



Alec N. Pappas

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EDUCATION

Ph.D., Marketing, 2022

Florida State University, Department of Marketing, College of Business

B.S., Marketing and Finance, 2015 Cum Laude

Florida State University, College of Business

RESEARCH INTEREST

The influence of social dynamics (i.e., social networks, organizational climates, etc.) on marketing outcomes like employee performance and turnover.

SELECTED RESEARCH

“Salesperson Performance Operationalization with Secondary Data,” with Willy Bolander, Nawar Chaker, and Daniel Bradbury, third round revision at the *Journal of the Academy of Marketing Science*.

“It’s Complicated: A Closer Look at Marketing Relationships,” with Willy Bolander and Yaacov Petscher, preparing to submit to the *International Journal of Research in Marketing*.

“Competing Toward Cohesion,” with Manoshi Samaraweera and Willy Bolander, running second study experiments.

CONFERENCE PRESENTATIONS

“It’s Complicated: A Closer Look at Marketing Relationships,” with Willy Bolander, Charles Hofacker, and Yaacov Petscher, 2020 Southeast Marketing Symposium (presentation canceled for Coronavirus), The University of Mississippi.

“Salesperson Performance Operationalization with Secondary Data,” with Willy Bolander, Nawar Chaker, and Daniel Bradbury, presented at the 2020 Winter AMA in San Diego.

“Competing Toward Cohesion,” with Manoshi Samaraweera and Willy Bolander, presented at the 2019 Southeast Marketing Symposium, The University of Memphis.

HONORARY APPOINTMENTS AND AWARDS

SEF Grant Award for “Turnover Pandemic” (2019), Sales Education Foundation

Harold and Muriel Berkman Scholarship (2018), Academy of Marketing Science

TEACHING – FLORIDA STATE UNIVERSITY

Course Manager, Basic Marketing Concepts; (Summer 2018, Fall 2019-Present, 750 students)

Teaching Assistant, Basic Marketing Concepts

Online Course, Dr. Michael Brady (Fall 2017-present, approximately 750 students/semester)

On-campus Course, Dr. Lucas Hopkins (Fall 2017-Spring 2018, approximately 300 students)

SERVICE – FLORIDA STATE UNIVERSITY

Research Lab Assistant; Florida State University Behavioral Lab (Fall 2018-present)

Conference Assistant, Transformative Consumer Research Conference, Florida State University (2019)

ACADEMIC AND PROFESSIONAL ASSOCIATIONS

American Marketing Association (Doc SIG and Sales SIG)

PROJECTS

Quantile Regression Web Application, Online web application created in R to assist researchers with running quantile regression analyses without the need to code. To access the application, please click the following link: <http://strobelight.shinyapps.io/strobelight/>

Personal Website, My personal website was created and is maintained using R: alecnpappas.com

INDUSTRY EMPLOYMENT HISTORY

My previous industry experience was acquired as a Mortgage Closer at Wells Fargo for the Philadelphia metropolitan area and as an Account Manager for a technology firm managing international websites for Global 2000 companies.