

# Dr. Alexander J. Milovic III

Marquette University  
Curriculum Vitae

## OFFICE ADDRESS:

Department of Marketing  
Marquette University  
606 N. 13<sup>th</sup> Street  
Milwaukee, WI 53233  
[alexander.milovic@marquette.edu](mailto:alexander.milovic@marquette.edu)

## Education

- Ph D, University of Wisconsin-Milwaukee, 2014.  
Major: Marketing  
Supporting Areas of Emphasis: Psychology  
Dissertation Title: "If You Have It, I Want It...Now!" the Effect of Envy and Construal Level on Increased Purchase Intentions
- MBA, DePaul University, 2010.  
Major: Marketing Strategy  
Supporting Areas of Emphasis: Strategy, Execution, and Valuation (Accounting/Finance)
- BS, University of North Carolina-Charlotte, 2005.  
Major: Management Information Systems
- BS, Towson University, 1999.  
Major: Marketing

## Professional Experience

### Academic - Post-Secondary

Adjunct Instructor, University of Wisconsin-Milwaukee. (September 2012 - July 2014).  
Adjunct Instructor, Aurora University. (August 2013 - May 2014).

### Professional

Board Member, The Veteran's Edge. (July 2012 - Present).

## Consulting

Professional Selling Strategy, Wisconsin Pest Control Association, Wisconsin Dells, WI. (February 16, 2016).  
Presentation Preparation, Best Version Media, Waukesha, WI. (August 20, 2015 - September 15, 2015).

## TEACHING

### Courses Taught

#### Marquette University

MARK 3001, Intro to Marketing, Undergraduate.  
MARK 4010, Consumer Behavior, Undergraduate.  
MARK 4094, Professional Selling, Undergraduate.

MARK 4995, Independent Study in Marketing, Undergraduate.  
MARK 6100, Marketing Management, Graduate.  
MARK 6110, Consumer Behavior, Graduate.

## SCHOLARLY ACTIVITY

### Publications and Other Intellectual Contributions

#### Journal Article, Academic Journal, Refereed

Dingus, R., Milovic, A. In Robert M. Peterson (Ed.), *Honor Among Salespeople: Exercises to Develop a Positive Ethical Framework*. *To appear in Journal of Selling*.

www.cob.niu.edu/\_pdfs/departments/marketing/journal-of-selling/15-02-01.pdf [\[Link\]](#)

Milovic, A., Dingus, R. (2014). In Dr. Lucas Russell (Ed.), *Everyone Loves a Winner...or Do They? Introducing Envy into the Sales Contest to Increase Salesperson Motivation*. *American Journal of Management*, 14 (4), 6. www.na-businesspress.com/AJM/DingusR\_Web14\_4\_.pdf [\[Link\]](#)

#### Conference Proceeding, Refereed

Fleming, D. E., Askew, M. A., Artis, A. B., Milovic, A., *Reducing Salesperson Turnover: The Roles of Market Orientation and Grit*. (pp. 3): National Conference in Sales Management.

Dingus, R., Milovic, A., *Honor Among Salespeople: Developing a Personal Code of Ethics to Promote Positive Values and Accountability in a Professional Selling Course*: Marketing Management Association Spring Conference.

Milovic, A., Dingus, R. (2014). *Everyone Loves a Winner...or Do They? Introducing Envy into the Sales Contest to Increase Salesperson Motivation*. (pp. 119-121): Marketing Management Association Spring 2014 Conference. <http://www.mmaglobal.org/publications/Proceedings/2014-MMA-Spring-Conference-Proceedings.pdf> [\[Link\]](#)

Milovic, A. (2014). *The Worst Salesperson in Town: Teaching Ethical Selling Through Role Play*. (pp. 153-154): Marketing Management Association Fall 2014 Conference. <http://www.mmaglobal.org/publications/Proceedings/2014-MMA-Fall-Educators-Conference-Proceedings.pdf> [\[Link\]](#)

