

David K. Nickell

The University of West Georgia
Marketing & Real Estate
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EDUCATION

PhD, Georgia State University, 2010.
Emphasis/major: Marketing

Executive Education, Harvard Business School, 2005.
Emphasis/major: Marketing Innovative Technologies

Executive Education, Wharton School of Business, 2003.
Emphasis/major: Marketing Metrics

MBA, Goizueta Business School at Emory University, 1994.
Emphasis/major: Marketing

BBA, University of Kentucky, 1987.
Emphasis/major: Marketing

Qualifications

University of West Georgia - Present
Current Rank: Associate Professor
Tenure Decision Year: July 2015
Faculty Rank and Date of Attainment:
Associate Professor: July 2015

WORK EXPERIENCE

Academic Positions

Academic Year (2015-Present): Marketing & Real Estate, Associate Professor, Tenured, Graduate Faculty, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2010-2015): Marketing & Real Estate, Assistant Professor, Tenure-Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2009): Limited Term Instructor, Undergraduate Teaching.

Professional Positions

Academic

Associate Professor of Marketing, University of West Georgia. (July 20015 - Present).
Assistant Professor of Marketing, University of West Georgia. (January 2010 – June 2015).
Visiting Professor, University of Vaasa. (May 18, 2014 - June 14, 2014).

Graduate Research Assistant, Georgia State University. (January 2006 - August 2009).

Professional

Senior Advisor, Denmark {the agency}. (January, 2012 - January, 2013).
Vice President, The Bantam Group. (March 2005 - August 2005).
Senior Brand Manager, EarthLink. (October 2002 - March 2005).
Group Product Manager, BellSouth (now AT&T). (March 1998 - September 2002).
Product Manager, Global Payment Systems. (October 1997 - March 1998).
Marketing Analyst, United Parcel Service (UPS). (September 1994 - September 1997).
Sales Representative, Honeywell. (September 1990 - May 1993).
Sales Representative, Nabisco Brands. (March 1988 - August 1990).

Teaching Experience

The University of West Georgia

MKTG 3803	MKTG 4879	MKTG 5868
MKTG 3808	MKTG 4881	MKTG 6815
MKTG 4831	MKTG 4885	MKTG 6881
MKTG 4868	MKTG 4886	
MKTG 4870	MKTG 5831	

Consulting

Management, Ascension Strategies, Atlanta, GA. (August 2015 - Present).

Management, Bodker, Ramsey, Andrews, Winograd, & Wildstein, P.C., Atlanta, GA. (June 4, 2019).

Management, National Builder Supply, Austell, GA. (April 2012 - September 2018).

Management, Atlanta Falcons, Atlanta, GA. (August 2010 - January 2017).

Management, SaaS Optics, Atlanta, GA. (January 2016).

Management, Denmark {the agency}, Atlanta, GA. (December 2012).

Management, Kimberly-Clark, Roswell, GA. (August 2010).

Management, Chick-fil-A, Atlanta, GA. (February 2009).

