# ADITYA GUPTA

DEPARMENT OF MARKETING,
317 MCCOY COLLEGE OF BUSINESS,
TEXAS STATE UNIVERSITY,
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## ACADEMIC EMPLOYMENT

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| August 2024 – Present | **Associate Professor of Marketing**<br>McCoy College of Business, Texas State University, San Marcos, TX<br>I have been at Texas State since July 2018, teaching Sales Management, and Directed Studies in Sales Profession (Sales Technology) classes. Apart from teaching I engage in research in the areas of sales management, key account management, business-to-business markets, and marketing strategy issues where I work with industry to identify research problems and help expand the knowledge and practice in the area. I also coach sales student teams to compete in national and international sales competitions. |
| July 2018 – August 2024 | **Assistant Professor of Marketing** |
| July 2015 – July 2018 | **Assistant Professor of Marketing**<br>Ivy College of Business, Iowa State University, Ames, IA<br>At Iowa State University I taught Sales Management and Marketing Strategy classes. Apart from teaching I engaged in research in the areas of sales management, key account management, business-to-business markets, and marketing strategy issues. |
| August 2010 – July 2015 | **Graduate Assistant (Research and Teaching Assistant)**<br>Smeal College of Business, The Pennsylvania State University, University Park, PA<br>At Penn State, as a research and teaching assistant I engaged in research in the area of business-to-business markets and marketing strategy, for three academic years I taught Global marketing and Marketing strategy classes. |

## EDUCATION

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| 2010-2015 | **Doctor of Philosophy (Ph.D.) in Business Administration, Marketing**<br>Smeal College of Business, **The Pennsylvania State University**, University Park, PA |
| 2007-2010 | **Master of Business Administration, Marketing (PGSEM)**<br>Indian Institute of Management, Bangalore, India |
| 1997-2001 | **Bachelor of Information Sciences, Computer Science**<br>University of Delhi, Delhi, India |

## RESEARCH INTERESTS

- Application of social network analysis to business-to-business marketing problems.
- Inter-firm relationships, Sales management, Key account management
- Business to business markets and marketing strategy issues
- Building firm's marketing capabilities

- Empirical modeling of marketing strategy issues using econometrics and Bayesian methods.

## REFEREED JOURNAL PUBLICATIONS AND BOOK CHAPTERS

Kalra, Ashish, Rakesh Singh, Vishag Badrinarayanan, & **Aditya Gupta** (2024), "Enhancing Salesperson Work Engagement and Performance through Idiosyncratic Deals: The Catalytic Effects of Ethical Leadership and Self-Leadership" *Journal of Business Ethics*, (Quality Indicators: FT–50; ABDC– A). (July 2024)

Sen, Argha, Alok Kumar, Vivek Dubey, **Aditya Gupta** (2023), "Managing Two-Sided B2B Electronic Markets: Governance Mechanisms, Performance Implications, and Boundary Conditions" Journal of Business Research, (Quality Indicators: ABDC– A). Doi: https://doi.org/https://doi.org/10.1016/j.jbusres.2023.114257

Mallapragada ,Girish, **Aditya Gupta,** and Brett Josephson (2022), "The impact of social capital and transaction efficacy on salesperson performance", ***Production and Operations Management***, Vol 31, No.9, pp. 3525-3542 (Quality Indicators: CABS: 4*, ABDC: A*, FT-50, UTD-24). Doi: https://doi.org/10.1111/poms.13780

Vishag Badrinarayanan**, Aditya Gupta and** Nawar Chaker (2021), "The pull-to-stay effect: influence of sales managers' leadership worthiness on salesperson turnover intentions," ***Journal of Personal Selling and Sales Management***, Vol 41, No.1, pp. 39-55 (Quality Indicators: ABDC: A, Marketing Dept: A). Doi: https://doi.org/10.1080/08853134.2020.1820347

Steven W. Rayburn, Vishag Badrinarayanan, Sidney T. Anderson, and **Aditya Gupta** (2021)," Continuous techno-training and business-to-business salesperson success: How boosting techno-efficacy enhances sales effort and performance", ***Journal of Business Research***, Volume 133, Pages 66-78 (Quality Indicators: ABDC: A, Marketing Dept: A, Impact Factor: 7.55). Doi: https://doi.org/10.1016/j.jbusres.2021.04.066.

