

## CV Minna Rollins (D.Sc.)

### ACADEMIC WORK EXPERIENCE

#### **University of West Georgia, Richards College of Business, Carrollton, USA**

Professor Marketing 7/2018 -  
Associate Professor of Marketing 7/2013 - 6/2018  
Assistant Professor of Marketing 8/2008 - 6/2013  
Visiting Assistant Professor of Marketing 1/2007 - 7/2008

#### **University of Eastern Finland**

Visiting Professor of International Business 8/2014 -

#### **Georgia State University, J. Mack Robinson College of Business, Atlanta, USA**

Part-time Instructor of Marketing 8/2006-12/2006  
Visiting Researcher at the Center for Business and Industrial Marketing 1/2005-  
12/2006

#### **University of Turku (Turku School of Economics), Finland**

Researcher 2004-2007

### EDUCATION

#### **Doctor of Science in Economics and Business Administration, University of Turku (Turku School of Economics) Finland, 2008**

- Major: Marketing
- Dissertation research title: "Customer Information Usage and Its Effect on Seller Company's Customer Performance in Business-to-business markets: An Empirical Study"

#### **Master of Science in Economics and Business Administration, University of Turku (Turku School of Economics), 2002**

- Major: Marketing, Minors: Information Systems Science and Business Economics
- A semester in University of Hawaii at Manoa

## **PUBLICATIONS**

Nickell, David, **Rollins, Minna**, Chwialkowska, Agnieszka, & Brown, Cheryl (2021). Reverse Logistics: An Explorative Multi-Industry Study, *International Journal of Export Marketing*, Forthcoming.

Bhatti, Waheed, Chwialkowska, Agnieszka, Nickell, David, & **Rollins, Minna** (2021). Experiential and Market Knowledge Learning in the Telecommunications Industry: An Empirical Study, *International Journal of Management and Decision Making*, forthcoming.

Julkunen, Saara, **Rollins, Minna**, Raatikainen, Markus, & Pennanen, Mikael (2021). European business environment in esports: an ecosystem perspective, *Nordic Business Journal*, Vol 70, No, 1.

Szymura-Tyc, Maja & **Rollins, Minna** (2020). Networking and the outward/inward innovativeness and internationalisation of Polish firms, *Journal of Eastern European Management Studies*, Vol 25, Iss, 20.

Bibbes, Ted, **Rollins, Minna**, & Johnston, Wesley (2017). Exploring the Role of the Project Manager in Organizational Knowledge Creation. *International Journal of Knowledge Management*, Vol. 13, No. 3, pp. 38-54

Rutherford, Brian and **Rollins, Minna**, Editorial, IMP2013: Building and Managing Relationships in a Global Network (2015). *Journal of Business and Industrial Marketing*, Vol. 30, Issue 8.

Virtanen, Tatu, Parvinen, Petri, **Rollins, Minna** (2015). Complexity of Sales Situation and Sales Lead Performance: An Empirical Investigation in a Business-to-Business Company. *Industrial Marketing Management*, Vol 45, pp 49-58.

Anaza, Nwamaka A., Rutherford, Brian, **Rollins, Minna** & Nickell, David. (2015). Ethical Climate and Job Satisfaction Among Organizational Buyers, *Journal of Business and Industrial Marketing*, Vol. 30, Issue 8, pp. 962-972.

Cavusgil, Tamer, Donthu, Naveen, Johnston, Wesley, Nickell, David, **Rollins, Minna**, & Rutherford, Brian (2014). Editorial: Building and managing relationships in a global network: IMP 2013 Atlanta. *Industrial Marketing Management*, Vol 43, Issue 6, 885-886.

**Rollins, Minna**, Nickell, David, & Wei, Jack (2014). Understanding Salespeople's Learning Experiences Through Blogging. A Social Learning Approach. *Industrial Marketing Management*, Vol 43, Issue 6.

**Rollins, Minna**, Rutherford, Brian, & Nickell David. The role of mentoring on outcome based sales performance: A qualitative study from the insurance industry. *International Journal of Evidence Based Coaching and Mentoring*, Vol. 12, No. 3.

Liu, Annie, Gould, Noel, **Rollins, Minna**, & Gao, Hongzhi (2014). Role Conflict and Ambiguity Confronting Transnational Business Networkers: Contrasting Social Stigma and Relational Risks for Chinese and Western Boundary Spanners, *Industrial Marketing Management*, Vol 43, Issue 6.

**Rollins, Minna**, Nickell, David & Ennis, Justin (2014). The Impact of Economic Downturns on Marketing. *Journal of Business Research*, Vol. 67, Issue: 1, pp. 2727–273.

Nickell, David, **Rollins, Minna**, & Hellman, Karl (2013). How to Not Only Survive But Thrive During Recession: A Multi-wave, Discovery-oriented Study. *Journal of Business and Industrial Marketing*, Vol. 28, Issue 5, *Highly Commended Paper Award in 2013*.