Dingus, R., Milovic, A. (2013). *Here, There, and Everywhere: Revising the Concept of Office Hours to Facilitate Student-Professor Interactions*. (pp. 13-18): Marketing Management Association Spring Conference. <http://www.mmaglobal.org/publications/Proceedings/2013-MMA-Fall-Educators-Conference-Proceedings.pdf> [\[Link\]](#)

Milovic, A. (2013). *The Effect of Selling at Home on Compliance*: National Conference in Sales Management. [http://www.ncsmweb.com/images/proceedings/pdfs/DoctoralStudent/5\\_-\\_Milovic\\_3-page\\_Abstract\\_pp87-89.pdf](http://www.ncsmweb.com/images/proceedings/pdfs/DoctoralStudent/5_-_Milovic_3-page_Abstract_pp87-89.pdf) [\[Link\]](#)

#### Conference Proceeding

Milovic, A., Dingus, R., Krey, N. In Lisa Lindgren, Brent Smith (Ed.), *Professor Walks into a Bar: Using Humor and Q-Score to Determine Instructor and Department Appeal*: Marketing Management Association Spring 2016 Conference.

Milovic, A., Dingus, R. In Lisa Lindgren, Brent Smith (Ed.), *Fitting a Square Peg into a Square Hole: Introducing Assessment Programs to Determine Proper Fit Between Sales Graduates and Employers*:

Marketing Management Association Fall 2015 Conference Proceedings.  
www.mmaglobal.org/publications/proceedings-archive/ [\[Link\]](#)

### **Abstract, Refereed**

Milovic, A. (2013). *The Effect of Selling at Home on Compliance*. (3rd ed., vol. 33, pp. 338): Journal of Personal Selling and Sales Management.

### **Book Review, Non-refereed**

Milovic, A. (2014). *Psychological Foundations of Marketing*. (3rd ed., vol. 31, pp. 230-231): Journal of Consumer Marketing.

### **Manuscript**

Milovic, A. (2014). *"If You Have It, I Want It...Now!" the Effect of Envy and Construal Level on Increased Purchase Intentions*. (pp. 116). Milwaukee, WI: Theses and Dissertations - UWM Digital Commons. dc.uwm.edu/cgi/viewcontent.cgi?article=1479&context=etd&sei-redir=1&referer=http%3A%2F%2Fscholar.google.com%2Fscholar%3Fq%3Dmilovic%2Bif%2Byou%2Bhave%2Bit%2Bi%2Bwant%2Bit%26btnG%3D%26hl%3Den%26as\_sdt%3D0%252C14#search=%22milovic%20if%20have%20want%22 [\[Link\]](#)

## **Presentations**

### **National/International Academic**

Milovic, A., Dingus, R., Marketing Management Association Fall Educators' Conference, "Fitting a Square Peg into a Square Hole: Introducing Assessment Programs to Determine Proper Fit Between Sales Graduates and Employers," Marketing Management Association, San Juan, PR. (September 18, 2015).

Milovic, A., Dingus, R. (Presenter & Author), National Conference in Sales Management, "Ethics in Action: Facilitating Dialogue in Sales Education," Pi Sigma Epsilon, Houston, TX. (April 2015).

Fleming, D. E. (Presenter & Author), Askew, M. A. (Author Only), Artis, A. B. (Author Only), Milovic, A. (Presenter & Author), National Conference in Sales Management, "Reducing Salesperson Turnover: The Roles of Market Orientation and Grit," Pi Sigma Epsilon, Houston, TX. (April 2015).

Dingus, R. (Author Only), Milovic, A. (Presenter & Author), Marketing Management Association Spring Conference, "Honor Among Salespeople: Developing a Personal Code of Ethics to Promote Positive Values and Accountability in a Professional Selling Course," Marketing Management Association, Chicago, IL. (March 2015).

Milovic, A., Marketing Management Association Fall Educators' Conference, "The Worst Salesperson in Town: Teaching Ethical Selling Through Role Play," Marketing Management Association, San Antonio, TX. (September 2014).