**Aditya Gupta** and Alok Saboo (2021), "A Social Network Research Paradigm for Marketing: A Review and Research Agenda", Kumar, V. and Stewart, D.W. (Ed.) *Marketing Accountability for Marketing and Non-marketing Outcomes (**Review of Marketing Research**, Vol. 18)*, Emerald Publishing Limited, Bingley, pp. 233-261. Doi: https://doi.org/10.1108/S1548-643520210000018009

**Gupta, Aditya**, Alok Kumar, Rajdeep Grewal and Gary Lilien (2019), "Within-Seller and Buyer-Seller Network Structures and Key Account Profitability", ***Journal of Marketing,*** Vol 83, No.1, pp. 108-132 (Quality Indicators: CABS: 4*, ABDC: A*, FT-50, UTD-24). Doi: https://doi.org/10.1177/0022242918812056

Wang, Rui, **Aditya Gupta** and Rajdeep Grewal (2017), "Mobility of Top Marketing and Sales Executives in Business-to-Business Markets: A Social Network Perspective", ***Journal of Marketing Research***, Vol. 54, No. 4, pp. 650-670 (Quality Indicators: CABS: 4*, ABDC: A*, FT-50, UTD-24).[1]
Doi: http://dx.doi.org/10.1509/jmr.14.0124.

1: ** The authors contributed equally and are listed in random order **

## RESEARCH IN PROGRESS/WORKING PAPERS

Sen, Argha, Alok Kumar, Vivek Dubey, and **Aditya Gupta** (Invited for second round review). Managing Two-Sided B2B Electronic Markets: Governance Mechanisms, Performance Implications, and Boundary Conditions. *Journal of Business Research* (ABDC: A). (June 2023)

**Gupta, Aditya**, Vishag Badrinarayanan, and Linda Alkire (first round review). The Countervailing Effects of Job Crafting on Salespeople Ethical Behavior: The Role of Meaningful Work and Organizational Interventions. Under review at *Journal of Business Ethics* (FT50, ABDC: A). (June 2023)

Banerjee, Somnath and **Aditya Gupta** (first round review). Effect of Uncertainty and Sales Process Disruption on Sales Employee Job Satisfaction: Evidence from Covid as a Natural Experiment and its effect on Online Sales Employee Ratings. Under review at *Industrial Marketing Management* (ABDC: A). (June 2023)

## CONFERENCE PRESENTATIONS (PRESENTING AUTHOR UNDERLINED)

American Marketing Association, Winter AMA, Nashville, TN, February 2023; Aditya Gupta and Vishag Badrinarayanan, Texas State University. "Flexi-workspace Design and Salesperson Performance"

Enhancing Sales Force Productivity, seventh Biennial Conference, Kansas University, Lawrence, KS, April 2022; Somnath Banerjee**,** North Dakota State University, and Aditya Gupta, Texas State University. "Effect of COVID-19 on Sales Employee Job Satisfaction: Evidence from Online Employee Reviews"

American Marketing Association, Winter AMA, Las Vegas, NV, February 2022; Aditya Gupta and Vishag Badrinarayanan, Texas State University. "Salespeople's Job Crafting and Adaptive Selling Behavior: Role of Empowerment and Organizational Support"

American Marketing Association, Winter AMA, San Diego, CA, February 2020; Ashley Goreczny and Heather Patterson, Iowa State University, Nita Umashankar and Hui Feng, San Diego State University and Aditya Gupta, Texas State University, "Engaging Customers in Dynamic Environments for Better Market and Financial Performance".

INFORMS Marketing Science Conference, Rome, Italy, June 2019; Aditya Gupta, Mahima Hada and Karthik Sridhar, "Forgiving Customers and Customer Engagement".

American Marketing Association, Winter AMA, Austin, TX, February 2019; Hui Feng and Aditya Gupta, "Chief Marketing Officer Ability and Network: The Pathways to Power".

13th NASMEI Great Lakes Conference, Chennai, India, December 2019; Vishag Badrinarayanan, Aditya Gupta, "Sales Managers' Leadership Worthiness and Salespeople's Turnover Intentions".

