

**ROBERT M. PETERSON, Ph.D.**

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**EDUCATION**

PhD Business Administration, University of Memphis-Memphis, TN  
Primary field: Marketing Secondary field: Management  
Dissertation Title: Assessing the Impact of Individual Characteristics and Bargaining Strategy Selection on Negotiation Planning Behaviors

MBA George Washington University-Washington, DC  
Primary Field: International Business

BS Business Administration, Indiana University-Bloomington, IN  
Primary Field: Marketing

**TEACHING and ADMINISTRATIVE EXPERIENCE**

**Distinguished Professor of Sales**, 2017 - present

**White Lodging Professor of Sales**, 2011- 2017

**Director - NIU Professional Sales Program**, 2012 - 2017

**Professor of Marketing**, 2015 – present, Northern Illinois University- DeKalb, IL. Courses: Advanced Sales (UG), Principles of Selling (UG), Professional Selling and Cultural Perspectives (UG), Personal Selling for Managers (MBA), Negotiation (MBA). Earned tenure.

**Associate Professor of Marketing**, 2009 – 2015

**Chair, Department of Sales**, 2006-2009, Russ Berrie Institute for Professional Sales, William Paterson University-Wayne, NJ. Created the National Sales Challenge, an annual three-day sales Olympics with students and sponsors from across the country. Co-authored the earned approval of the Executive Masters of Science in Sales Leadership degree, the first accredited degree of its kind in the world. Directed a team of four professors, plus adjuncts and two administrative personnel. Co-developed the five-year business plan that secured approval and on-going funding for the Institute. Earned tenured.

**Associate Professor of Sales**, 2005-2006, William Paterson University-Wayne, NJ  
Courses: Negotiation (UG and MBA), International Sales Management (MBA), Creating World Class Salespeople (UG), and International Sales Encounter (UG). Architect of the Sales Leader Program, a self-funded honors program.

**Associate Professor of Marketing**, 2004-2005, University of Portland-Portland, OR  
Courses: Entrepreneurial Marketing (UG), Personal Selling (UG), Corporate Entrepreneurship (MBA), and Negotiation & Persuasion Strategies (MBA). Earned tenured.

**Assistant Professor of Marketing**, 1998-2004, University of Portland-Portland, OR  
Courses: Entrepreneurial Marketing (UG), Personal Selling (UG), Marketing Management (UG)  
Applied Marketing Strategies (MBA), and Negotiation & Persuasion Strategies (MBA)

### **Additional Teaching Opportunities**

- “International Negotiation,” Portland State University, Masters in International Management Program, Summers 2002-2005
- “Global Sales Management,” Portland State University, Masters in International Management Program, Summers 2004-2005
- “Mini MBA Program,” developed and taught Negotiation Skills and Marketing Strategy to disadvantaged youths at the University of Portland as part of a Center for Entrepreneurship program, Summers 2001-2004
- “Effective Marketing Management,” Executive Program for Entrepreneurs in Changchun, China, Summer 2000
- “Marketing and Recruitment,” Start Making a Reader Today (SMART) program, University of Portland, Summer 2000
- Adjunct Graduate Professor, University of Memphis Fogelman School of Business, 1997-2000

### **TEACHING AWARDS/HONORS**

- “Excellence in Undergraduate Teaching Award,” College of Business, Northern Illinois University, 2021
- “Excellence in Undergraduate Teaching Award,” College of Business, Northern Illinois University, 2020
- “Excellence in Undergraduate Teaching Award,” College of Business, Northern Illinois University, 2016
- “Excellence in Undergraduate Teaching Award,” College of Business, Northern Illinois University, 2015
- "Innovation in Business Education Award" from the MidAmerican Business Deans Association for "Building Student Networks with LinkedIn" pedagogy innovation, 2012
- Outstanding Faculty Coach, World Collegiate Sales Open competition, 2012
- “Excellence in Teaching” awarded by the Sales Special Interest Group of the American Marketing Association, 2011
- Hormel Meritorious Teaching Award, Marketing Management Association, 2010
- National Award, Entrepreneurial Experiential Education (3E), US Association of Small Business and Entrepreneurship, 2008
- “Innovative Sales Educator Award”, University Sales Center Alliance, this association represents the 32 sales center programs in the United States, 2006
- “Outstanding Award”, Entrepreneurial Education, Pamplin School of Business, University of Portland, 2004
- Outstanding Undergraduate Professor, Pamplin School of Business, University of Portland, 2003-2004
- “Innovative Teacher of the Year Award”, American Marketing Association, 2002
- Outstanding Undergraduate Professor, Pamplin School of Business, University of Portland, 2001-2002

- Academy of Educational Leadership's "Distinguished Teaching Award", 2001
- Outstanding Graduate Professor, Pamplin School of Business, University of Portland, 1999-2000
- Butine Faculty Grant, \$3500 for curriculum development related to personal selling, 1999
- "Graduate Assistant Meritorious Teaching Award", University of Memphis, 1996-1997
- Teaching Fellow Award, Department of Marketing, University of Memphis, 1995-1996

#### **NOTABLE ACCOMPLISHMENTS**

- "Robert M. Peterson Scholarship", created in my name by a recent undergraduate alum and \$1000 is given annually to a worthy NIU student 2012-present.
- Outstanding Article Award 2018, "Impact of CRM Technology on Sales Process Behaviors: Empirical Results from US, Europe, and Asia", *Journal of Business-to-Business Marketing*.
- Best Paper Award, "Encouraging the Sales Force to Leverage Social Media," National Conference in Sales Management, with Mark Groza, 2013
- Best Workshop Award, "Creating a Truly Campus Wide Entrepreneurship Minor," US Association of Small Business and Entrepreneurship Conference, 2005
- Outstanding Reviewer, Corporate Entrepreneurship track of the US Association of Small Business and Entrepreneurship Conference 2005
- Two-time winner of "Best Session Award," Authored "Sharing the Teaching Wealth: A Clearinghouse for Best Teaching Practices," the US Association of Small Business and Entrepreneurship Conference, 2004 and 2001
- Pamplin Research Fellow, Pamplin School of Business, University of Portland, 2003, 1998-2001
- AACSB Japan Study Tour, One of twelve members selected in the US, 2002
- "Ambassador Distinction" from State Governor of Toyama, Japan, 1992-1993 for "outstanding educational contributions and international relations improvements"
- Eagle Scout, Boy Scouts of America

