Robert J. Riggle, Ph.D.

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Education

Academic Background

Ph.D.	2007	The University of South Florida *Tampa, Florida*	*Major: Marketing* *Emphasis: Psychology & Research Methods*
M.B.A.	1999	Henderson State University *Arkadelphia, Arkansas*	*Major: Business* *Emphasis: Management and Accounting*
B.A.	1998	Henderson State University *Arkadelphia, Arkansas*	*Major: Public Administration* *Emphasis: Political Science and Business*

Work Experience

Academic Experience

The Citadel — 2009 - Present
- *Assistant Professor of Marketing*

Northern Illinois University (NIU) — 2006 - 2009
- *Assistant Professor of Marketing*

University of South Florida (USF) — 2002 - 2006
- *Research and Teaching Assistant*

Henderson State University (HSU) — 2001 - 2002
- *Instructor of Marketing*

Industry Experience

RJR Consulting — 2006 - Present
- *Independent Market Research Expert*

Coca-Cola Enterprises, Inc. — 2000 - 2001
- *Bulk and C-Store Account Manager*

Naylor Publications, Inc. — 1999 - 2000
- *Advertising Sales Representative*

Dillard's, Inc. — 1999
- *Retail Jewelry Sales*

Research

Refereed Articles

Hansen, J. D. & **Riggle, R. J.** (2009). "The Role of Ethical Salesperson Behavior in Relationship Selling," *Journal of Personal Selling & Sales Management, 29(3).*

Carrillat, F. A., **Riggle, R. J.** , Locander, W. B. , Gebhardt, G. F. , & Lee, J. (2009). "Cognitive Segmentation: Modeling the Structure and Content of Customers' Thoughts". *Psychology & Marketing, 26(6).*

Riggle, R. J., Edmondson, D. R. , & Hansen, J. D. (forthcoming). "A Meta-Analysis of the Relationship between Perceived Organizational Support and Front-Line Employee Job Outcomes: 20 Years of Research". *Journal of Business Research, 62(10).*

Hansen, J. D. & **Riggle, R. J.** (2008). "The Effects of Communication Mode in Relationship Selling". *Journal of Selling and Major Account Management, 8(1).*

Papers under Review

Gebhardt, G. F., Carrillat, F. A., **Riggle, R. J.**, & Locander, W. B. (under first review) "The Autogenic Measure Development Process: A Discovery-Oriented Approach for Improving Content Validity in Marketing," *Review of Market Research.*

Refereed Proceedings (Abstract Only)

Riggle, R. J., Solomon, P. J., & Artis, A. (2010). "The Influence of Organizational Environment on Salesperson Performance". *Third Biennial Conference on Sales Productivity.*

Riggle, R. J. (2010). "Image Publications, Inc.: Managing Millennials in the Salesforce". *Southeast Case Research Association (SECRA).*

Hansen, J. D. & **Riggle, R. J.** (2008). "The Role of Ethical Salesperson Behavior in Relationship Selling". *National Conference in Sales Management (NCSM).*

Edmondson, D. R. & **Riggle, R. J.** (2005). "The Effects of Perceived Organizational Support on Boundary Versus Non-Boundary Spanning Employees: A Meta-Analytic Review". *Society of Marketing Advances.*

Ladik, D. M., Hensel, J. S., & **Riggle, R. J.** (2004). "The Internet as a Service Coupon Delivery Mechanism: Consumer Perceptions of Coupon Use Utility for Internet versus Direct Mail Delivery Alternatives". *AMA Winter Educator's Conference.*

Work in Progress

Final Write-up Stage

Riggle, R. J. & Hansen, J. D., "Exploring Impulse Buying Online", *Target Journal: Journal of Consumer Marketing.*

Riggle, R. J., Solomon, P. J., & Artis, A. "The Impact of Organizational Climate on Sales Force Psychological and Behavioral Work Outcomes", *Target Journal: Journal of Personal Selling and Sales Management.*

Riggle, R. J., Solomon, P. J., & Artis, A. "The Effects of Workplace Isolation on a New Generation of Salespeople" *Target Journal: Journal of Personal Selling and Sales Management.*

Data Collected and Analyzed

Riggle, R. J. & Boyles, W. "Consumer Psychological Comfort in Services", *Target Journal: Journal of Services Research*.