Milovic, A., Dingus, R. (Presenter & Author), Marketing Management Association Spring Conference, "Everyone Loves a Winner...or Do They? Introducing Envy into the Sales Contest to Increase Salesperson Motivation," Marketing Management Association, Chicago, IL. (March 2014).

Dingus, R. (Presenter & Author), Milovic, A., Marketing Management Association Fall Educators' Conference, "Here, There, and Everywhere: Revising the Concept of Office Hours to Facilitate Student-Professor Interactions," Marketing Management Association, New Orleans, LA. (September 2013).

Milovic, A., National Conference in Sales Management, "The Effect of Selling at Home on Compliance," Pi Sigma Epsilon, San Diego, CA. (April 2013).

Milovic, A., Ghose, S. (Author Only), AMA Summer Marketing Educators' Conference, "An Analysis of Commission Salesperson Productivity," American Marketing Association, Chicago, IL. (August 2012).

## **Professional Affiliations and Editorial Board Service**

Executive Director, Marketing Management Association. (September 2013 - Present).  
American Marketing Association. (June 2010 - July 2014).  
Editorial Review Board Member, Marketing Education Review. (April 2014 - Present).

## **Professional Service**

Executive Director, Marketing Management Association. (March 2015 - Present).  
Publication Council Member, Marketing Management Association. (April 2013 - Present).  
Judging Committee Member, AMA Case Competition. (January 15, 2016).  
Reviewer, Journal Article, AMS/World Marketing Congress. (December 12, 2015).  
Reviewer, Journal Article, Journal for Advancement of Marketing Education. (November 2015).  
Reviewer, Conference Paper, Marketing Management Association Spring 2016 Conference. (November 2015).  
Reviewer, Conference Paper, National Conference in Sales Management. (November 8, 2015).  
Session Chair, Marketing Management Association, San Juan, Puerto Rico. (September 16, 2015 - September 18, 2015).  
Reviewer, Journal Article, Journal for Advancement of Marketing Education. (August 11, 2015).  
Reviewer, Journal Article, Winter American Marketing Association Conference. (July 2015).  
Reviewer, Journal Article, Marketing Education Review. (June 2015 - July 2015).  
Reviewer, Book, Global Perspectives on Contemporary Marketing Education. (May 29, 2015).  
Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (April 2015).  
Session Chair, Marketing Management Association Spring 2015 Conference, Chicago, IL. (March 2015).  
Judging Committee Member, AMA Case Competition. (January 2015).  
Reviewer, Conference Paper, Marketing Management Association Spring 2015 Conference. (October 2014).  
Session Chair, Marketing Management Association Fall 2014 Conference, San Antonio, TX. (September 17, 2014 - September 19, 2014).  
Reviewer, Conference Paper, Academy of Marketing Science World Marketing Congress. (August 2014).  
Reviewer, Conference Paper, Marketing Management Association Fall 2014 Conference. (June 2014).  
Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (May 2014).  
Reviewer, Journal Article, Marketing Education Review 2014 Special Issue on Teaching Innovations. (May 2014).  
Reviewer, Conference Paper, Society for Marketing Advances Fall 2013 Conference. (October 2013).  
Reviewer, Conference Paper, Marketing Management Association Fall 2013 Conference. (June 2013).

## **ACADEMIC AND UNIVERSITY SERVICE**

### **Department Service**

Faculty Advisor, Marketing Club. (November 2014 - Present).  
Faculty Advisor, Sales Program Coordinator. (August 2014 - Present).  
Faculty Advisor, Marketing Club Networking Event. (October 5, 2015 - February 4, 2016).

### **College Service**

Faculty Mentor, ImpactNext Entrepreneurial Competition. (January 25, 2016 - Present).