#### **FUNDRAISING FOR PROGRAM DEVELOPMENT (\$2+ million)**

2020	\$35,000	NIU Sales Program from a corporate sponsor
2019	\$25,000	NIU Sales Program from a corporate sponsor
2018	\$25,000	NIU Sales Program from a corporate sponsor
2017	\$25,000	NIU Sales Program from a corporate sponsor
2016	\$220,000	NIU Sales Program from various corporate sponsors
2015	\$205,000	NIU Sales Program from various corporate sponsors
2014	\$215,000	NIU Sales Program from various corporate sponsors
2013	\$190,000	NIU Sales Program and Sales Decathlon Contest
2012	\$139,000	NIU Sales Program from various corporate sponsors
2010	\$6,000	NIU Sales Program from Paycom Inc.
2009	\$25,000	RBI Sales Program at William Paterson University
2008	\$360,000	Renewed funding from the Russ Berrie Foundation
2008	\$208,000	Funding for the National Sales Challenge (3-day, 3-event national sales Olympics, (see <a href="https://rbisaleschallenge.wpunj.edu/">https://rbisaleschallenge.wpunj.edu/</a> )
2007	\$153,500	Funding for the National Sales Challenge 1 <sup>st</sup> year goal was \$125,000, (sponsorships ranged from \$5,000-\$25,000)
2007	\$150,000	RBI Sales Program from Unilever Corporation (total funding after 3-year

		renewed support)
2007	\$50,000	RBI Sales Leaders Program from Summit Financial (2 years renewed)
2003	\$7,000	Coleman Foundation Grant for a Minor in Entrepreneurship curriculum development for the University of Portland
2002	\$5,000	Coleman Foundation Grant for an innovative pedagogical program

## RESEARCH SERVICE

**Editor**, *Journal of Selling*, 2012 - present. Resurrected a journal that had not been published for 2.5 years. The journal focuses on the intersection of sales and academic inquiry. Added a new Pedagogy section to the journal. Acceptance rate roughly 28%.

Editorial Review Board, *Marketing Management Journal*, 2012 – current.

## REFEREED JOURNAL PUBLICATIONS

**Peterson, Robert M.**, Avinash Malshe, Scott B. Friend, and Howard Dover (2021), "Sales Enablement: Conceptualizing and Developing a Dynamic Capability", *Journal of Academy Marketing Science*, 49(3), 542-565.

**Peterson, Robert M.**, and Howard Dover (2021), "Global Perspectives of Sales Enablement: Constituents, Services, and Goals", *Industrial Marketing Management*, 93(1), 154-162.

Westbrook, Kevin W. and **Robert M. Peterson** (2020), "The Effects of Salesforce Enablement and Hindrance Stressors on Sales Producer Burnout and Turnover Intentions", *Marketing Management Journal*, 30(2), 64-86.

**Peterson, Robert M.**, and Howard Dover (2020), "What is Sales Enablement: Definition, Domain, and Agenda", *Journal of Selling*, 20(1), 46-59.

Rodriguez, Michael, **Robert M. Peterson**, and Vijay Krishnan (2018), "Impact of CRM on Sales Process Behaviors: Empirical Results from United States, Europe, and Asia", *Journal of Business-to-Business Marketing*, 25(1), 1-10.

**Peterson, Robert M.** (2017), "The Digital Selling Movement: An Evolution to Digital and Research Opportunities", *Journal of Selling*, 17(1), 5-11.

Perkins, Bob and **Robert M. Peterson** (2017), "A Sales Disruption: Is Digital Sales Replacing Traditional Field Sales?", *Journal of Selling*, 17(1), 52-56.

Reid, David A., Dick Plank, **Robert M. Peterson**, and Gregory A. Rich (2017), "Examining the Use of Sales Force Management Practices," *Journal of Business and Industrial Marketing*, 32(7), 974-986.

Dover, Howard F., **Robert M. Peterson** (2016), "Social Selling Index Score: Using LinkedIn to Build Social Selling Skills in the Classroom", *Journal of Selling*, 16(1), 56-62.

Rodriguez, Michael, Haya Ajjan, and **Robert M. Peterson** (2016), “Social Media in Large Sales Forces: An Empirical Study of the Impact of Sales Process Capability and Relationship”, *Journal of Marketing Theory and Practice*, 24(3), 365-379.

Dover, Howard F., **Robert M. Peterson**, and Gary L. Selden (2015), “Developing Professional Social Networks: Student Outcomes Using Social Networking,” *Journal of Selling*, 15(2), 11-16.

**Peterson, Robert M.**, Geoffrey Gordon, and Vijay Krishnan Palghat (2015), “When Sales and Marketing Align: Impact on Performance”, *Journal of Selling*, 15(1), 29-43.

Krishnan, Vijay, Mark Groza, Mya Groza, **Robert M. Peterson**, and Elisa Fredericks (2014), “Linking Customer Relationship Management (CRM) Processes to Sales Performance: The Role of CRM Technology Effectiveness”, *Marketing Management Journal*, 24(2), 162-171.

Magnusson, Peter, **Robert M. Peterson**, and Stan Westjohn (2014), “The Influence of National Cultural Values on the Use of Rewards Alignment to Improve Sales Collaboration”, *International Marketing Review*, v31 (1): 30-50.

Forbes, Lukas P., Terry Loe, **Robert M. Peterson**, Bob Erffmeyer, and Michael Boehm (2014), “Establishing, Growing, and Running a Sales Program: An Analysis of Certified University Sales Centers”, *Journal of Selling*, v14 (1): 6-19.

**Peterson, Robert M.** and Howard F. Dover (2014), “Building Student Networks with LinkedIn: The Potential for Connections, Internships, and Jobs,” *Marketing Education Review*, v24 (1): 15-20.

