

# JOSEPH M. MATTHES

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## EDUCATION

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**Doctor of Philosophy**, Marketing, *University of Nebraska–Lincoln*, August 2014

**Master of Business Administration**, *Creighton University*, May 2006

**Bachelor of Science in Business Administration**, Management Information Systems,  
*Creighton University*, August 2004

## ACADEMIC EXPERIENCE

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**Assistant Professor of Marketing**, *Marquette University*, 2014-Present

## RESEARCH

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### RESEARCH INTERESTS:

**Marketing Strategy** (Firm Performance, Franchising Relationships, Sales-Marketing Interface, Omnichannel Integration)

### JOURNAL PUBLICATIONS:

Vivek K. Dubey, **Joseph M. Matthes**, and Amit Saini (2023), “Impact of Socioeconomic Values Collaboration on Performance in Franchising,” *Journal of Business Research*, 162 (July).

**Matthes, Joseph M.**, Amit Saini, and Vivek K. Dubey (2021), “Performance Implications of Marketing Agreement, Cooperation, and Control in Franchising,” *Journal of Marketing Theory and Practice*, 29 (3), 387-408.

Spaid, Brian I. and **Joseph M. Matthes** (2021), “Consumer Collecting Identity and Behaviors: Motives and Impact on Life Satisfaction,” *Journal of Consumer Marketing*, 38 (5), 552-564.

Johnson, Jeff S., **Joseph M. Matthes**, and Scott Friend (2019), “Interfacing and Customer-Facing: Sales and Marketing Selling Centers,” *Industrial Marketing Management*, 77, 41-56.

## JOSEPH M. MATTHES

**Matthes, Joseph M.** and A. Dwayne Ball (2019), "Discriminant Validity Assessment in Marketing Research," *International Journal of Market Research*, 61 (2), 210-222.

Johnson, Jeff S. and **Joseph M. Matthes** (2018), "Sales-to-Marketing Job Transitions," *Journal of Marketing*, 82 (4), 32-48.

### CONFERENCE PROCEEDINGS:

Spaid, Brian I. and **Joseph M. Matthes** (2021), "Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers," *Society for Marketing Advances Annual Conference*, Orlando, FL \*\*\*

**Matthes, Joseph M.**, Brian I. Spaid, Mark A. Barratt, and Terence T. Ow (2019), "Omnichannel Retailer Strategy and Operationalization," *Society for Marketing Advances Annual Conference*, New Orleans, LA \*

Spaid, Brian I. and **Joseph M. Matthes** (2018), "Drivers and Outcomes of Consumer Collecting Behavior," *Society for Marketing Advances Annual Conference*, West Palm Beach, FL

Spaid, Brian I. and **Joseph M. Matthes** (2018), "Exploring Fixture Shape in a Retail Setting," *American Marketing Association Summer Academic Conference*, Boston, MA \* \*\*

Saini, Amit and **Joseph M. Matthes** (2017), "Agree to Disagree: Role of Values Alignment in Franchising Relationships," *Great Lakes NASMEI Marketing Conference*, Manamai, India

Johnson, Jeff S. and **Joseph M. Matthes** (2017), "Sales-to-Marketing Job Transitions," *Global Sales Science Institute Conference*, Mauritius, East Africa

**Matthes, Joseph M.** and Melina K. Matthes (2016), "Proactive Awareness and Education for the Elimination of Sex-Trafficking Markets," *Annual Macromarketing Conference*, Dublin, Ireland

**Matthes, Joseph M.** and Amit Saini (2015), "A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships," *American Marketing Association Winter Educators' Conference*, San Antonio, TX \*

**Matthes, Joseph M.** and Amit Saini (2014), "A Conceptualization of the Effects of Marketing Alignment on Franchising Relationships," *Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE \*

**Matthes, Joseph M.** and Amit Saini (2013), "Strategic Drivers of Mobile Application Performance," *American Marketing Association Summer Educators' Conference*, Boston, MA \*

## JOSEPH M. MATTHES

**Matthes, Joseph M.** and Les Carlson (2013), "Product Content in the Entertainment Industry," *American Marketing Association Marketing & Public Policy Conference*, Washington, D.C. \*

**Matthes, Joseph M.** and Amit Saini (2012), "The Role of Franchisee Marketing Commitment on Promotion Execution and Performance," *American Marketing Association Summer Educators' Conference*, Chicago, IL \*