**Rollins, Minna**, Bellenger, Danny & Johnston, Wesley (2012). Customer information utilization in business-to-business markets: Muddling through process?, *Journal of Business Research*, Vol. 65, No. 6, pp. 758–764.

**Rollins, Minna**, Rollins, Minna, Bellenger, Danny & Johnston, Wesley (2012). Does Customer Information Usage Improve A Firm's Performance in Business-to-business Markets?. *Industrial Marketing Management*, Vol. 41, Issue: 6, August 2012, pp. 984–994.

**Rollins, Minna**, Pekkarinen, Saara & Mehtala, Mari (2011). Inter-firm Customer Knowledge Sharing: An Empirical Study. *International Journal of Physical Distribution and Logistics Management*, Vol. 41 Issue: 10, pp. 956–971.

**Rollins, Minna** (2008). *Customer Information Usage and Its Effect on Seller Company's Customer Performance in Business-to-business Markets: An Empirical Study*. Turku School of Economics. Dissertation Research. ISBN 978-951-564-605-7, 978-951-564-606-4 (PDF).

## **CONFERENCE PAPERS/PRESENTATIONS**

Gabrielsson, Mika, Fraccastoro, Sara, Ojala, Arto & **Rollins, Minna** (2021). Digital Entrepreneurial Internationalizers: Definitions, Theoretical Implications, and Research Avenues, *Proceedings of 54th Hawaii International Conference on System Sciences*, Jan 2020, Hawaii, USA.

**Rollins, Minna**, Chwialkowska, Agnieszka and Shen, Tiina, (2020). Chinese Parents' Attitudes and Purchase Intention of Functional Foods for Children. *American Marketing Association's Marketing & Public Policy Conference, May 2020, online*.

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Ojala, Arto, **Rollins, Minna**, Fraccastoro, Sara, and Gabrielsson, Mika (2020). The Internationalization of B2B Digital Platform Providers: The Role of Cross-National Distance and Digital Characteristics *Proceedings of 52th Hawaii International Conference on System Sciences*, Jan 2020, Hawaii, USA.

Pennanen, Mikael, Raatikainen, Markus, Julkunen, Saara, and **Rollins, Minna** (2019). ESports ecosystem: A Closed Community or a New Platform to Reach the Millennials? An Ecosystems Perspective. *Proceedings of 27<sup>th</sup> European Sports Management Conference*, Sep 3-6, Seville, Spain.

**Rollins, Minna** (2019). Relational Learning and Organizational Cultural Intelligence. *Proceedings of 52th Hawaii International Conference on System Sciences*, Jan 2019, HI, USA.

Pehrsson, Anders & **Rollins, Minna** (2018). Market Knowledge and Dynamic Capabilities in Creating Competitive Advantage in an International New Venture. *Proceedings of 51th Hawaii International Conference on System Sciences*, Jan 2018, HI, USA.

Koponen, Jonna, Julkunen, Saara, & **Rollins, Minna** (2016), "The Sales Theater: A Novel Method for Teaching Professional Sales", *Society of Marketing Advances Conference*, Nov 3-6, Atlanta, USA.

Kovalchuk, Marina, **Rollins, Minna**, & Gabrielsson, Mika (2016). Exploring the Moderating Effect of Co-Created Brand Personality in B2B Market. *American Marketing Association Summer Conference*, Aug 5-7, 2016, Atlanta, USA.

**Rollins, Minna** & Gabrielsson, Mika (2016). The Salesperson's Use of Global Customer Relationship Management Systems. *Proceedings of 49th Hawaii International Conference on System Sciences*, Jan 2016, HI, USA.

**Rollins, Minna**, Nickell, David & Wei, Jack (2014). Learning by Blogging: Understanding Salespeople's Learning Experiences on Social Media, *Proceedings of 47th Hawaii International Conference on System Sciences*, pp. 1656-1665.

Bibbes, Ted & **Rollins, Minna** (2013). A Knowledge Creation Model of Market Maturity. *2013 Annual Meeting of the Academy of International Business Southeast USA Chapter*, October 22-24, Atlanta, GA, USA,

Holma, Anne-Maria & **Rollins, Minna** (2013). A Multi-Stage Marketing in Serviced Context. A panel presentation. IMP2013 Conference, Aug 30 –Sep 2, 2013, Atlanta, GA, USA.

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Boujena, Othman, Johnston, Wesley, & **Rollins Minna**. From data to empathy: A customer perspective on decision making process, *IMP2013 Conference*, Aug 30 –Sep 2, 2013, Atlanta, GA, USA.