Rodriguez, Michael, Haya Ajjan, and **Robert M. Peterson** (2014), “CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance”, *Journal of Marketing Development and Competitiveness*, v8 (1): 85-97.

Groza, Mark D., **Robert M. Peterson**, Ursula Sullivan, and Vijay Krishnan (2012), “Social Media and The Sales Force: The Importance of Intra-Organizational Cooperation and Training on Performance”, *Marketing Management Journal*, v22 (2): 118-130.

Padelford, Walton; Kevin W. Westbrook, Darin W. White, **Robert M. Peterson**, and Kerry P. Gatlin (2012), “Differences in Perception of the Morality of Profit-Making among Various Student Populations”, *Ethics & Critical Thinking Journal*, v25 (4): 72-85.

Rodriguez, Michael, **Robert M. Peterson**, and Vijaykumar Krishnan (2012), “Social Media's Influence on Business-to-Business Sales Performance”, *Journal of Personal Selling and Sales Management*, v32 (3): 365-378.

Sullivan, Ursula, **Robert M. Peterson**, and Vijay Krishnan (2012), “Value Creation and Firm Sales Performance: The Mediating Roles of Strategic Account Management and Relationship Perception,” *Industrial Marketing Management*, v41 (1): 166-173.

Rodriguez, Michael and **Robert M. Peterson** (2012), “The Role of Social CRM and Its Impact on Lead Generation in B2B Sales”, *International Journal of Internet Marketing and Advertisement*, v7 (20): 180-193.

**Peterson, Robert M.** and C. David Shepherd (2011), “Negotiation Preparation Differences: Collaborative Versus Competitive Expectations,” *Marketing Management Journal*, v21, (2): 111-122.

**Peterson, Robert M.**, with others (2011), “Internationalizing Sales Research: Current Status, Opportunities and Challenges,” *Journal of Personal Selling and Sales Management*, v31 (3): 219-242.

**Peterson, Robert M.**, Michael Rodriguez, and Vijaykumar Krishnan (2011), “CRM and Sales Pipeline Management- Empirical Results for Managing Opportunities”, *Marketing Management Journal*, v21 (1): 60-70.

Zahay-Blatz, Debra, Carol Scovotti, **Robert M. Peterson**, and Sandy Domagalski (2010), “Identifying and Assessing Fundamental Competencies of Direct and Interactive Marketing”, *Journal of Advancement of Marketing Education*, v17 (Winter): 52-62.

**Peterson, Robert M.** and C. David Shepherd (2010), “Preparing to Negotiate: An Exploratory Analysis of the Activities Comprising the Pre-Negotiation Process in a Buyer-Seller Interaction,” *Marketing Management Journal*, v20 (1): 66-75.

**Peterson, Robert M.** (2008), “Entrepreneurial Negotiations: An Exploratory US - China Perspective,” *International Journal of Entrepreneurship*, v12: 1-10.

**Peterson, Robert M.** and Douglas Albertson (2006), “Running a Micro Business in Marketing Class: Experiential Learning Right Out of the Gate,” *Marketing Education Review*, v16: 105-109.

**Peterson, Robert M.** and Kevin D. Johnson (2005), “The Entrepreneurial Audit: Innovation Efficiency in the 21<sup>st</sup> Century,” *The Entrepreneurial Executive*, v9: 51-70.

**Peterson, Robert M.** (2004), “What Would You Do For \$20?: Qualitative and Quantitative Outcomes,” *Journal of Entrepreneurship Education*, v7: 57-65.

**Peterson, Robert M.**, Clay Dibrell, and Timothy L. Pett (2002), “Long- vs. Short-term Performance Perspectives of Western European, Japanese, and US Countries: Where do They Lie,” *Journal of World Business*, v37: 245-255.

**Peterson, Robert M.**, and Clay Dibrell (2002), “Consumers and Technology in Small Business: Are We Creating Relationships or Distance?” *Academy of Entrepreneurship Journal*, v8 (1): 31-46.

**Peterson, Robert M.**, Robin Anderson, and Debra Stephens (2002), “Top Gun Training for Student Entrepreneurs,” *Academy of Educational Leadership Journal*, v6 (1): 81-93.

**Peterson, Robert M.** and George H. Lucas (2001), “Expanding the Antecedent Component of the Traditional Business Negotiation Model: Pre-Negotiation Literature Review and Planning-Preparation Propositions,” *Journal Marketing Theory & Practice*, (Fall): 37-49.

**Peterson, Robert M.** (2001), “Course Participation: An Active Learning Approach Employing Student Documentation,” *Journal of Marketing Education*, v23 (3): 187-194.

**Peterson, Robert M.** and George H. Lucas (2001), “What Buyers Want Most From Salespeople: A View From The Senior Level,” *Business Horizons*, v44 (5): 39-45.

Hill, Ronald P., **Robert M. Peterson**, and Kathy Dhanda (2001), “Global Consumption and Distributed Justice: A Rawlsian Perspective,” *Human Rights Quarterly*, v23 (1): 171-187.

**Peterson, Robert M.** (2000), “Blinded by Science: An Entrepreneurial Marketing Perspective of Understanding,” *Journal of Research in Marketing & Entrepreneurship*, v2 (3): 219-232.

**Peterson, Robert M.** and Clay Dibrell (1999), “Conceptual and Empirical Evidence of International Macro and Micro Congruent Generic Strategies: A Study of Japan and the US,” *Advances in Competitiveness Research*, v7 (1): 62-85.

**Peterson, Robert M.**, George H. Lucas, and Patrick L. Schul (1998), “Forming Consultative Trade Alliances: Walking the Walk in the New Selling Environment,” *National Accounts Management Journal*, (April): 10-11, 15-19.

Westbrook, Kevin W. and **Robert M. Peterson** (1998), “Business-to-Business Selling Determinants of Quality,” *Industrial Marketing Management*, v27 (January): 51-62.

