

LOUIS J. ZMICH

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EDUCATION

Louisiana Tech University, Ruston, LA **May 2022 (Expected)**
Doctor of Business Administration, Marketing

Northern Illinois University, DeKalb, IL **May 2018**
Master of Science in Management Information Systems

Northern Illinois University, DeKalb, IL **May 2017**
Bachelor of Science in Marketing, Cum Laude
Minor: Social Entrepreneurship
Certificate in Professional Selling

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

2019 Saleh, Amin, **L.J. Zmich**, B.J. Babin (2019), “A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch” invited for second review at: *Journal of Services Marketing*.

2020 Groza, Mark D., Mya Pronschinske Groza, **Louis J. Zmich** (2020), “Enhancing Student Perceptions of Sales Companies through Sales Program Sponsorship” targeted to: *Journal of Marketing Education*.

2020 Mya Pronschinske Groza, Mark D. Groza, and **Louis J. Zmich** (2020), “Organizational Innovativeness and Firm Performance: Does Sales Management Matter?” targeted to: *Industrial Marketing Management*.

REFEREED CONFERENCE PAPERS

Mark D. Groza and **Louis Zmich** (2021), “Developing Sales Skills while Collecting Sales Research Data – A B2B Calling Project” to be presented at the *National Conference in Sales Management (Teaching Submission)*, St. Louis, Missouri, April 7 – 9.

Louis Zmich, Mya Pronschinske Groza and Mark D. Groza (2020), “Organizational Innovativeness and Firm Performance: Does Sales Management Matter?” to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 - 17.

Louis Zmich, Breanne Mertz, Cameron Sumlin and Julie Moulard (2020), “What Happens When Social Media Influencers Lie? Authenticity and Human Brands” to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 - 17.

Louis J. Zmich, Sean Dwyer and Mark D. Groza (2020), “Splitting Grit: Differentiating Between Perseverance and Passion on Sales Performance” *National Conference in Sales Management*; Norfolk, Virginia, April 1 – 3.

B. Mertz, **L.J. Zmich**, C. Sumlin, W.B. Locander (2019), “Doing the right thing right: Mystery monitoring in achieving sales force ethical goal commitment” *Society for Marketing Advances*; New Orleans, Louisiana, November 6 - 9.

Amyx, Douglas, Bruce Alford, **Louis Zmich**, Jennifer Cowden, Breanne Mertz and Cameron Sumlin (2019), “The Study of Different Factors Affecting Salesperson Deviance” *Academy of Marketing Science Annual Conference*; Vancouver, BC, Canada, May 29 – 31.

A. Saleh, **L.J. Zmich**, B.J. Babin (2019), “A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch” *American Marketing Association Summer Academic Conference*; Chicago, Illinois, August 9 – 11.

Zmich, Louis J., Mya Pronschinske Groza and Mark D. Groza (2018), “Abstract Thinking and Salesperson Entrepreneurial Orientation” *Academy of Marketing Science Annual Conference*; New Orleans, Louisiana, May 23 – 25.

Groza, Mark D., **Louis J. Zmich** and Mya Pronschinske Groza (2018), “Sponsoring the Professional Sales Program: A Win-Win for Students and Companies” *National Conference in Sales Management*; San Diego, California, April 11 –13.

RESEARCH INTERESTS

Personal Selling & the Salesperson–Customer Dyadic Relationship

- Continuing the literature related to salespeople and how the salesperson-customer relationship can be strengthened with technology to form a better understanding of needs, while also creating new ways to deliver value to the customer
- Furthering the psychological connection between the salesperson and customer, and examining customer habits specifically asking why certain outcomes are achieved and how these evolving relationships can lead to new ways of marketing to the end user

Bottom of the Pyramid Marketing

- Understanding how corporate social responsibility plays a role in contributing to the abolishment of inequalities while simultaneously solving the social global issues plaguing various parts of the world

- Examining positive influences of selling for entrepreneurs in peer-to-peer platforms (e.g., Kickstarter, Kiva, etc.)

PROFESSIONAL EXPERIENCE

Graduate Research Assistant

Louisiana Tech University, Ruston, LA

September 2018 – Present

- Collaborate with professors and doctoral students on the development and execution of academic research projects
- Develop proficiency in quantitative analysis, marketing theory, and research methodology

President: Zmich Consulting

Ruston, LA

August 2019 – Present

- Work closely with small businesses, providing guidance on marketing materials, social media strategies, website coding, and search engine optimization strategies
- Volunteer to teach various social media strategy classes within the local community, assisting small businesses with their various marketing needs

Graduate Research Assistant

Northern Illinois University, DeKalb, IL

June 2017 – July 2018

- Work with professors on the development and execution of academic research projects
- Learn the intricacies and nuances of research while offering feedback on peer-reviewed conference and journal submissions
- Coauthor on two projects that have led to submission to marketing conferences