Non-Credit Instruction Taught

Seminar, Copernicus University (Poland). May 2017, December 2017

Seminar, University of Vaasa (Finland). May 2014, May 2016

RESEARCH

Publications

Peer Reviewed Journal Articles

- Nickell, D. & Chwialkowska, A. (2020). Social Media Use and Sponsorship: An Examination of an NFL Franchise. *International Journal of Sales, Retailing and Marketing*, 9(2), 7-15.
- Nickell, D., Pridmore, J., Prince, B., Udombon, H. & Boldt, D. (2020). Using Conjoint Analysis to Understand a Regional MBA Market. *Journal of Higher Education Theory and Practice*, 20(6). *forthcoming*
- Nickell, D., & Johnston, W. J. (2019). An attitudinal approach to determining Sponsorship ROI. *Marketing Intelligence & Planning*, 38(1), 61-74. (Nominated for paper of the year in sports marketing)
- Hasselblatt, M., Huikkola, T., Kohtamäki, M., & Nickell, D. (2018). Modeling manufacturer's capabilities for the Internet of Things. *Journal of Business & Industrial Marketing*, 33(6), 822-836.
- Kantanen, T., Julkunen, S., Hiltunen, E., & Nickell, D. (2017). Creating employees' motivational paths in the retail trade. *Cogent Business & Management*, 4(1), 1389332.
- Rollins, M., Anaza, N. A., Rutherford, B., & Nickell, D. (2015). Ethical climate and job satisfaction among organizational buyers: an empirical study. *Journal of Business & Industrial Marketing*.
- Cantù, C., Ylimäki, J., Sirén, C. A., & Nickell, D. (2015). The role of knowledge intermediaries in co-managed innovations. *Journal of Business & Industrial Marketing*, 30(8), 951-961.
- Cavusgil, T., Donthu, N., Johnston, W. J., Nickell, D., Rollins, M., & Rutherford, B. N. (2014). Building and managing relationships in a global network: IMP 2013 Atlanta. *Industrial Marketing Management*, 6(43), 885-886.
- Rollins, M., Rutherford, B. N., & Nickell, D. (2014). The role of mentoring on outcome-based sales performance: A qualitative study from the insurance industry. *International Journal of Evidence Based Coaching and Mentoring*, 12(3), 119.
- Rollins, M., Nickell, D., & Wei, J. (2014). Understanding salespeople's learning experiences through blogging: A social learning approach. *Industrial Marketing Management*, 43(6), 1063-1069.
- Rollins, M., Nickell, D., & Ennis, J. (2014). The impact of economic downturns on marketing. *Journal of Business Research*, 67(1), 2727-2731.
- Nickell, D., Rollins, M., & Hellman, K. (2013). How to not only survive but thrive during recession: a multi-wave, discovery-oriented study. *Journal of Business & Industrial Marketing*, 28(5), 455-461. (Awarded Highly Commended Paper)
- Nickell, D., Cornwell, T.B., & Johnston, W. J. (2011). Sponsorship-linked marketing: a set of research propositions. *Journal of Business & Industrial Marketing*, 26(8), 577-589.

Book Chapters

- Nickell, D., Moschis, G. *The Demand For Long-Term Care: Who Will Reside In America's Nursing Homes?* (vol. De nouvelles perspectives de recherche sur le consommateur âgé : Opportunité pour soi, Opportunité sociétale). de Boeck University: De Boeck. Applied or Integration/Application Scholarship.

Conference Proceeding

- Nickell, D., Chwialkowska, A., Ott, Z. *The Beauty of B2B Sponsorship. The importance of Brand Activations.* 2019 Center for Business & Industrial Marketing International Conference. Basic or Discovery Scholarship.

- Nickell, D., Rollins, M., Brown, C., Grimes, A. (2018). *Reverse Logistics as a Sustainable Business Model: A Multi-Industry Qualitative Study*. Madrid Spain: 2018 Center for Business & Industrial Marketing International Conference. Basic or Discovery Scholarship.
- Nickell, D. (2017). *Improving the Development Process of Industrial IoT Services by Applying Lean Startup Methodology*. Bilbao, Spain: 2016 CBIM Academic Workshop (Bilbao). Basic or Discovery Scholarship.
- Nickell, D., Johnston, W. J., Liu, A. H., Gould, A. N. *Boundary Spanning the Internet of Things for Value*. Bali: IMP Asia. Basic or Discovery Scholarship.
- Wei, J., Rollins, M., Nickell, D. (2012). *Blogging Keeps Me Networked: Understanding Salespeople's Learning Experiences on Social Media*. GA: CBIM. Basic or Discovery Scholarship.
- Nickell, D., Rigdon, E., Johnston, W. (2010). *Determining Sponsorship ROI: A Multi-Wave/Hierarchy of Effects Approach*. Boston, MA: Proceedings of American Marketing Association, Summer Educators Conference. Basic or Discovery Scholarship.
- Nickell, D., Johnston, W., Rollins, M., Rutherford, B. (2010). *Mentoring and Sales Force Performance: A Qualitative Inquiry* (January 15-18 ed.). San Joan, Puerto Rico: Center for Business and Industrial Marketing Academic Workshop. Basic or Discovery Scholarship.
- Nickell, D., Johnston, W., Rollins, M., Rutherford, B. (2010). *Mentoring and Sales Force Performance: A Qualitative Inquiry* (January 15-18 ed.). San Juan, Puerto Rico: Center for Business and Industrial Marketing Academic Workshop. Basic or Discovery Scholarship.
- Nickell, D., Donthu, N., Johnston, W. (2007). *Impact of a National Trauma on Consumer Behavior*. Chicago, IL: Proceedings of American Marketing Association, Summer Educators Conference. Basic or Discovery Scholarship.