#### **PUBLISHED CASES**

**Peterson, Robert M.** (1999), “US Learning Inc.,” in *Marketing Strategy*, by O.C. Ferrell et al., Fort Worth, TX: Dryden Press.

#### **WORK UNDER REVIEW**

Westbrook, Kevin W. and **Robert M. Peterson**, “Servant Leadership Effects on Salesperson Self-Efficacy, Performance, Job Satisfaction, and Turnover Intentions”, *Journal of Business & Industrial Marketing*.

## **WORK IN PREPARATION**

**Peterson, Robert M.** and Laura Munoz, “Sales Enablement Job Responsibilities and Individual Skills Required.”

## **PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS**

**Peterson, Robert M.** and Howard F. Dover (2020), “When in Rome...How Sales Enablement Differs Across the Globe,” *Sales Enablement Society Conference Proceedings*, Atlanta/Virtual, (October).

Malshe, Avinash, **Robert M. Peterson**, Scott Friend, and Howard Dover (2020), “Sales Enablement: A Theoretical Perspective,” paper accepted at *Enhancing Sales Productivity Conference*, Warwick, UK (conference cancelled due to the COVID-19 pandemic).

Munoz, Laura and **Robert M. Peterson** (2019), “The Sales Enablement Function: What does it Mean from the Hiring Side? 54<sup>th</sup> *CLADEA Conference Proceedings*, (October)

**Peterson, Robert M.**, Howard Dover, Tamara Schenk, and Christian Maurer (2019), "Global Sales Enablement Variations," *Global Sales Science Institute Conference Proceedings*, (June).

**Peterson, Robert M.** and Laura Munoz (2018), “Sales Enablement Job Postings: A Thematic Analysis of Responsibilities,” *National Conference in Sales Management Proceedings*, San Diego, CA (April).

**Peterson, Robert M.** and Howard F. Dover (2017), “Sales Enablement Conversations: Findings and Tribal Pow Wows,” *Sales Enablement Society Conference Proceedings*, Dallas, TX (October).

**Peterson, Robert M.** and Laura Munoz (2017), “Sales Enablement Directors: Job Responsibilities and Individual Skills Sought,” *Sales Enablement Society Conference Proceedings*, Dallas, TX (October).

**Peterson, Robert M.** and Howard F. Dover (2017), “What is Sales Enablement?: Definitions, Domain, and Agenda,” *National Conference in Sales Management Proceedings*, St. Louis, MO (April).

Reid, David A., **Robert M. Peterson**, Dick Plank, and Gregory A. Rich (2016), "Examining the Use of Sales Force Management Practices," *Global Sales Science Institute Conference Proceedings*, (June).

**Peterson, Robert M.** and Howard F. Dover (2016), “Working the Room on the First Day of Class”, *National Conference in Sales Management Proceedings*, Milwaukee, WI (March).

**Peterson, Robert M.**, (2015), "National Culture and Business Roadblocks: A Discussion on Japanese Uniqueness," *Global Sales Science Institute Conference Proceedings*, (June).



**Peterson, Robert M.** (2015), "Socializing Sales Students and Never Discuss a Grade Again," *National Conference in Sales Management Proceedings*, in Houston, TX (April).

**Robert M. Peterson**, Michael Rodriguez, and Vijay Krishnan (2014), "Impact of CRM on Sales Process Behaviors: Empirical Results from United States, Europe, and Asia", *Global Sales Science Institute Conference Proceedings*, (June).

Ajjan, Haya, Michael Rodriguez, and **Robert M. Peterson** (2013), "CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance", *Academy of Marketing Science Proceedings*, (May).

Krishnan, V., Mark D. Groza, and **Robert M. Peterson** (2013), "The Effect of Sales People, Processes and Provisions on Performance: The 4P-Sales Management Model," *Academy of Marketing Science Proceedings*, (May).

Ajjan, Haya, Michael Rodriguez, and **Robert M. Peterson** (2013), "Impact of Sales Process Capability on CRM/Social Media Technology and Sales Performance," *National Conference in Sales Management Proceedings*, (April).

Groza, Mark D., and **Robert M. Peterson** (2013), "Encouraging the Sales Force to Leverage Social Media," *National Conference in Sales Management Proceedings*, (April).

Rodriguez, Michael, **Robert M. Peterson** and Vijay Krishnan (2012), "Role of Social Media and Its Impacts on Sales Performance in B2B Marketing," *National Conference in Sales Management Proceedings*, (March).

Dover, Howard F., and **Robert M. Peterson** (2012), "Using LinkedIn in a Sales Course: Student Developing Networks," *National Conference in Sales Management Proceedings*, (March).

**Peterson, Robert M.**, Vijay Krishnan, and Geoffrey L. Gordon (2011), "Performance Effects of Sales-Marketing Alignment," *Global Sales Science Institute Conference Proceedings*, (June).

Magnusson, Peter, **Robert M. Peterson**, Stanford A. Westjohn, and Rick Ridnour, (2011), "Should Organizational Culture Mimic or Differentiate from National Culture? A Cross-Cultural Examination of Marketing & Sales Alignment on Firm Performance" *Academy of International Business Conference Proceedings*, (June).

Rodriguez, Michael and **Robert M. Peterson** (2011) "Generating Leads Via Social CRM: Early Best Practices for B2B Sales" *National Conference in Sales Management Proceedings*, (April).

**Peterson, Robert M.** and Jeanne Frawley (2010), "Supporting Sales Education and Research on Various Fronts--the University Sales Education Foundation," *National Conference in Sales Management Proceedings*, (April).

**Peterson, Robert M.** and Jennifer Zerbe (2010), “Professional Sales Content in the Classroom: Miller Heiman Early Lessons,” *National Conference in Sales Management Proceedings*, (April).

**Peterson, Robert M.** (2009), “When Graduation ≠ Immediately Launching Start-Up: Career Options and What Professors Should Know,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January).

**Peterson, Robert M.** and David Reid (2007), “Selling: Keys to Entrepreneurial Success,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 174.