Research Symposium, Gartner, Fort Myers, FL, February 2019, University Sales Center Alliance (USCA) Meeting at Gartner, Fort Myers, FL

American Marketing Association, Winter AMA, Las Vegas, NV, February 2016; Aditya Gupta, Alok Kumar, Rajdeep Grewal and Gary Lilien, "Managing Key Account Profitability in Business Markets: Aligning Seller Within Firm Network and Buyer-Seller Interfirm Network".

ISBM Academic Conference, Emory University, August 2016; Aditya Gupta, Alok Kumar, Rajdeep Grewal and Gary Lilien, "Combining Buyer-Seller Interfirm Network and Seller Within Firm Network To Drive Key Account Profitability in Business Markets".

ISBM Academic Conference, San Francisco State University, July 2014; Aditya Gupta, Rajdeep Grewal and Gary Lilien, "Managing Key Account Profitability in Business Markets: Aligning Seller Within Firm Network and Buyer-Seller Interfirm Network".

INFORMS Marketing Science Conference, Atlanta, GA, June 2014; Aditya Gupta, Rajdeep Grewal and Gary Lilien, "Path to Key Account Profitability for B2B forms: Managing Seller Within Firm Network and Buyer-Seller Interfirm Network".

Thought Leadership on the Sales Profession Conference, Columbia University, NYC, NY, June 2014; Aditya Gupta, Rajdeep Grewal and Gary Lilien, "Handling Key Account in Business Markets for Profits: Role of Seller Intrafirm Network and Buyer-Seller Interfirm Network".

American Marketing Association, Winter AMA, Orlando, FL, February 2014; Aditya Gupta, Rajdeep Grewal and Gary Lilien, "Key Account Management in Business Markets: A Social Network Perspective".

INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013; Rui Wang, Aditya Gupta and Rajdeep Grewal, "Unraveling the Effects of Top Marketing and Sales Executives' Experience in Business-to-Business Markets: A Social Network Perspective".

## INVITED PRESENTATIONS

- ISBM PhD Seminar Series (IPSS) Sales Management Series Spring 2023, led by Dr. Mike Ahearne, invited to present and talk about Gupta et al. (2019) paper.
- University of Nebraska-Lincoln, 2020, Invited to present and lead Marketing Strategy PhD Research Seminar for the topic of Social Networks Research
- Texas State University, 2017
- University of Kentucky, 2014
- Iowa State University, 2014
- Lehigh University, 2014
- University of Massachusetts, Lowell, 2014
- Indian School of Business, 2014

## ACADEMIC HONORS AND AWARDS

- **McCoy Faculty Development Grant**, McCoy College of Business (Fall 2022) ($2000).
- **2022 Best Reviewer Award**, receipt in recognition of service as a reviewer part of the editorial review board at ***Journal of Academy of Marketing Science*** *(2021-2022)*
- **McCoy College Achievement Award Excellence in Teaching Award,** college-wide, McCoy College of Business, Texas State University (2021-2022) ($1000)
- **Marketing Department Research Support**, Research grant for data collection purpose, Marketing Department, McCoy College of Research, Texas State University (2020-2021) ($6000)