Papers Presented

- Is congruity important in sponsorship-linked marketing?, Richards College of Business, Carrollton, GA, Basic or Discovery Scholarship. (October 2018).
- Reverse Logistics as a Sustainable Business Model: A Multi-Industry Qualitative Study, Center for Business & Industrial Marketing, Madrid, Spain, Basic or Discovery Scholarship. (June 19, 2018).
- Improving the Development Process of Industrial IoT Services by Applying Lean Startup Methodology, Center for Business & Industrial Marketing, Bilbao Spain, Basic or Discovery Scholarship. (June 29, 2016).
- The Intersection of Social Media and Sponsorship-Linked Marketing: A Longitudinal Study of Brand Attitudes and Electronic Word of Mouth, American Marketing Association, Las Vegas, NV, Basic or Discovery Scholarship. (February 27, 2016).
- Alumni Research, RCOB, Carrollton, GA. (January 30, 2015).
- Customer Relationship Management and Global Salesforce: Exploring the Cultural and Social Challenges, American Marketing Association, Boston, MA, Basic or Discovery Scholarship. (August 2013).
- Does Attitude toward the Property Affect Attitude towards the Sponsor? A Multi-Wave Study of Sponsorships and Buyer Attitudes., Escem School of Business, Toure, France, Basic or Discovery Scholarship. (November 2012).

The Role of Attitude toward the Sponsor as a Mediator of Sponsorship Effectiveness: Applying the 1986 MacKenzie, Lutz, and Belch Study to Sponsorship-Linked Marketing, Warsaw Sports Marketing Center, Lundquist College of Business, University of Oregon, Portland, Oregon, Basic or Discovery Scholarship. (June 21, 2012).

Blogging Keeps Me Networked: Understanding Salespeople's Learning Experiences on Social Media, Center for Business and Industrial Marketing, Atlanta, GA, Basic or Discovery Scholarship. (January 2012).

Measuring Sponsorship ROI for B2B Firms, American Marketing Association, San Francisco, CA, Basic or Discovery Scholarship. (August 8, 2011).

The Value of Sponsorship Activations for B2B Firms: A Multi-Wave Study, Center for Business and Industrial Marketing, San Juan, Puerto Rico, Basic or Discovery Scholarship. (January 2011).

Determining Sponsorship ROI: A Multi-Wave - Hierarchy Of Effects Approach, American Marketing Association, Boston, MA, Basic or Discovery Scholarship. (August 2010).

Mentoring and sales force performance: a qualitative inquiry, Center for Business and Industrial Marketing, San Juan, Puerto Rico, Basic or Discovery Scholarship. (January 2010).

The Impact of a National Trauma on Consumer Behavior, American Marketing Association, Chicago, IL, Basic or Discovery Scholarship. (August 2007).

Projects Underway

Investing in Reverse Logistics: An Explorative Multi-Industry Study

Reverse logistics, the movement of goods from consumers back to the vendors, is now a critical part of a sustainable logistics model. Many multinationals headquartered in the U.S. have embraced reverse logistics not only because of government legislation but also due to cost benefits, customer pressures, and stakeholders' environmental concerns and expectations. This exploratory study identifies specific asset category characteristics in which reverse logistics is viable. Interviews with nineteen executives from fifteen industries were conducted. The study captures four attributes that international companies must consider before investing in reverse logistics. The findings of this study will help corporations decide whether to invest in reverse logistics.

Market Knowledge Learning in the Emerging Markets: An Empirical Study

The turbulent environment of emerging markets creates a very specific environment for market knowledge learning. However, current literature has mainly focused on its impact on firm performance in developed markets. Therefore, this paper focuses on market knowledge learning in emerging markets. The study examined multinational telecommunication organizations that provide mobile services in Pakistan. The relationships between various components of market knowledge learning and firm performance are investigated. Our findings suggest that new knowledge acquisition, sense-making of acquired knowledge, and its implementation through contributes to the organizational knowledge base and positively impacts firm performance. This study contributes to the debate on the differences in market knowledge learning in developed and emerging markets.