**Peterson, Robert M.** and Richard E. Plank (2006), “Impact of Anticipated Collaborative vs. Competitive Negotiation Encounters on Planning Behaviors,” *National Conference in Sales Management Proceedings*, (March): 24-26.

**Peterson, Robert M.** and Waverly Deutsch (2006), “Sales: the Key to Entrepreneurial Success – Curriculum, Tools and Tales from the Crypt,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 235.

**Peterson, Robert M.** (2005), “The Professional Inventory,” *National Conference in Sales Management Proceedings*, (March): 56-57.

**Peterson, Robert M.** (2005), “Creating a Truly Campus Wide Entrepreneurship Minor: University of Portland’s New Offering & Outside Perspectives,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 220.

**Peterson, Robert M.** (2004), “Entrepreneurial Salespeople: Challenges & Triumphs” *National Conference in Sales Management Proceedings*, (April): 139-141.

**Peterson, Robert M.** (2004), “Personal Selling/Marketing Plan in a Sales Course” *National Conference in Sales Management Proceedings*, (April): inadvertently omitted from proceedings.

**Peterson, Robert M.** (2004), “What Would You Do For \$20?: Qualitative and Quantitative Outcomes,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 69.

**Peterson, Robert M.** (2004), “Non Book Learning”, *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 162.

**Peterson, Robert M.** and Kevin Johnson, (2003), “Inspecting Your Corporate Entrepreneurial Fitness,” *Allied Academies Conference Proceedings*, (October): 63-64.

**Peterson, Robert M.** (2003), “Entrepreneurial Negotiations: An Exploratory US-China Perspective” UIC Research Symposium, (August): 18.

**Peterson, Robert M.** and Kevin D. Johnson, (2003), “The Entrepreneurial Audit: Innovation Efficiency in the 21<sup>st</sup> Century,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 131.

**Peterson, Robert M.** (2002), “Selling Encounters When East Meets West: Preparation Differences,” *National Conference in Sales Management Proceedings*, (April): 19-20.

**Peterson, Robert M.** (2002), “Sharing the Teaching Wealth: A Clearinghouse for Best Teaching Practices,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (January): 124.

**Peterson, Robert M.**, Robin Anderson, and Debra Stephens, (2001), “Top Gun Training for Student Entrepreneurs,” *Allied Academies Conference Proceedings*, (October): 2-6.

**Peterson, Robert M.** (2001), “Pre-Negotiation Planning & Preparation: Phases and Activities Defined,” *National Conference in Sales Management Proceedings*, (April): 28-31.

**Peterson, Robert M.** (2001), “Sharing the Teaching Wealth: A Clearinghouse for Best Teaching Practices,” *US Association of Small Business and Entrepreneurship Conference Proceedings*, (February): 174.

**Peterson, Robert M.** (2000), “Student Documentation of Participation: An Active Learning Approach in Marketing Courses,” *American Marketing Association Summer Conference Proceedings*, (August): 84-85.

**Peterson, Robert M.** and George H. Lucas (2000), “Expanding the Architecture of Interorganizational Negotiations: The Embryonic Phase of Planning and Preparation,” *American Marketing Association Summer Conference Proceedings*, (August): 269-270.

**Peterson, Robert M.** (2000), “Pre-Negotiation Planning and Preparation: What Is It? Do We Do It?,” *National Conference in Sales Management Proceedings*, (April): 24-27.

**Peterson, Robert M.**, Clay Dibrell, and Timothy L. Pett (1999), “Whose Market Orientation is Longest: A Study of Japan, Europe, and the United States,” *Proceedings of American Marketing Association*, (Summer): 240.

**Peterson, Robert M.** and George H. Lucas (1999), “The Theory of Negotiation Revisited,” *National Conference in Sales Management Proceedings*, (April): 117-119.

**Peterson, Robert M.** (1997), “Consultative Selling: A Qualitative Look at the Salesperson Credibility Requirement,” *American Marketing Association Summer Conference Proceedings*, (August): 240-241.

**Peterson, Robert M.** (1997), “A Positivist Evaluation of the Walker-Churchill-Ford Sales Performance Model with Observations from Practitioners,” *National Conference in Sales Management Proceedings*, (April): 128-131.

**Peterson, Robert M.**, and George H. Lucas (1996), “Consumers and Technology: Are We Creating Relationships or Distance?” *Emory University’s Research Conference on Relationship Marketing*, (June): 202-206.

**Peterson, Robert M.**, George H. Lucas, and Patrick L. Schul (1996), “Consultative Selling: Walking the Walk in Today’s Selling Environment,” *National Conference in Sales Management Proceedings*, (March): 140-142.

**Peterson, Robert M.** (1996), “Congruence between International Macro and Micro Generic Strategies: Empirical and Conceptual Evidence for the US and Japan,” *Society for Global Competitiveness Proceedings*, v4: 271-280.

Unzicker, Deb, **Robert M. Peterson**, and Stef Nicovich (1996), “Quality Initiative Effects on Union, Non-Union and Management: A View of Job Satisfaction and Teamwork Orientation,” *Advances in Marketing Proceedings*, Southwestern Marketing Association, (Spring): 305-307.

**Peterson, Robert M.** and Thomas N. Ingram (1996), “Moncrief’s Selling Activities Taxonomy: Areas of Expansion and Evolution,” *Southern Marketing Association Proceedings*, (Fall): 282-283.

Mukherji, Joystna, **Robert M. Peterson**, and Ananda Mukherji (1996), “Entry Mode and Internationalization: An Integrating Framework for International Expansion,” *Academy of International Business-Southeast Proceedings*, (Fall): 127-132.

#### **APPLIED RESEARCH PUBLICATIONS & PRESENTATIONS**

Dan Cilley and **Robert M. Peterson** (2020), “Sales Tech Stack: Purpose, Cost and Complexity”, *Sales Education Annual*, (14): 32-33, 40.

Mike Kunkle and **Robert M. Peterson** (2018), “Implications for B2B Selling in the Age of Artificial Intelligence”, *Sales Education Annual*, (12): 4-5.

“Sales Enablement Directors: What do Firms Want?”, Chicago Chapter of the Sales Enablement Society, December 7, 2017.

