence Strategies in Gaining Channel Member Compliance.” *Journal of Marketing*. Vol. 69, No. 3 (July), pp. 66-79. **Equal contribution** with Janice M. Payan.
- 2005 “The Effects of Influence Strategies and Dependence on Satisfaction: Does Trust Mediate These Relationships?” *Journal of Marketing Channels*. Vol. 13, No. 1, pp. 3-20. Janice M. Payan and **Richard G. McFarland**. Lead Article
- 2005 “Consumer Attribution: The Moderating Effect of Culture in an International Services Context.” *Asian Journal of Marketing*. Vol. 11, No. 1, pp. 5-13. Jaebeom Suh and **Richard G. McFarland**. Lead Article
- 2004 “New Product Innovations: A Comparison of the Risks and Rewards of Offering New Products and Brand Extensions.” *Journal of Business & Entrepreneurship*. Vol. 16, No. 2 (October), pp. 23-36. James M. Bloodgood and **Richard G. McFarland**.
- 2004 “Developing Interactive Advertising Strategies on the Internet as a Function of Consumer Knowledge, Ability, and Involvement.” *The International Journal of Internet Marketing and Advertising*. Vol. 1, No. 3 (July-September), pp. 300-315. **Richard G. McFarland**, Shane Van Dalsem, and Chwen Sheu.
- 2003 “Crisis of Conscience: The Use of Coercive Sales Tactics and Resultant Felt Stress in the Salesperson.” *Journal of Personal Selling & Sales Management*. Vol. 23, No. 4 (Fall), pp. 311-325. **Sole Author**.
- 2002 “The Effect of Single and Dual Sales Targets on Sales Call Selection: Quota versus Quota Plus Bonus Plan.” *Marketing Letters*. Vol. 13, No. 2, pp. 107-120. **Richard G. McFarland**, Goutam N. Challagalla, and Michael Zenor.
- 1999 “Anatomy of Exchange.” *Journal of Marketing Theory and Practice*. Vol. 7, No. 4 (Fall), pp. 8-19. Wilton Thomas Anderson, Goutam N. Challagalla, and **Richard G. McFarland**.

## CONFERENCE ACTIVITIES, PROCEEDINGS AND INVITED LECTURES

- 2008 Yonsei University, College of Business Special Seminar. Seoul, Korea. June 19<sup>th</sup>. Presented “Supply Chain Contagion” and “Directions for Future Research.”
- 2008 “Bridging Research Perspectives—Marketing Channels & Management,” *AMA Sheth Foundation Doctoral Consortium*, University of Missouri – Columbia.
- 2008 Korea University, College of Business Faculty Research Seminar. Seoul, Korea. May 30<sup>th</sup>. Presented “Supply Chain Contagion” research seminar.

## CONFERENCE ACTIVITIES, PROCEEDINGS AND INVITED LECTURES (CONTINUED)

- 2008 Dalian University of Technology, School of Management. Dalian, China. May 23<sup>rd</sup>. Presented “Supply Chain Contagion” research and conducted a Ph.D. seminar.
- 2008 Global Marketing Conference. Shanghai, China. March 20-23. Session Chair.
- 2007 Ajou University, College of Business. Suwon, Korea. Special Lecture. November 10<sup>th</sup>. Presented “Influence Tactics That Work with Different Buyers.”
- 2007 “Interorganizational Trust: A Dyadic Perspective.” *Industrial Distribution Educators’ Association Conference*. San Diego. With Janice M. Payan.
- 2007 Presented “Influence Tactics That Work with Different Buyers” as representative faculty research for the Kansas State University, Marketing Dept. Advisory Council.
- 2006 “Influence Tactics That Work with Different Buyers.” Enhancing Sales Force Productivity Conference Sponsored by the College of Business, University of Missouri – Columbia, the Marketing Science Institute, and the *Journal of Personal Selling and Sales Management*. Goutam Challagalla and **Richard G. McFarland**.
- 2005 “Emotional Calibration: The Effects of Confidence and Ability on Consumer Decision Making.” *2005 La Londe Conference on Communications and Consumer Behavior*. La Londe, France. Blair Kidwell and **Richard G. McFarland**. **Winner of the Best Conference Paper Award (Invited for publication in JBR).**
- 2003 “Exploring the Use of Coercive Sales Tactics in the Buyer-Seller Dyad and Examining Its Resulting Impact on Felt Stress in the Salesperson.” *American Marketing Association 2003 Summer Educators’ Conference*, Chicago, IL. **Sole author.**
- 2003 “Chain Reaction Behaviors in Channels of Distribution: An Investigation and Test of Institutional Theory.” *American Marketing Association 2003 Summer Educators’ Conference*, Chicago, IL. With Janice M. Payan, and James M. Bloodgood.
- 2002 “The Moderating Effects of National Culture on the Use of Seller Influence Tactics (SITs) and Their Impact on Performance—Abstract of Research in Progress.” *Academy of Marketing Science Multicultural Conference*, Valencia, Spain. **Sole author.**
- 2001 “Seller Influence Tactics (SITs): Measurement, Antecedents, and Effectiveness.” *Hawaii Conference on Business*, Honolulu, HI. **Richard G. McFarland** and Goutam Challagalla.
- 2001 “The Use of Coercive Seller Influence Tactics in the Sales Encounter: Its Impact on Salesperson Stress.” *The National Conference in Sales Management*, Dallas. **Sole Author.**
- 2000 “Seller Influence Tactics (SITs) and their Impact on Customer Relationships.” *International Conference on Customer Relationship Management*, Gurgaon, India. **Richard G. McFarland**, Goutam N. Challagalla, and Naresh K. Malhotra.
- 1998 “A Current Review of Salesforce Operations Modeling Research.” in *The Proceedings of The National Conference in Sales Management*, Norfolk, VA. Harriette Bettis-Outland and **Richard G. McFarland**.
- 1998 “SITs in the Industrial Sales Call.” *CBIM/ISBM Annual Academic Conference*, Atlanta, GA. **Sole Author.**
- 1997 “The Effects of Knowledge on the Level of External Information Search.” *The Academy of Marketing Science Annual Conference*, Miami, FL. **Sole Author.**
- 1997 “Seller Influence Tactics in the Buyer-Seller Exchange.” in *The Proceedings of The National Conference in Sales Management*, Cincinnati, OH. **Sole Author.**