Riggle, R. J. and Douglas, C. "Self Assessment of Learning: What do marketing undergraduates expect out of school"?, *Target Journal: Journal of Marketing Education*.

Preliminary Data Collection Stage

Riggle, R. J. & Reeves, G., "Ethical Salesperson Behavior: Exploring the Buyer-Seller Divide"., *Target Journal: Journal of Personal Selling and Sales Management*.

Riggle, R. J. & Reeves, G., "Recovering from Ethical Failures", *Target Journal: Journal of the Academy of Marketing Science*.

Presentation of Refereed Papers

National

Cano, C., **Riggle, R.**, Stamps, M., & Ayala-Taylor, G. (2006). "*En Fuego: The Hispanic Consumer Market".* Presented at AMA Winter Educator's Conference, St. Petersburg, Florida.

Edmondson, D. & **Riggle, R. J.** (2005). "*The Effects of Perceived Organizational Support on Boundary Versus Non-Boundary Spanning Employees: A Meta-Analytic Review".* Presented at Society of Marketing Advances, San Antonio, Texas.

Ladik, D.M., Hensel, J. S., & **Riggle, R. J.** (2004). "*The Internet as a Service Coupon Delivery Mechanism: Consumer Perceptions of Coupon Use Utility for Internet versus Direct Mail Delivery Alternatives".* Presented at AMA Winter Educator's Conference, Scotsdale, Arizona.

Stamps, M., Cano, C., & **Riggle, R. J.** (2003). "*What's New What's Next in the Hispanic Market".* Presented at 2003 Winter AMA Educator's Conference, Orlando, Florida.

Dissertation

"The Impact of Organizational Climate Variables of Perceived Organizational Support, Workplace Isolation, and Ethical Climate on Salesperson Psychological and Behavioral Work Outcomes".

Proposal Defense: March 2006
Final Defense: July 2007

Committee Members:

Paul J. Solomon – Chair
Andrew Artis
James Hensel
Yancy Edwards
Loyd Pettegrew – Outside Member

Honors/Grants/Awards

Honors:

2007: Beta Gamma Sigma Member.
2005: Sheth Foundation Consortium Fellow.
2004: SMA Doctoral Consortium Fellow.

Awards:
2008: Tanner, Honeycutt, Erffmeyer Best Paper Award, National Conference in Sales Management.

Grants:
2008: NIU Research and Artistry Summer Research Grant.
2007: NIU Research and Artistry Summer Research Grant.
2006 - 2008: Vovici Software Usage Grant for Online Survey Development.

Teaching

Courses Taught (Year-Average Evaluation Score[1,2])

Course	Fall Semester	Spring Semester	Summer Semester
MBA Strategic Marketing *The Citadel Graduate College*	--	--	2009-4.73
MBA Marketing Principles *The Citadel Graduate College*	2009-??		
MBA Marketing Management *Naperville and Hoffman Estates Campuses*	--	--	2007-4.36 2006-4.50
MBA Marketing Channels *Hoffman Estates Campus*	--	--	2008-4.48
Marketing Strategy	2007-4.73, 4.17	--	--
Marketing Management	2003-4.69	--	--
Marketing Research	2006-4.33, 4.00	2008-4.33, 4.10 2005-4.07	--
Professional Selling	--	2004-4.66	2005-4.92 2004-4.33
International Marketing	2004-4.57	--	--
Marketing Principles	2009-??, ??		

[1] *Teaching evaluation scores are out of five unless otherwise specified.*
[2] *Matrix represents courses taught where student evaluation numbers were received back from institutional research department.*

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional:
2010 - The Citadel online Principles of Marketing course.
2008 - NIU Marketing Channels course at Hoffman Estates Campus.

Other Teaching Activities:
2008 - Invited lecture (NIU)
Audience: Visiting Chinese Government Officials

Student Assign-Independent Studies:
2010 - 1 Citadel Student, Garrett Hall (Marketing Plan Project)
2009 - 3 NIU Students, Lauren Bearden, Brittany Best, and Eric Castellucci *(Honors Research Projects)*
2008 - 1 NIU student, Christian Anderson (Marketing Plan Project)
2007 - 1 NIU student, Sean Woods (Individual Research Project)
2006 - 1 NIU student, Caleb Hill (Individual Research Project)

Faculty Development

Instructional-Related Conferences:

2008: Northern Illinois University. Teaching in Times of Crisis Faculty Seminar. DeKalb, Illinois.