“Tales from the Street: Top Trends and Challenges of Sales Enablement”, Webinar presented to the Boston chapter of the Sales Enablement Society, April 6, 2017.

“The Great Debate – Defining Sales Enablement”, Chicago Chapter of the Sales Enablement Society, February 23, 2017.

**Peterson, Robert M.**, George H. Lucas, and Patrick L. Schul (1996), “Seven Things Customers Expect from You Today,” *What’s Working in Sales Management*, v4 (May 22): 1-2.

**Peterson, Robert M.** (1996), "Parking Lot Rendezvous," *Selling Power Magazine*, v16 (January/February): 78.

Schul, Patrick N. and **Robert M. Peterson** (1996), "Japanese Negotiation: Cultural Differences and Tactical Responses," *The Tennessee Exporter*, v1 (September): 6-8.

### **REFEREED PRESENTATIONS**

**Peterson, Robert M.** (2021), "LinkedIn Exercises and Evaluation Rubric" National Conference in Sales Management, Virtual (April).

**Peterson, Robert M.** (2021), "Sales Enablement: Early Conceptualization and Empirical Encounters", FOM Sales Conference, Virtual Düsseldorf, Germany (February).

**Robert M. Peterson** (2019), "Using Improv as Selling Drills in Class", Global Sales Science Institute Conference, Panama City, Panama (June).

**Peterson, Robert M.** and Howard Dover (2019), "Design Thinking Via Post-It Note Approach" National Conference in Sales Management, Jacksonville, FL (March).

**Peterson, Robert M.** and Stefanie Boyer (2019), "Do you Teach Sales from a Script? Try a Dose of Improv", National Conference in Sales Management, Jacksonville, FL (March).

**Peterson, Robert M.**, Howard Dover, and Joel Le Bon (2018), "Moving Beyond a Role Play-Centric Curriculum", Global Sales Science Institute Conference, Vienna, Austria (June).

Dover, Howard, **Peterson, Robert M.**, and Tamara Schenk, (2018), "Sales Enablement", Global Sales Science Institute Conference, Vienna, Austria (June).

**Peterson, Robert M.** (2018), "Selling Blindly, Literally", National Conference in Sales Management, San Diego, CA (April).

**Peterson, Robert M.** and Stefanie Boyer (2018), "Sales Improv – Putting Skills to Action", National Conference in Sales Management, San Diego, CA (April).

**Peterson, Robert M.** and Howard Dover, (2017), "Driving the Sales Enablement Autobahn: No Guardrails, No Limits, No Maps," Sales Thought Leadership Conference, Paris, France (May).

Pullins, Ellen, Pirjo Pitkapaasi, **Robert M. Peterson** and Annie Liu, (2017), "Exploring the Relationships between Sales Theory, Practice and Education", Global Sales Science Institute Conference, Port Louis, Mauritius (June).

**Peterson, Robert M.**, (2017), "Reverse Job Fair: Letting the Students Drive the Recruitment/Selling Process", National Conference in Sales Management, St. Louis, MO (April).

**Peterson, Robert M.**, Marie Artim, Mike Bystrom, and Mark Groza (2017), "Industry Growth, Needs, Give Back and Student Hiring: A Senior View from Enterprise", National Conference in Sales Management, St. Louis, MO (April).

**Peterson, Robert M.**, (2017), "Sales Enablement – The Scope, The Challenges, and The Random Acts", American Association of Inside Sales Professionals, Chicago, IL (April).

**Peterson, Robert M.**, Chuck Howlett, Michael Rodriguez, and Jeanne Frawley (2016), "Making Sales Education Relevant in the 21st Century: Some Healthy Outside Perspectives", National Conference in Sales Management, Milwaukee, WI (March).

Shriber, Justin, Howard Dover, and **Robert M. Peterson** (2016), "Social Selling in your Curriculum: What, Why, and How?", National Conference in Sales Management, Milwaukee, WI (March).

Castleberry, Stephen B., Dawn R. Deeter-Schmelz, **Robert M. Peterson**, Ellen Bolman Pullins (2016), "Best Practices in Sales Majors/Sales Centers" National Conference in Sales Management, Milwaukee, WI (March).

Dixon, Andrea, Ken Evans, Eli Jones, **Robert M. Peterson**, and Mary Anne Raymond (2015), "Developing Marketing Students that Industry Wants: Maximal Impact, Reasonable Efforts", American Marketing Association, Chicago, IL (August).

Chressanthis, George, **Robert M. Peterson** and Arndt Borgmeier, (2015), "Future Directions for a Pharmaceutical Sales Science: Academic and Practitioner Perspectives with Applications for Other Industries", Global Sales Science Institute Conference, Hiroshima, Japan (June).

**Peterson, Robert M.** and Nancy Munro, (2014), "Practice Gatekeeper Interaction with Technology," National Conference in Sales Management, Miami, FL (April).

**Peterson, Robert M.** and Howard Dover (2013), "Using LinkedIn to Drive Learning and Network Outcomes", National Conference in Sales Management, San Diego, CA.

**Peterson, Robert M.** (2012), "Phone Skills in Sales Curriculum: Current and Future Endeavors", American Marketing Association, Chicago, IL.

**Peterson, Robert M.** (2011), "Social Marketing Meets Sales: The Role of Social Media in Professional Selling", American Marketing Association, San Francisco, CA.

**Peterson, Robert M.** (2010), "Instant In-Class Sales Role Play", National Conference in Sales Management, Milwaukee, WI.

**Peterson, Robert M.** (2009), "The Sales Leaders Program", National Conference in Sales Management, Norfolk, VA.

**Peterson, Robert M.** (2008), “Sales Education Juggernaut: Proliferation of Programs, Blueprint for Growth, and Industry Perspectives”, American Marketing Association, San Diego, CA.

**Peterson, Robert M.** (2008), “Increasing Sales: Performance, Predictability and Professionalism through University and Business Collaboration”, Selling Power Magazine Conference, Philadelphia, PA.