## HONORS, GRANTS AND AWARDS

- 2008 **AMA Sheth Foundation Doctoral Consortium Faculty**
- 2008 **Reviewer of the Year Award—Journal of Personal Selling & Sales Management**
- 2007 **Winner of the CBA Outstanding Research Award—Kansas State University**  
This award is presented annually to the faculty member who has demonstrated the most outstanding accomplishments in the area of research in the College of Business.
- 2007 **Wakonse Teaching Fellow**
- 2006 **College of Business Summer Research Grant—Kansas State University**  
Received \$5,000 Competitive Research Grant.
- 2005 **Awarded the L.L. McAninch Chair of Business Administration**  
Kansas State University.
- 2005 **Winner of the CBA Outstanding Research Award—Kansas State University**  
This award is presented annually to the faculty member who has demonstrated the most outstanding accomplishments in the area of research in the College of Business.
- 2005 **Winner of the Ralph Reitz Teaching Award—Kansas State University**  
This award is presented annually to the faculty member who has demonstrated the most outstanding accomplishments in the area of teaching in the College of Business.
- 2005 **Best Conference Paper Award**  
2005 La Londe Conference on Communications and Consumer Behavior.  
La Londe, France. (Paper invited for publication in *JBR*).
- 2005 **U.S. Department of Education CBA BIE Grant for Curriculum Development**  
Received \$7,500 Competitive Grant for International Curriculum Development.
- 2005 **U.S. Department of Education CBA BIE Grants (Two Grants)**  
Received \$1,500 and \$1,000 Competitive Grants for Student Study Abroad Enhancement and Faculty Development (to participate in the 2005 CIBER Professional Development MERCOSUR South America program).
- 2005 **Kansas University CIBER**  
\$2,500 to participate in the 2005 CIBER Professional Development MERCOSUR South America program (Brazil, Argentina, and Chile).
- 2004-  
2005 **University Small Research Grant—Kansas State University**  
Received \$2,000 Competitive Research Grant.
- 2004 **College of Business Summer Research Grant—Kansas State University**  
Received \$5,000 Competitive Research Grant.
- 2003 **College of Business Summer Research Grant—Kansas State University**  
Received \$3,363 Competitive Research Grant.
- 2002 **President's Faculty Development Award—Kansas State University**  
Received \$2,000 Competitive Travel Grant.

## **HONORS, GRANTS AND AWARDS (CONTINUED)**

- 2002      **College of Business Summer Research Grant—Kansas State University**  
Received \$5,000 Competitive Research Grant.
- 2001-      **University Small Research Grant—Kansas State University**  
2002      Received \$3,000 Competitive Research Grant.
- 2001      **American Marketing Association Best Dissertation Award (Sales SIG)**  
*2001 Summer Educators' Conference*, Washington, DC, August.
- 2001      **American Marketing Association Discussant**  
*2001 Summer Educators' Conference*, Washington, DC, August.  
"Past, Present, and Future Directions in Selling and Sales Management."
- 2001      **Finalist for Ralph Reitz Teaching Award—Kansas State University**
- 2001      **College of Business Faculty Research Grant—Kansas State University**  
Received \$7,000 Grant.
- 2000      **SMA Doctoral Consortium Fellow**, Atlanta, Georgia.
- 1999      **Corporate Sponsorship of Dissertation**  
\$15,000 raised for dissertation data collection.
- 1995 -      **President's Fellowship—Georgia Institute of Technology**  
1999      Recipient of the Institute's premier merit-based scholarship.

## **EDITORIAL REVIEW BOARDS & REVIEWING ACTIVITIES**

Editorial Review Board Member, *Journal of Personal Selling & Sales Management*.

Ad Hoc Reviewer and Former Editorial Review Board Member, *Journal of Marketing*.

Ad Hoc Reviewer for *Journal of Marketing Research*.

Ad Hoc Reviewer for *Journal of Retailing*.

Ad Hoc Reviewer for *Journal of the Academy of Marketing Science*.

## **TEACHING EXPERIENCE**

Personal Selling & Sales Management (2003, 2007-2009); Marketing Channels (2000-2008); Marketing Research (2005-2006); E-commerce (spring 1999), Marketing Management (1997-1998).

## **UNIVERSITY SERVICE ACTIVITIES**

Faculty Senate (elected for 3 year appointment beginning May 2006); Search Committee for the Director of the University Transportation Research Center (2008); University Faculty Affairs Committee (2006-2007); University GIS Steering Committee (2005-2009); Department Assessment Committee (Chair, 2005-2006); Marketing Department Head Search Committee (Chair; spring/summer 2005); College IT Committee (2004-2006); College International Committee (2002-2004); College Awards and Recognition Committee (2000-2002).