- **McCoy Research Grant Program**, college-wide competitive grant, McCoy College of Research, Texas State University (2020-2021) ($5000)
- **Research Enhancement Program**, university-wide competitive grant, Texas State University (2020-2021), ($1900).
- **2020 Olney Early Career Research Award,** McCoy College of Business, Texas State University (2020-2021): The award, named after former Associate Dean of McCoy College Robert J. Olney, was first issued in 2015 and recognizes the early scholarly success of a faculty member in McCoy College. The award also requires the faculty member to have been on a tenure-track position in McCoy College for a period of no less than two years, but no more than four, as well as having a promising research agenda. ($4000)
- **McCoy Scholarly/Creative College Achievement Award,** college-wide, McCoy College of Business, Texas State University (2020-2021) ($1000)
- **Research Enhancement Program**, university-wide competitive grant, Texas State University (2019-2020), $7040.
- **Faculty Development Grant**, college-wide competitive grant, McCoy College of Business, Texas State University (2018-2019), $4000
- **Nominee, Junior Faculty Teaching Award**, Ivy College of Business, Iowa State University (2017-2018)
- **Junior Faculty Teaching Award**, Department of Marketing, Ivy College of Business, Iowa State University (2017-2018)
- **Research Bootstrap Grant,** College-wide competitive research grant ($4000), College of Business, Iowa State University (Fall 2016)
- **Small Research Grant** ($750 twice), Marketing Department, Iowa State University (Fall 2016, Spring 2017)
- **AMA-Sheth Doctoral Consortium Fellow** (June 2014)
- **ISBM Business Marketing Doctoral Fellow,** Winner ISBM Dissertation Support Award Competition ($7500), Institute for the Study of Business Markets (ISBM), Smeal College of Business, The Pennsylvania State University (April 2014). This dissertation competition attracts participants from across the globe and the award recognizes research topics that have a potential to make significant contributions to the field. ***The award is international in scope.***
- **David T. and M. Joan Wilson Business Markets Dissertation Award** ($1000), Department of Marketing, Smeal College of Business, The Pennsylvania State University (2013)
- **Ossian R. MacKenzie Doctoral Award for Teaching**, College wide award that "honors an exceptional doctoral candidate who demonstrates a high degree of promise toward making significant teaching contributions in business administration," Smeal College of Business, The Pennsylvania State University (2013)
- **Marketing Science Doctoral Consortium** (July 2013)
- **Institute for the Study of Business Markets (ISBM) Fellowship**, Smeal College of Business, The Pennsylvania State University (2010- 2015).
- **Smeal Research Small Grant Award** ($1000), Smeal College of Business, The Pennsylvania State University (2013)
- **Smeal Research Small Grant Award** ($1000), Smeal College of Business, The Pennsylvania State University (2012)
- **Gold Medalist (University topper),** Bachelor of Information Sciences, University of Delhi, India (2001)

## TEACHING EXPERIENCE

I have over 8 years of teaching experience at the undergraduate level, and I have received multiple teaching awards at various institutions where I have taught.

- Sales Management (MKT 3360), **Texas State University, TX,**
    - Summer 2023 (1 section): *Student Evaluations: - 4.82/5.00*
    - Spring 2023 (2 sections): *Student Evaluations: - 4.74/5.00, 4.56/5.00*
    - Fall 2022 (2 sections): *Student Evaluations: - 4.83/5.00, 4.56/5.00*
    - Summer 2022 (2 sections): *Student Evaluations: - 4.81/5.00, 4.72/5.00*

  ***** Received McCoy College Achievement Award Excellence in Teaching Award (2021-2022) *****
    - Spring 2022 (2 sections): *Student Evaluations: - 4.77/5.00, 4.58/5.00*
    - Fall 2021 (2 sections): *Student Evaluations: - 4.82/5.00, 4.74/5.00*
    - Summer 2021 (2 sections): *Student Evaluations: - 4.76/5.00, 4.60/5.00*
    - Spring 2021 (2 sections): *Student Evaluations: - 4.64/5.00, 4.46/5.00*
    - Fall 2020 (2 sections): *Student Evaluations:* - 4.76/5.00, 4.35/5.00
    - Summer 2020 (2 sections): *Student Evaluations:* 4.94/5.00, 4.81/5.00
    - Spring 2020 (2 sections): *Student Evaluations:* 4.74/5.00, 4.50/5.00
    - Fall 2019 (2 sections): *Student Evaluations:* 4.59/5.00, 4.26/5.00
    - Summer 2018 (2 section): *Student Evaluations:* 4.94/5.00, 4.85/5.00
    - Spring 2019 (2 sections): *Student Evaluations:* 4.45/5.00, 4.40/5.00
    - Fall 2018 (2 sections): *Student Evaluations:* 4.28/5.00, 4.27/5.00
    - Summer 2018 (1 section): *Student Evaluations:* 4.62/5.00
- Directed Studies in Sales Profession (MKT 4396), Texas State University, TX,
    - Spring 2023 (1 sections): *Student Evaluations*: - 4.88/5.00

  ***** Received McCoy College Achievement Award Excellence in Teaching Award (2021-2022) *****
    - Fall 2021 (1 sections): *Student Evaluations*: - 4.78/5.00
    - Fall 2020 (1 sections): *Student Evaluations*: - 5.00/5.00
    - Spring 2020 (1 sections): *Student Evaluations:* 4.90/5.00
    - Fall 2019 (1 sections): *Student Evaluations:* 4.82/5.00
- Sales Management (MKT 442), **Iowa State University, IA,**
    - Spring 2018 (2 sections): *Student Evaluations:* Global Index[1]*:* 4.65/5.00, 4.39/5.00