**Rollins, Minna** & Nickell, David (2013). Customer Relationship Management and Global Salesforce: Exploring the Cultural and Social Challenges, a Poster Session presentation, *2013 AMA Summer Marketing Educators' Conference*, Aug 6-9, 2013, Boston.

Bibbes, Ted, **Rollins, Minna**, & Johnston, Wesley (2012). Towards A New Understanding of the Project Managers as a Mixing Valve of Organizational Knowledge. The Proceedings of *26<sup>th</sup> International Project Management Association World Congress*, October, Crete, Greece.

Hoel, Anne, Levy, Sarit, Robinson Sherry, **Rollins, Minna**, & Sams, Doreen (2012). Sustainability and Education Methodologies: Various Ways to Green the Business Curriculum. *The Proceedings of Intellectbase Conference*, October 18-20, Atlanta, USA.

Hoel, Anne, Levy, Sarit, Robinson Sherry, **Rollins, Minna**, & Sams, Doreen (2012). *Teaching Sustainability Across the Business Curriculum*. Panel Session, *MMA Fall Educator's Conference*, Sep 19-21, 2012, Minneapolis, USA.

Wei, Jack, Nickell, David, & **Rollins, Minna** (2012). Blogging Keeps Me Networked: Understanding Salespeople's Learning Experiences on Social Media. *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*, Jan 2012, Atlanta, USA.

Sams, Doreen & **Rollins, Minna** (2011). A Case Study: Phoenix Rising - Multilevel/Multimodal Reflections for Triangulation - Globalized Learning Opportunity. *MMA Fall Educator's Conference*, Sep 21-23, 2011, St. Louis, USA.

Johnston, Wesley, **Rollins, Minna**, & Bellenger, Danny (2011). Strategic Utilization of Customer Information or Just Muddling Through?. *IMP Conference*, Aug 30–Sep 3, 2011, Glasgow, Scotland.

**Rollins, Minna**, Rutherford, Brian, Nickell, David & Johnston, Wesley (2010). Mentoring and sales force performance: a qualitative inquiry, *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Jan 15-18, 2010, San Juan, Puerto Rico.

**Rollins, Minna** & Javalgi, Raj (2010). Global CRM, *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Jan 15-18, 2010, San Juan, Puerto Rico.

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**Rollins, Minna** & Pekkarinen, Saara (2009). Service Innovation: Role of Customer knowledge Management and Modularity, *INFORMS Annual Meeting*, 10-14 October, San Diego, USA.

Pekkarinen, Saara, **Rollins, Minna**, & Mehtala, Mari, (2009). Managing Customer Knowledge between a Buyer and Logistic Service Provider: An Empirical Study. *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Jan 16-18, 2009, Atlanta, USA.

**Rollins, Minna** & Johnston, Wesley (2008). How Does Customer Relationship Management Affects Customer Information Utilization. *Proceedings of Society of Marketing Advantages*, Nov 6-9, 2008, St. Petersburg, USA.

**Rollins, Minna** & Johnston, Wesley J. (2006). Customer Information Use in Business-to-business markets: An Individual Perspective. *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Feb 2-5, 2005, Atlanta, USA.

**Rollins, Minna** & Johnston, Wesley J (2005). A Conceptual Framework for the Use of Customer Knowledge in Business-to-business Markets. *Proceedings The 6<sup>th</sup> European Conference on Knowledge Management*, Sep, 8- 9, 2005, Limerick, Ireland, ISBN 1-905305-06-0.

**Rollins, Minna** (2005). The Factors Affecting the Use of Customer Knowledge in Business-to-business Markets. *Proceedings The 5<sup>th</sup> American Marketing Association/Academy of Marketing Joint Biennial Conference*, Jul, 5-8, 2005, Dublin, Ireland.

**Rollins, Minna** & Halinen, Aino (2005). Customer Knowledge Management Competence: Towards a Theoretical Framework. *Proceedings 38<sup>th</sup> Hawaii International Conference on Systems Science*, Jan, 4-6, 2005, Waikoloa, HI, ISBN 0-7695-2268-8., *The best paper nominee*.

## **Teaching & Curriculum Development**

*Undergraduate classes (in-class, hybrid, online)*

Business-to-business Marketing  
International Marketing  
Principles of Marketing  
Seminar "Economic Development", ESCM France

*Graduate classes (in-class, hybrid, online)*

Global and International Business (a lead instructor in Georgia WebMBA)  
Sustainable Business Development

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Quantitative Research Methods, University of Eastern Finland

*Doctoral Seminars*

Business-to-business Marketing Seminar, Kennesaw State University, USA

*Curriculum Development*

Co-Director, Southwire Sustainable Business Honors Program 5/2013-5/2014  
Course Lead for Global Business course, Georgia WebMBA 7/2010-7/2014,  
11/2021-