\*Presenter \*\*Session Chair \*\*\*Best Paper Award

### CURRENT RESEARCH:

**Title:** Drivers of Knowledge Sharing in Virtual Brand Communities: Self-Determination Perspective

**Authors:** Joseph M. Matthes, Xiaolei Wang, Jiandong Lu, and Terence T. Ow

**Status:** Under Review at *Information Processing & Management*

**Title:** Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers

**Authors:** Brian I. Spaid and Joseph M. Matthes

**Status:** Finishing manuscript; Submitting to *Journal of Business Research*

**Title:** Assessing the Anderson and Gerbing (A/G) Discriminant Validity Test using Artificial Data

**Authors:** Joseph M. Matthes and A. Dwayne Ball

**Status:** Writing manuscript; Invited to submit at *Sage Research Methods*

**Title:** Coopetition Within and Among Franchising Networks

**Authors:** Vivek K. Dubey, Joseph M. Matthes, and Amit Saini

**Status:** Data collection stage; Targeting *Journal of Retailing*

**Title:** Drivers and Outcomes of the Brand Selection Process for Franchisees

**Authors:** Joseph M. Matthes, Vivek K. Dubey, and Amit Saini

**Status:** Data collection stage; Targeting *Journal of Small Business Management*

**Title:** Franchisee Perceived Fairness of Franchise Disclosure Document Enforcement

**Authors:** Joseph M. Matthes, Vivek K. Dubey, Amit Saini, and Alok Kumar

**Status:** Data collection stage; Targeting *Journal of Business & Industrial Marketing*

**Title:** Impact of Legitimacy and Perceived Fairness on Franchising Relationships

**Authors:** Vivek K. Dubey, Joseph M. Matthes, and Alok Kumar

**Status:** Data collection stage; Targeting *Journal of the Academy of Marketing Science*

**Title:** Omnichannel Retailer Strategy and Operationalization

**Authors:** Joseph M. Matthes, Brian I. Spaid, Mark A. Barratt, and Terence T. Ow

**Status:** Data collection stage; Targeting *Journal of Business-to-Business Marketing*

## JOSEPH M. MATTHES

**Title:** Strategic Drivers of Mobile App Development, Objectives, and Performance  
**Authors:** Joseph M. Matthes and Amit Saini  
**Status:** Data collection stage; Targeting *Journal of Strategic Marketing*

**Title:** Disruptive Technologies in Professional Selling and Sales Management  
**Authors:** Joseph M. Matthes  
**Status:** Planning stage; Targeting *Journal of Personal Selling and Sales Management*

### RESEARCH RECOGNITIONS:

*Faculty Success Program Graduate, 2021, National Center for Faculty Development and Diversity*

*AMA Sheth Foundation Doctoral Consortium Fellow, 2013, University of Michigan, Ann Arbor, MI*

### RESEARCH GRANTS AWARDED:

*Received \$763 for copyeditor services for an advanced stage manuscript. Awarded by Marquette University, College of Business Administration (2022).*

*Received \$6000 Miles Summer Research Grant to support researching omnichannel retailer strategy and operationalization. Awarded by Marquette University, College of Business Administration (2019).*

*Received \$608 to subscribe to LinkedIn's Business Plus premium service to assist in recruitment of research participants. Awarded by Marquette University, College of Business Administration (2019).*

*Received \$200 to collect additional experimental data on the effects of curvilinear shape in retail. Awarded by Marquette University, College of Business Administration (2018).*

*Received \$1258 to collect additional survey data from U.S. food and beverage franchisees. Awarded by Marquette University, College of Business Administration (2017).*

*Received \$1152 to subscribe to LinkedIn's Business Plus premium service to assist in recruitment of research participants. Awarded by Marquette University, College of Business Administration (2016).*

*Received \$1200 to pay for transcriptionist services for qualitative depth interviews. Awarded by Marquette University, College of Business Administration (2015).*

## JOSEPH M. MATTHES

### RESEARCH ASSOCIATED MEMBERSHIPS:

*American Marketing Association, 2012-Present*

### TEACHING

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#### TEACHING INTERESTS:

- Marketing Management – Marketing Strategy – Omnichannel Strategy
- Franchising – Retailing – Professional Selling

#### TEACHING EXPERIENCE:

##### **Undergraduate Level**

MARK 4110 – Marketing Management (in-person, hybrid, and online)  
MARK 4085 – Marketing Channel Strategy (in-person)  
MARK 3001 – Introduction to Marketing (in-person and online)  
MRKT 346 – Marketing Channels Management (in-person)  
MRKT 341 – Principles of Marketing (in-person)

##### **Graduate Level**

MARK 6995 – Independent Study – Marketing Strategy (in-person)  
MARK 6931 – Topics in Marketing – Marketing Channel Strategy (online)  
MBA 6080 – Business Essentials – Marketing Management (online)  
MBA 6030 – Business Essentials – Marketing Component (in-person, hybrid, and online)

#### TEACHING RECOGNITIONS:

*Master Teacher Program Graduate 2019, Georgia State University*

*Outstanding Graduate Teaching Assistant 2012-2013, College of Business Administration,  
University of Nebraska–Lincoln*

*Excellence in Teaching by a Graduate Student 2012-2013, Marketing Department,  
University of Nebraska–Lincoln*

*Outstanding Graduate Teaching Assistant 2011-2012, Honorable Mention, University of  
Nebraska–Lincoln*