Graduate Teaching Assistant

Northern Illinois University, DeKalb, IL

June 2017 – July 2018

- Conducted student roleplays for the Principles of Selling course
- Worked with professors to examine, grade, and provide feedback on student's work
- Offered input to the development of in-person and online marketing courses

Junior Sales Partner

Apex Energy Solutions, Oakbrook, IL

May 2016 – August 2016

- Used leading technology to profile neighborhoods and speak with various homeowners
- Provided a professional, passionate, and ethical sales environment for the homeowner
- Canvassed and helped sell \$150,000, as an intern, over the three 2016 summer months

Marketing and Social Media Intern

Northern Illinois University, DeKalb, IL

December 2015 – June 2017

- Published articles on all four of the College of Business social media pages, while also reporting the analytical data from those outlets to the university on a monthly basis
- Spearheaded the Student Voices Blog and conduct interviews from NIU student profiles
- Worked autonomously and with a team of social media personnel to complete timed weekly tasks

SERVICE

Academic Service

- Reviewer for the Journal of Strategic Marketing
- Reviewer for the 2020 Summer American Marketing Association Conference
- Author reviewer, 2020 National Conference in Sales Management
- Author reviewer, 2020 Academy of Marketing Science Annual Conference
- Sub reviewer, 5th International AR & VR Conference 2019 Conference
- Author reviewer, 2019 Summer American Marketing Association Conference
- Author reviewer, 2019 Academy of Marketing Science Annual Conference
- Junior reviewer with Dr. Mark Groza, 2018 Academy of Marketing Science Annual Conference

Professional Service

Current (2019-20) Doctor of Business Administration Association President, Ruston, LA

- Represent the DBA members both in the community and university, while maintaining proper representation to address issues that are unique to doctoral student success
- Offer guidance and assistance to ensure student success both when entering the program, through to successfully exiting the DBA program

Current (2019-20) Marketing Representative, Ruston Farmers Market Board of Directors, Ruston, LA

- Offer guidance and oversight for marketing efforts while working to automate social media posts and engagement
- Represent the local student interests of the Farmers Market while collaborating with local farmers and community members to continue the Farm-to-Table Initiative

Current (2019-20) Assistant Vice Chair of Special Projects and Partnerships, AMA DocSIG

- Coordinate DocSIG Student Spotlight Series, highlighting doctoral student success
- Assist the Vice Chair of Special Projects and Partnerships with organizing DocSIG events at both Winter and Summer American Marketing Association (AMA) conferences.

Current (2019-20) Young Alumni Board of Representatives, College of Business, NIU, DeKalb, IL

- Striving to create a strong connection between the College of Business and younger business alumni
- Representing the unique alumni population in the College of Business initiatives and activities
- Providing strong networking opportunities among alumni, students, and faculty

Previous Graduate Representative, Dean Student Advisory Board, DeKalb, IL

- Selected by the Dean to work with fellow peers on issues facing the College of Business
- Work as a team to talk about ways to improve the learning experience of all students

Community Service

Previous Vice President of Pledge Education and Social Chair, Delta Sigma Pi, DeKalb, IL

- Organize and plan social events for brothers of the Fraternity, both on and off campus
- Lead all seven weeks of pledge activities and help mold potential brothers into professional businesspeople

Previous Vice President of Marketing, CAUSE, DeKalb, IL

- Fund, organize, and recruit speakers for the Collegiate Association of Unreasonable Social Entrepreneur events and conduct the Social Impact Summit, an annual event for socially responsible companies to coordinate and encourage social change
- Help raise \$500 - \$1,000 every month to be donated to social organizations around the world

Previous Guest Lecturer, Northern Illinois University College of Business

- Taught marketing concepts to undergraduate students, helping those classes form marketing plans for their start-up business plans

Previous Keynote Speaker, Northern Illinois University College of Business

- “How to Use LinkedIn as a Professional” Presentation created for undergraduate students, showcasing the strategic leverage a well-crafted profile can achieve

AWARDS

Society for Marketing Advances: Doctoral Consortium Fellow Nomination 2019
Louisiana Tech University

Harold & Muriel Berkman Charitable Foundation Scholarship Award 2019
Louisiana Tech University

Planey Family Future Outstanding Alumni Award 2017
Northern Illinois University

Dr. Robert Peterson Professional Selling Award 2017
Northern Illinois University

INDUSTRY PUBLICATIONS

Zmich, Louis J. (2018), “One in 7.5 Billion: How Can One Person Positively Impact the World?”, NIU Business, Northern Illinois University, College of Business, 18-19, 31.