**Service: university**

A member of Esports Council (8/2021 - )  
A member of University Graduate Advisory Committee (8/2021 - )  
A Co-founder and a member of Sustainability Council at University of West Georgia  
(1/2012 – 5/2020)  
Chair of the Committee of University Relations (5/2011- 5/2014)  
Chair of the Themed Years Committee, Faculty Senate Ad-Hoc Committee (6/2012 -  
1/2013)  
A member of the University Branding Committee (8/2010 - 5/2011)  
Chair of the Committee of General University Matters (5/2009 - 6/2011)  
A member of the Committee of General University Matters (2008 - 2009)  
Senator, Faculty Senate, University of West Georgia (8/2008 - 5/2014)

**Service: college and department**

A member of Undergraduate Program Committee (2018 - )  
Dean's evaluation committee (2015)  
A member of Promotion and Tenure Review Committee, College of Business  
Chair of Post Tenure Review Committee  
Tenure and Promotion Committee (department)  
A member of International Programs Committee at Richards College of Business (2013 -  
present)  
Faculty Representative of ESCEM (France) Exchange Program at Richards College of  
Business (2011- 2012)

**Disciplinary Service**

**Associate Editor**

Journal of Business and Industrial Marketing (2016-2020)

**Editorial review board**

Industrial Marketing Management

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Journal of Marketing Theory and Practice

### **Special Issue Co-Editor**

Industrial Marketing Management, IMP2013 Conference Special Issue  
Journal of Business and Industrial Marketing, IMP2013 Conference Special Issue

### **Ad-hoc Review**

Journal of Business Research (2014 - present)  
International Journal of Physical Distribution and Logistics Management (2011- present)  
Journal of Marketing Theory and Practice (2011- present)  
Journal of Selling and Major Account Management (2012 - present)

### **Reviewer**

Hawaii International Conference of Systems Sciences  
American Marketing Association Conference  
AMA Marketing and Public Policy Conference  
European Marketing Academy Conference  
Business-to-business Marketing textbook, Palgrave (2011)  
SMA Dissertation Competition (2009)  
The Handbook of Technology Management (2008)  
Relationship Marketing Colloquium 2007

### **Conferences**

Co-Program Director, Industrial Marketing and Purchasing Group Conference in Atlanta, 2013  
Co-track Chair, Industrial Marketing and Purchasing Group Conference in Bordeaux, France 2014  
Co-mini-track Chair, Hawaii International Conference on Systems Sciences, 2016-2022

### **Dissertation Committees/Examination**

Pertti Korpela, *Aligning Salespeople's Selling Competences with Buyer's Purchasing Orientations – An Exploratory Study Among Purchasing Decision-makers of the Internationally-oriented Technology Industries*, University of Turku, Defended December 11, 2015. External examiners: Dr. Minna Rollins and Dr. Saara Julkunen.

Scott, Baird, *"The Missing Link in the Human Component of Dynamic Capabilities as Seen from the Lens of the Turnaround Industry"*, Georgia State University, eDBA Program, defended in April 2014. Committee: Dr. Wesley Johnston, Dr. Mike Gallivan, Dr. David Nickell, and Dr. Minna Rollins.

Bibbles, Ted, *"Toward A New Understanding of the Project Manager as The Mixing Valve of Organizational Knowledge: A Case Study Approach"*, Georgia State University, eDBA

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Program, defended March 2013. Committee: Dr. Wesley Johnston, Dr. Minna Rollins, and Dr. Adrian Choo.

Allen, Darren, "*Engaged Contextual Ambidexterity Inquiry: Diagnosing Performance in a Manufacturing Organization: A Case Study*", Georgia State University DBA Program, defended in April 2013. Committee: Dr. Wesley Johnston, Dr. Lars Mathiassen, and Dr. Minna Rollins.

## **Grants & Awards**

### **Personal Research Grants**

Academy of Finland (2005, 2006), doctoral studies

Foundation for Economics Education (Finland), a number grants 2004-2015 for dissertation and other research projects

Marcus Wallenbergin Liiketaloudellinen Tutkimussäätiö (Finland), for dissertation research

Richards College of Business (UWG), Research Scholar/Co-sponsor (2010, 2012, 2013)

### **Awards**

Richards College of Business: Teaching Excellence Award (2021)

Georgia WebMBA Program: Faculty member of the Year, Ch79 (2020)

Best Reviewer Award, Journal of Marketing Theory and Practice (2018)

Richards College of Business: Research Award (2018)

Richards College of Business: Faculty Development Award (2018)

Richards College of Business: Research Award (2013)

Richards College of Business: Service Award (2014)

Richards College of Business: Teaching Award (2011)

### **Academic memberships**

American Marketing Association

Society of Marketing Advantages

Industrial Marketing and Purchasing Group

### **Languages**

Finnish, English, Swedish, German, Spanish

### **Citizenships**

Finland and United States