**Peterson, Robert M.** (2008), “Opportunities for Professionally Qualified (PQ) Faculty in Business: A Sales Education Perspective”, National Conference in Sales Management, in Dallas, TX.

**Peterson, Robert M.** (2008), “Speed Dating for Entrepreneurs”, US Association of Small Business and Entrepreneurship Conference, San Antonio, TX.

**Peterson, Robert M.** (2008), “Friend Raising and Fund Raising: Selling Your Sales Program,” Global Sales Science Institute Conference, Athens, Greece.

**Peterson, Robert M.** (2007), “International Sales Needs and Potential Partnering”, State of Sales Research & Education, at the European Union Sales Conference, Helsinki, Finland.

**Peterson, Robert M.** (2007), “Nailing the Sales Interview: Prep & Practice”, National Conference in Sales Management, Irvine, Ca.

**Peterson, Robert M.** (2006), “Speed Selling”, National Conference in Sales Management, in Minneapolis, MN.

**Peterson, Robert M.** (2005), “The Paper Checklist”, US Association of Small Business and Entrepreneurship Conference, Palm Desert, CA.

**Peterson, Robert M.** (2004), “Baptism by Fire”, National Consortium of Entrepreneurship Centers, Portland, OR.

**Peterson, Robert M.** (2003), “Contribute or Die: Participating in Class”, National Conference in Sales Management in Cincinnati, OH.

**Peterson, Robert M.** (2003), “Sharing the Teaching Wealth: A Clearinghouse for Best Teaching Practices”, US Association of Small Business and Entrepreneurship Conference, Hilton Head, SC.

**Peterson, Robert M.** (2002), “Top Gun Contest”, National Conference in Sales Management in Atlanta, GA.

**Peterson, Robert M.** (2002), “International Negotiations”, George Fox University, Newberg, OR.

**Peterson, Robert M.** (2001), “Sales Classes in Action: A Jamboree of Effective Pedagogical Techniques”, National Conference in Sales Management in Dallas, TX.

**Peterson, Robert M.** (1999), “Marketing Education in the 21<sup>st</sup> Century: Born Global”, with Robin Anderson, American Marketing Association Summer Conference in San Francisco, CA.

**Peterson, Robert M.** and Clay Dibrell (1998), “Internet Gambling: The Opportunity for Ethical Dilemmas has just Grown Exponentially,” American Marketing Association, International Ethics and Societal Issues Conference, Vienna, Austria.

**Peterson, Robert M.** (1997), “Blinded by Science”, Presented at the American Marketing Association Winter Conference in St. Petersburg Beach, FL.

**Peterson, Robert M.** (1996), “International Alliance Formation: Collaborative and Competitive Negotiations”, Society for Global Competitiveness International Conference in Atlanta, GA.

#### **DISSERTATION COMMITTEES**

Mike Rodriguez (2009), “Identifying Critical Success Factors for Virtual Sales Professionals”, Stevens Institute of Technology, Hoboken, NJ.

Karen Gui (2005), “Black Scholes Option Pricing Model in Forecasting Sportswear Retailers’ Profitability”, Portland State University, Portland, OR.

#### **PROFESSIONAL TRAINING COMPLETED**

Teaching Negotiation in the Organization, Program on Negotiation, Harvard University, 2005  
Lifelong Learning for Entrepreneurship Education Professionals, University of Colorado, 2001  
Symposium for Entrepreneurship Educators (SEE) at Babson College, 1999  
Xerox Selling Skills, (PSS) 1989

#### **PROFESSIONAL SERVICE**

Board of Directors, Sales Education Foundation, 2007-present  
Advisory Board of Directors, Sales Enablement Society, 2018-present  
Sales Enablement Society Annual Conference Committee, 2019-present  
Editorial Review Board, *Marketing Management Journal*, 2015-present  
Chicago Chapter Board of the Sales Enablement Society 2017-2021  
VP of Conference Planning, AMA Sales SIG, elected 2011-2013  
National Conference in Sales Management, 1995-present, Board of Directors 2001-2007  
VP Corporate Entrepreneurship Division, US Association of Small Business and Entrepreneurship, 2003-2004  
Students in Free Enterprise (SIFE) Sam Walton Fellow, 1998-2001  
Pi Sigma Epsilon Sales and Marketing Service Fraternity (Life member since 1995)  
United States Association of Small Business and Entrepreneurship (member since 1999-2006)  
American Marketing Association (member since 1995)



Session Chair and Discussant, numerous conferences, 1998-present

### **JOURNAL & CONFERENCE REVIEWING**

*Industrial Marketing Management*, 2010-present

*Journal of Personal Selling & Sales Management*, 1998-present

National Conference in Sales Management, 1997-present

US Association of Small Business & Entrepreneurship Conference 2002-2008

*Journal of Entrepreneurship Education*, 1998-2005

*Journal of Developmental Entrepreneurship*, 2001-2004

Academy of Marketing Science, 1998-2000, 2004

American Marketing Association, 1998-2002, 2007-present

Southern Marketing Association, 1999

Western Marketing Educator's Conference, 1999

Southwest Federation of Academic Disciplines, 1998, 1999

### **SERVICE**

#### **University Level**

NIU University Outreach Advisory Committee, 2010-2016

NIU Presidential Engagement Professor Selection Committee, 2011-2016

WPU Academic Senate, 2006-2008

#### **School of Business Level**

WPU Cotsakos College of Business

Strategic Planning Committee, 2008- 2009

Mission and Vision Committee, 2008-2009

Assessment Committee, 2008-2009

Curriculum Committee, 2008-2009

Entrepreneurship Concentration Development Committee, 2008

AACSB Accreditation Committee, 2007-2009

Marketing Faculty Student Advisor, 2006-2008

#### **Department Level**

NIU Personnel Committee, 2017-present

NIU Curriculum Committee, 2009-2017

NIU Faculty Advisor, Collegiate Sales Advisory Board, 2011-2017

NIU Merit and Tenure Guidelines Review Committee, 2009-2010

WPU Chair, Faculty Evaluation Committee 2007-2008

WPU Chair, Faculty Search Committee 2006-2007

WPU Chair, Scholarship Awards Committee 2006-2009

WPU Faculty Search Committee, 2005-2006

### **CURRICULUM DEVELOPMENT AND TEACHING INNOVATIONS**

- **Silicon Valley Curriculum**, created an intensive field trip that has students meeting with Silicon Valley executives to study strategies, trends, and the dynamics of attracting and maintaining customer relationships across varied industries (e.g., technology, health-care,

sports, entertainment, etc.). Students engage in activities that improves the understanding of corporate and sales strategy development and implementation. Firms have included: Adobe, Andreessen Horiwitz, PwC, Salesforce.com, Marketo, McKesson, Saleshood, Gong IO, etc.