  *****Received Junior Faculty Teaching Award, Marketing Department (2017-18)*****
    - Fall 2017 (2 sections): *Student Evaluations:* Global Index[1]*:* 4.64/5.00, 4.38/5.00
    - Spring 2017 (2 sections): *Student Evaluations:* Global Index[1]*:* 4.35/5.00, 4.12/5.00
    - Fall 2016 (2 sections): *Student Evaluations:* Global Index[1]*:* 4.36/5.00, 4.14/5.00
    - Spring 2016 (2 sections): *Student Evaluations:* Global Index[1]: 4.3/5.00, 4.08/5.00
    - Fall 2015 (2 sections): *Student Evaluations:* Global Index[1]: 4.17/5.00, 4.02/5.00

      *** 1: Global Index: Overall instructor rating and course as a whole ***

      Strategic Marketing Management (MKT 443), Iowa State University, IA,
    - Summer 2018 (1 section): *Student Evaluations:* 4.63/5.00
- Global Marketing (MKTG 455), **Pennsylvania State University, PA,**
    - Spring 2015: *Student Evaluations:* Overall quality of the instructor – 6.07 / 7.00
    - Fall 2013: *Student Evaluations:* Overall quality of the instructor - 5.56 / 7.00
- Marketing Strategy (MKTG 450W), Pennsylvania State University, PA, Summer 2012.
    - *Student Evaluations:* Overall quality of the instructor - 6.75 / 7.00

      ***** Received college wide teaching award for performance as an instructor*****

## TEACHING INTERESTS

Sales Management, Personal Selling, Marketing Strategy, Marketing Management, Global Marketing, Business-to-Business Marketing, Customer Relationship Management, and Channel Management.

## SERVICE AND MEMBERSHIPS

**Marketing Area:** I serve on the ERB of *Journal of Academy of Marketing Science* and *Journal of Business Research*, and also serve as a reviewer for *Journal of Marketing* and *Journal of Marketing Research*.

**College/University level:** I have served on multiple hiring committees, and as part of the sales center, I coach our sales students to participate in the International-Collegiate Sales Competition hosted by Florida State University. I also counsel and coach our sales students for job interviews.

- **Member of Editorial Review Board (ERB), Journal of Business Research (JBR)**, Feb 2023 onwards
- Ad-hoc Reviewer, Journal of Marketing Research (JMR), 2021 onwards
- **Affiliated Researcher, Reynolds and Reynolds Sales Leadership Institute, Mays Business School, Texas A&M University**. By invitation position based on expertise in the field of sales and social network research. (Since May 2020)
- **Member of Editorial Review Board (ERB), Journal of Academy of Marketing Science (JAMS)**, April 2020 onwards. Based on the 2-year impact factor, *JAMS* is the top-rated marketing journal and 3rd of all business journals included in the *Financial Times top 50 management journals* list.
- **Session Chair** "Modeling Consumer Behavior, Buyer-supplier Relationships and Networks Data," INFORMS Marketing Science Conference, Rome, Italy, June 2019
- Faculty Mentor, Winter AMA 2019 AMA DOCSIG Mentor Networking Breakfast
- Reviewer, 2019 AMS Mary Kam Doctoral Dissertation Competition
- Reviewer, 2019 Winter Educator's AMA, Austin, TX
    - "Interfirm Complexity," track chairs: Anindita Chakravarty, and Mahima Hada
- Ad-hoc Reviewer, Journal of Marketing (JM), 2018 onwards
- Reviewer, Journal of Academy of Marketing Science (JAMS), 2018 onwards
- Ad-hoc Reviewer, Journal of Business Research (JBR), 2018 onwards
- Faculty Mentor, Winter AMA 2018 AMA DOCSIG Mentor Networking Breakfast
- Reviewer, 2018 AMS Mary Kam Doctoral Dissertation Competition
- Reviewer, 2017 Howard/AMA Doctoral Dissertation Award
- Reviewer, 2017 Summer Educator's AMA, San Francisco, CA,
    - "Interorganizational Issues in Marketing," track chairs: Joshua Beck, Conor Henderson and Ju-Yeon Lee
- Reviewer, 2017 Academy of Marketing Science Annual Conference, Coronado, CA,
    - "Customer Relationship Management" track chaired by Jeff Boichuk
- Reviewer, 2017 Winter Educator's AMA, Orlando, FL,
    - Social Networks Area, Conference chairs: Rajesh Chandy, Jeff Inman, and Christine Moorman.
- Reviewer, 2016 Summer Educator's AMA, Atlanta, GA,
    - Business-to-Business and Channels of Distribution" track chaired by Alok Kumar and Alok Saboo
- Reviewer, 2015 Summer Educator's AMA, Chicago, IL,