Advisor, Business Career Center Employer Advisory Board. (January 8, 2016 - Present).  
Committee Member, Executive MBA Task Force. (November 2015 - Present).  
Committee Member, University Community Campaign Team. (September 2015 - Present).  
Faculty Mentor, LEAD Interviews (Spring 2016). (January 26, 2016 - March 23, 2016).  
Faculty Mentor, LEAD 2000 Discussion Group Leader. (March 8, 2016).  
Speaker, 2016 COBA Open House. (February 6, 2016).  
Speaker, Spring 2016 Business School Open House. (February 6, 2016).  
Community Engagement, Lunch and tour of Artisan Partners. (December 4, 2015).  
Community Engagement, Lunch with Bader Rutter. (December 2, 2015).  
Community Engagement, On-site visit of Milwaukee Tool. (November 24, 2015).  
Speaker, Strategic Innovation Fund Workshop. (November 16, 2015).  
Faculty Mentor, High School Student Visits. (August 31, 2015 - November 11, 2015).  
Faculty Mentor, LEAD Interviews (Spring and Fall, 2015). (January 2015 - October 2015).  
Attendee, Career Event, Career Awareness Night. (October 20, 2015).  
Participant, Strategic Innovation Fund Celebration. (September 2015 - October 14, 2015).  
Community Engagement, Lunch and discussion with Enterprise. (October 13, 2015).  
Attendee, May Graduation, College of Business Administration Graduation Ceremony. (May 17, 2015).  
Attendee, May Graduation, College of Business Administration Dean's Reception. (May 16, 2015).  
Attendee, Alumni Event, College of Business Administration National Awards Luncheon. (April 24, 2015).  
Committee Member, Graduation Speaker Selection Committee. (March 31, 2015).  
Judge, TR Martin Award. (February 2015 - March 2015).  
Participant, Faculty Retreat. (January 9, 2015).  
Faculty Mentor, LEAD Interviews. (September 2014 - December 2014).  
Attendee, Recruitment Activity, Northwestern Mutual Company Visit. (December 17, 2014).  
Attendee, Recruitment Activity, Entrepreneurial Event. (November 13, 2014).  
Attendee, Recruitment Activity, Lunch with area CEO. (October 27, 2014).  
Faculty Mentor, AMA Regional Selling Competition. (October 17, 2014).  
Attendee, Recruitment Activity, TEKsystems Career Night. (October 13, 2014).  
Attendee, Recruitment Activity, Meeting with manager at Johnson Controls. (September 25, 2014).  
Attendee, Career Event, Uline Company Visit. (September 12, 2014).

## **University Service**

Faculty Advisor, Student Media Department Sales Force. (March 2015 - Present).  
Lecture/Presentation, Kern Entrepreneurial Engineering Network (KEEN) Presentation Team. (December 1, 2015 - February 5, 2016).  
Faculty Advisor, LeaderShape Institute. (January 9, 2016 - January 15, 2016).  
Attendee, Special Event, Marquette Urban Scholars Professor Pizzaz. (April 11, 2015).

## **AWARDS AND HONORS**

Strategic Innovation Fund Grant Winner, Marquette Innovation Fund. (June 12, 2015).  
Best Sales Teaching Innovation Award, University Sales Center Alliance. (April 16, 2015).  
John Berens Best Paper in Marketing Education Award, Marketing Management Association. (March 26, 2015).  
Spring 2014 Gold Star Winner for Teaching Excellence, University of Wisconsin-Milwaukee. (May 2014).  
Best in Track Paper Award (Sales and Sales Management), Marketing Management Association. (March 2014).  
Fall 2013 Gold Star Winner for Teaching Excellence, University of Wisconsin-Milwaukee. (January 2014).  
Chancellor's Graduate Student Award Winner: 2013-2014, University of Wisconsin-Milwaukee. (July 2013).  
2013 AMA-Sheth Foundation Doctoral Consortium Fellow Nominee, University of Wisconsin-Milwaukee. (June 2013).  
Spring 2013 Gold Star Award Winner for Teaching Excellence, University of Wisconsin-Milwaukee. (May 2013).  
Fall 2012 Gold Star Award Winner for Teaching Excellence, University of Wisconsin-Milwaukee. (January 2013).