Dr. Linda Alkire

Texas State University
McCoy College of Business
Department of Marketing
(512) 245-3245
l_n57@txstate.edu

Institutions of Higher Education Attended

PHD, University of Manchester.

MBA, Lebanese American University.

BBA, Notre Dame University - Louaize.

Previous Teaching Positions

Director, Center for Professional Sales at Texas State University. (January 2025 - Present).

Associate Professor of Marketing - Tenured, Texas State University. (September 2022 - Present).

International Research Fellow, NADI-CeRCLe - Research center in Marketing & Service Management, University of Namur. (September 2022 - Present).

Assistant Professor of Marketing, Tenure Track, Texas State University. (July 2016 - September 2022).

Assistant Professor of Marketing, Tenure Track, University of Manchester. (September 2014 - June 2016).

Graduate Teaching Assistant, University of Manchester. (September 2011 - September 2014).

Significant Professional Works

Book Chapters

Kabadayi, S., Alkire, L. (in press). The Transformative Power of Services in Crafting Policy and Driving Sustainable Development. *Handbook of Marketing and Public Policy*. Edward Elgar.

Other

Alkire, L. (2025). Service Sustainability in Action. *Essentials of Services Marketing*. Pearson.

Refereed Journal Articles

Gupta, A., Badrinarayanan, V. A., Alkire, L., Ramachandran, I. (2025). The Countervailing Effects of Job Crafting on Salesperson Ethical Behaviors: The Role of Meaningful Work and Organizational Interventions. *Journal of Business Ethics*, (Quality Indicators: FT-50; ABDC-A).

Kocher, S., Alkire, L., Kocher, S., O'Connor, G., Myrden, S. (2025). Consumers' Climate Change Engagement Conceptualization, Scale Development, and Assessment. *Journal of Business Research*.

Vancaillie, S., Gemmel, P., Alkire, L., De Regge, M., Meijboom, B., Fisk, R. P. (2025). Exploring the Role of Intersubjective Time in Service: A Review and Future Research Directions. *Journal of Service Theory and Practice*.