    - "Selling and Sales Management" track chaired by Jeff Boichuk and Bulent Menguc
- Reviewer, 2015 Winter Educator's AMA, San Antonio, TX,
    - "Marketing Strategy" track chaired by Rajdeep Grewal, Mahima Hada and Alok Kumar and,
    - "Inter-organizational Issues in Marketing" track chaired by Stefan Wuyts and Felipe Thomaz
- Reviewer, 2014 Winter Educator's AMA, Orlando, FL,
    - Business-to-Business track chaired by Alok Kumar and Amit Saini
- Reviewer, 2012 Summer Educator's AMA, Chicago, IL
    - Sales track chaired by Doug Hughes, Keith Richards, Todd Arnold, and Lisa Scheer,
    - Marketing Strategy track chaired by Hari Sridhar and Marinova Detelina
- Member of AMA (2012-Present)

**McCoy College of Business, Texas State University**

- Hiring committee member – Assistant Dean of Faculty Success and Research, McCoy College of Business, Spring 2023.
- Hiring committee member – Senior Lecturer – Sales position, Department of Marketing, Fall 2022.
- Hiring committee member – Department chair position, Department of Marketing, Fall 2019.

**Center for Professional Sales, McCoy College of Business, Texas State University**

- Participating in all Interview Express (career day for Sales students) events held every semester, Sales student graduation dinners, and Sales Ambassadors luncheon event.
- Coaching student team for Inter-collegiate Sales Competition (ICSC) Sales Management Simulation and Case Competition, Fall 2022
- Coaching student team for ICSC Sales Management Simulation and Case Competition, Spring and Fall 2021
- Coaching student team for ICSC Sales Management Simulation and Case Competition, Spring and Fall 2020
- Coaching two student team for ICSC Sales Management Simulation and Case Competition, Fall 2019

**College of Business, Iowa State University**

- PhD program area committee (Marketing) member – Fall 2017 – Spring 2018
- Hiring committee member – Sales Area, Department of Marketing, Spring 2017, Fall 2017.
- Member of dissertation Committee, Linlin Chai, Committee chaired by Sridhar Ramaswami, (2015-2016)
    - Linlin Chai got placed at North Dakota State University

## INDUSTRY EXPERIENCE

Over nine years of multi-function experience in pre-sales, marketing, technical consultation, software architecting and development for telecom software applications. About 6 years of experience in product engineering. Have considerable experience in product/project management, product development, leading and managing teams and client interaction in both in-house and outsourced model. In Pre-sales and Marketing role with Avaya GlobalConnect as a *Technical Consultant* helped sales in closing deals and gathering customer requirements and creating solutions around industry vertical specific needs.

**Avaya Global Connect Ltd** – Bangalore, India. **(Jan08–July 2010)** Technical Consultant

**Proteans Software Solutions** – Bangalore, India. **(Nov06 – Jan 08)** Technical Leader and Team Leader

**Amdale Software Technologies** – Gurgaon, India. **(July 02-Nov06)** Team leader, Sr. Software Engineer, Software Engineer (successively)

**Newgen Software Technologies** – Delhi, India. **(Jan 01-July02)** Software Engineer

## OTHER HONORS AND ACCOMPLISHMENTS

- *"Outstanding Capabilities"* award for outstanding contribution, Avaya GlobalConnect, 2009
- *"Achievement Par Excellence"* award for significant contribution, Avaya GlobalConnect, 2009
- *"Employee of the year"* award for the year 2005, Amdale
- *"Excellence in Innovation"* award from Amdale (2004).