2007: Northern Illinois University. Participated in the Teaching Effectiveness Institute Workshop: Using Cooperative Activities to Promote Learning. DeKalb, Illinois.

2006: Northern Illinois University. Participated in Teaching Effectiveness Institute Workship: The Art of Teaching: Using Performance Techniques in Improving Teaching. DeKalb, Illinois.

Honors

2005: USF Graduate Assistant Teaching Award Nominee

Service

Service to Universities

Department assignments:

Faculty Advisor:

2009 - Present: Citadel Undergraduate Business Association (C.U.B.A.)

2009 - Present: Students in Free Enterprise (S.I.F.E) Faculty co-advisor

2008 - 2009: NIU Marketing Honor Society/Mu Kappa Tau

Faculty Coach:

2009: National Collegiate Sales Competition (Atlanta, GA)

2008: National Team Selling Competition (Bloomington, IN)

Member:

2008 - 2009: NIU Search Committee: Search conducted at the American Marketing Association Educator's Conference in San Diego, California.

2007 - 2009: NIU Marketing Department Assurance of Learning Committee

College assignments:

Member:

2009 - Present: Citadel SBA Student Affairs Committee

2008 - 2009: NIU College of Business Strategic Planning Committee

2007 - 2009: NIU College of Business Executive Board of Advisors Student Advocacy Committee (Faculty Liaison)

Mentoring Activities:

2009: FBI Collegiate Marketing and Recruitment Program - Citadel Coach

- *Objective: To develop and implement a marketing campaign to increase awareness and consideration for FBI Special Agent and Professional Staff careers.*

2008 - 2009: NIU Experiential Learning Center - Coach

- *NIU College of Business - Board of Executive Advisors - Market analysis of the Chicago and Chicago suburb market for MBA programs (Spring 2009)*

2008 - 2009: NIU Experiential Learning Center - Subject Matter Expert

- *McDonalds - Environmental Footprint Project*
- *CullinaneMedia - Marketing Strategy Project*
- *Caterpillar, Inc. - Large Wheel Loader Green Initiative Sales Analysis*
- *Follett Higher Education Group - Change Management*

2007 - 2008: NIU Experiential Learning Center - Subject Matter Expert

- *DeKalb County Rehab & Nursing Center*
- *FTD.COM - Point of Sale Software Market Research Study*
- *The Solheim Cup/LPGA - Market Investigation*

2006 - 2007: NIU Experiential Learning Center - Subject Matter Expert

- *Anderson BMW, Volkswagen, & Mazda Customer Survey*

Other Institutional Service Activities:

2007 - 2008: NIU Experiential Learning Center: Questionnaire Design Workshop

University assignments:

Member:

2007 - 2008 through 2008 - 2009: NIU Campus Assessment Network

Other Institutional Service Activities:

2007 - 2008: NIU Faculty Marshall for Commencement: Spring 2008 College of Business and College of Engineering Faculty Marshall.

2007 - 2008: NIU Office of Assessment Services: Facilitated student-run focus groups in the College of Business, College of Health and Human Services, and Student Affairs.

2007 - 2008: NIU General Education Committee: Facilitated student-run focus groups on student perceptions of required general education classes.

Service to the Profession

Professional Service Activities:

Unpaid Consulting:

2008 - Present: Position Tech, Inc., Marketing advisor to chief-level officers

Other Professional Service Activities:

1999: American Society for Business and Behavioral Sciences Conference, Assistant Editor - Proceedings (National).

1998 - 1999: Journal of Business and Behavioral Science, Assistant Editor

Reviewer - Articles / Manuscripts:

2010: Academy of Marketing Science (A.M.S.)
2009: Society for Marketing Advances (S.M.A.)
2009: National Conference in Sales Management (N.C.S.M.)
2008: Journal of Business Research
2008: National Conference in Sales Management (N.C.S.M.)

Panel Member

2005: Ph.D. Project National Conference Marketing Breakout Session Panel Member
2006: Ph.D. Project Marketing Doctoral Student Association Meeting Panel Member

Memberships

American Marketing Association (A.M.A.)
Society for Marketing Advances (S.M.A.)
American Psychological Association (A.P.A.)
The Ph.D. Project
Marketing Doctoral Student Association (M.D.S.A.)
Beta Gamma Sigma