- **Teaching Innovation - Building Student Networks with LinkedIn**, each student opens a LinkedIn account, which is free at the entry level. They must complete their profile, build a minimum of 20 new contacts (mainly business professionals), join 5 groups, post 5 times, write a recommendation, and receive a recommendation. This pedagogy approach won the 2012 Innovation in Business Education Award from the MidAmerican Business Deans Association and is published in *Marketing Education Review* (2014).
- **Proposal for Executive Master of Science in Sales Leadership**, co-author in writing the proposal for a new Executive Master of Science in Sales Leadership at William Paterson University. The degree would represent the first Executive M.S. degree in sales leadership in the U.S. at an AACSB school.
- **Proposal for Pharmaceutical/Medical Devices Sales Track**, co-author in writing proposal for a new Pharmaceutical/Medical Devices sales track within the B.S. in Professional Sales at William Paterson University. The proposal is in the review process with an external team of pharmaceutical/medical devices sales executives.
- **Sales Leaders Program**, authored an unparalleled program enabling an elite corps of students to develop the highest quality professional selling expertise through a 2-course sequence. Experience includes domestic and international business trips to study best practices, entry into the program is competitive, and funds for the program/travel were raised from corporate donations, 2006-2008.
- **Negotiation Course**, created the negotiation curriculum for an innovative new program/major in Professional Sales at William Paterson University. New degree represents the first Bachelors of Science degree in sales in the world, August 2005.
- **Entrepreneurship Minor**, committee chair and co-author in creating a cross disciplinary entrepreneurship minor at the University of Portland. Wrote the grant to fund committee work, team consisted of department chairs or associate deans from English, Engineering, Communication and Business. The minor was accepted with unanimous consent at each phase of the approval process, August 2003.
- **Corporate Entrepreneurship Course**, created the corporate entrepreneurship curriculum at the University of Portland, July 2004.
- **Professional Selling Course**, created the sales course curriculum at the University of Portland, August 1999.
- **Teaching Innovation – Tale of the \$20s**, each student receives \$20 seed money from the professor and must create a product, price it, promote it, and sell it as part of their grade, all within an eight-week period. With 243 students having participated in the exercise over several

semesters, nearly \$19,000 in profits was realized and \$4000 donated to charity. This exercise was published in the *Journal of Entrepreneurship Education* and as a longitudinal study in *Marketing Education Review*, 2000-2003

- **Teaching Innovation – Participation**, students must defend their course participation via memo, letter, advertisement, singing telegram, etc., detailing how they have earned full participation credit by citing examples and other supporting evidence. This pedagogy approach was published in the *Journal of Marketing Education*, 1999- present.
- **Teaching Innovation – Tale of the Two Fifties**, each student receives \$100 and forms a team. They must repay the original \$100 seed money. No excuses, no extensions, no sad stories. Students are evaluated on their ability to: 1) create and execute a viable idea, 2) the amount of money earned (sliding scale based on a class curve), and 3) document business achievements, 2004-2006.
- **Teaching Innovation – Top Gun Award**, a contest is held throughout the semester to earn the “Top Gun” designation as determined by excellent quiz scores, homework, and classroom competency. Being selected “Top Gun” becomes a cherished honor with students fiercely competing to add value to the class. Six years after its inception, emails continue to laud the environment created, 2002 – 2005.
- **Teaching Innovation – Speed Selling Contest**, students create a two-minute sales pitch about themselves detailing why they should be hired and meet individually with an executive. A one-minute question and answer session follows; the student is scored, then moves on to the next executive. This exercise became an integral part of the National Sales Challenge and promotional excerpts can be viewed at <http://rbisaleschallenge.wpunj.edu/>. 1998- present.
- **Teaching Innovation – Master Negotiator**, each semester one student is selected to receive an award for class performance. The winner receives a certificate designating him/her as Master Negotiator. This honor is awarded based on student nomination and peer evaluations of performance as it relates to leadership and professionalism, course contribution, and peer recognition, 2005-present.

## **INDUSTRY EXPERIENCE**

### **Business Consultant, Data Broadcasting Corporation, San Mateo, CA**

Originated and executed test market sales projects for national rollout. Established the business plan and created supporting marketing literature for start-up sales force.

### **Business Consultant, Intercultural Training & Resource Inc., San Francisco, CA**

Marketed training video series entitled “Working with Japan” to firms in US and Canada.

### **International Exchange Coordinator, City of Tonami, Toyama, Japan**

Developed and instructed English language/cultural awareness program for the city of Tonami, Japan. Coordinated cultural, business, and language exchanges among Tonami city government, Western organizations, and business firms.

**Product Manager, Data Broadcasting Corporation, San Mateo, CA**

Managed hardware/software data transmission products. Devised product strategy, spearheaded product releases, interfaced with 22 sales representatives on marketing promotions. Created numerous profit-producing marketing programs. Launched new highly effective direct marketing campaign increasing revenue by 33% for the product.

**Account Executive, Data Broadcasting Corporation, Vienna, VA**

100% “commission only” sales compensation. Increased my year-on-year income by 126%. 1989 #1 Sales Representative. Sold live financial data for stock and commodity markets via inside sales.

**Sales Representative, Duplex Products Inc., Falls Church, VA**

Created 100% of customer base via “cold calling,” developed 45 new customer accounts in the printing industry.