## JOSEPH M. MATTHES

*Excellence in Teaching by a Graduate Student 2011-2012*, Marketing Department,  
University of Nebraska–Lincoln

### SERVICE

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#### UNIVERSITY / BUSINESS COLLEGE / MARKETING DEPARTMENT:

*COBA Faculty Teaching Committee Chair*, 2023-Present

*University Teaching Committee Member*, 2023-Present

*Annual ULINE Case Competition Director*, 2015-Present

*Academic Student Advisor*, 2015-Present

*Business Undergraduate Curriculum Committee Member*, 2015-2023

*Undergraduate Online Business Degree – Teaching and Implementation Subcommittee  
Chair*, 2021

*Dean’s Strategic Planning Taskforce*, 2018-2019

*National Retail Federation’s Academic Symposium – COBA Representative*, 2015 and 2016

*Marketing Department Program Assessment Leader*, 2014-2016

*COBA Honors Convocation Presenter*, 2015

*COBA Parent Preview Lunch Program Host*, 2015

*Coach*, National Collegiate Sales Competition, 2013

*Peer Discussant*, Haring Symposium, 2013

*President*, University of Nebraska–Lincoln Marketing Doctoral Association, 2012-2013

*Advisor*, University of Nebraska–Lincoln Pi Sigma Epsilon Professional Sales Fraternity,  
2011-2013

*Emcee*, Robert Mittelstaedt Doctoral Symposium, 2011

*Vice President of Networking*, University of Nebraska–Lincoln Marketing Doctoral  
Association, 2010-2011

## JOSEPH M. MATTHES

### **JOURNAL REVIEWER:**

*Journal of Business Research*, 2023-Present

*Journal of Personal Selling and Sales Management*, 2022-Present

*Journal of Small Business Management*, 2012-Present

*Journal for Advancement of Marketing Education*, 2018

*Journal of Marketing Channels*, 2015-2016

*Journal of Consumer Behavior*, 2012

### **CONFERENCE REVIEWER:**

*Marketing Management Association Conference*, 2017, Marketing Education Track

*Global Sales Science Institute Conference*, 2017

*American Marketing Association Winter Educators' Conference*, 2014-2016, Marketing Strategy Track

*American Marketing Association Summer Educators' Conference*, 2015, Marketing Strategy Track

*International Conference on Information Systems*, 2011, Human-Computer Interaction Track

*Pacific-Asia Conference on Information Systems*, 2011, Human-Computer Interaction Track

### **ADVISORY ROLES:**

*Partner in Publishing*, 2022-Present

*Saint Dominic School Advisory Commission (elected)*, 2021-Present

*Wiley Advisory Panel*, 2020-Present

*Marquette University Faculty Externship Program – Kohler*, 2022

*Cengage Research Board – Marketing*, 2022

*Marketing Committee Chair, Saint Dominic School Advisory Commission*, 2021-2022

## JOSEPH M. MATTHES

### SERVICE RECOGNITIONS:

*Marquette Innovators Celebration Honoree 2023*, Office of University Relations, Marquette University

*Baker Award for Excellence in Service by a Graduate Student 2013-2014*, Marketing Department, University of Nebraska–Lincoln

### DIVERSITY, EQUITY, AND INCLUSION

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*Engagement with Diversity*, Vector Solutions, 2022

*Communication for Inclusion*, Vector Solutions, 2022

*The Influence of Unconscious Bias*, Vector Solutions, 2022

### ADDITIONAL WORK EXPERIENCE

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*Union Pacific Railroad – Omaha, NE, 2007-2009, Project Manager – Market Research and Analysis (Strategic Planning Team):* Researched over a dozen industries including dairy, produce, fertilizer, sand, and trucking. Provided detailed and documented strategic recommendations to marketing and sales employees. Analyzed distribution of the company's physical resources to help determine proper expansion.

*Union Pacific Railroad – Omaha, NE, 2006-2007, Business / Account Representative – Market Development and Sales Center (Marketing Department):* Developed highly effective professional selling and negotiation skills. Managed hundreds of industrial products customers as well as freight revenue worth over \$20 million annually. Collected over \$150,000 in demurrage charges that had been outstanding for up to two years.

*Union Pacific Railroad – Omaha, NE, 2005-2006, Intern – Marketing and Information Technology Departments:* Examined, assessed, and documented the company's liabilities and overall liability process. Updated a Microsoft Access electronic data interchange reporting system that traces all inbound and outbound transactions.

*Midwest Game Design – Omaha, NE, 2006-2007, President and Owner:* Worked with Microsoft to create a downloadable game for the Xbox 360 Live Arcade. Directed all business operations as well as level design, story, and overall game production.

*Best Buy, Big Dogs Sportswear, Coliseum, Deck the Walls, Gamers, Spencer Gifts – Omaha and Lincoln, NE, 1997-2010, Sales Associate or Store Manager:* Enjoyed a plethora of retailing jobs while in school and in-between other roles.