Editorial Activities

Editorial Board Member, Profs and Practitioners: Integrating social science theory and practical application in Sport Sponsorship Evaluation, Basic or Discovery Scholarship.

Ad Hoc Reviewer, Papers, A New Frontier: Alcohol Sponsorship Activation through Esports, Basic or Discovery Scholarship. (April 2020 - August 2020).

Ad Hoc Reviewer, Papers, Sponsorship in Focus: A Typology of Sponsorship Contexts and Research Agenda, Basic or Discovery Scholarship. (January 2020 - June 2020).

Ad Hoc Reviewer, Papers, The survey athlete brand image management and its relation with fan loyalty, Basic or Discovery Scholarship. (March 2020 - May 2020).

Ad Hoc Reviewer, Papers, The Survey Dimensions of Athlete Brand Image and its Relation with Fan Loyalty, Basic or Discovery Scholarship. (November 2019 - December 2019).

Ad Hoc Reviewer, Papers, The Effect of THK Culture on Entrepreneurship and Market Orientation towards Business Performance with Learning Moderator, Basic or Discovery Scholarship. (September 2019 - October 2019).

Ad Hoc Reviewer, Papers, The Emerging Labour Market and Transformation from State Amateurs to Professional Athletes: the Impact of China's Football Reform on Players, Basic or Discovery Scholarship. (July 2019 - August 2019).

Ad Hoc Reviewer, Papers, The survey of athlete brand image and its relation with fan loyalty, Basic or Discovery Scholarship. (June 2018 - October 2018).

Ad Hoc Reviewer, Papers, Concurrent Sponsorship: Implications for Sponsoring Brands And Sponsored Property, Basic or Discovery Scholarship. (January 2018 - May 2018).

Ad Hoc Reviewer, Papers, Who Gains in Sponsorship Clutter at Sport Events – the sponsor brand or the team?, Basic or Discovery Scholarship. (September 2, 2017 - October 31, 2017).

Special Issue Editor, Journal of Business and Industrial Marketing, Basic or Discovery Scholarship. (September 2013 - June 2014).

Ad Hoc Reviewer, Papers, Do consumers believe that the sponsors are as bad as their sports star?, Basic or Discovery Scholarship. (June 1, 2014 - June 9, 2014).

Special Issue Editor, Industrial Marketing Management, Basic or Discovery Scholarship. (September 2013 - May 2014).

Special Issue Editor, Journal of Business and Industrial Marketing, Basic or Discovery Scholarship. (August 2013 - September 2013).

Editorial Board Member, Co-creation of Value in Sports Marketing: The Role of Relationship Quality and Online Social Support, Basic or Discovery Scholarship. (June 2013 - August 2013).

Ad Hoc Reviewer, Papers, Evolving Network Capabilities in the Entrepreneurial Firm, Basic or Discovery Scholarship. (May 2013).

Ad Hoc Reviewer, Papers, Associative Learning and Branding Effects of Sport Sponsorship: A Canonical Correlation Analysis, Basic or Discovery Scholarship. (June 2012).

Ad Hoc Reviewer, Papers, A Cross-Cultural Study of Consumer Attitudes toward Marketing Practices, Basic or Discovery Scholarship. (June 2011).

Editorial Board Member, Add me as a friend! Leveraging Marketing Strategy through Social Media, Teaching and Learning Scholarship. (November 2010 - December 2010).

Editorial Board Member, Direct Marketing and Distribution: The Case of Redbox, Teaching and Learning Scholarship. (November 2010 - December 2010).

Editorial Board Member, Female Athlete Endorsers, Applied or Integration/Application Scholarship.
(August 2010 - September 2010).

SERVICE

Professional Activities

College

Faculty Advisor, Graduate Program Marketing. (November 2014 - Present).
Committee Chair, Graduate Program Committee. (August 2018 – June 2020).

Department

Faculty Advisor, London Study Abroad. (January 2018 - Present).
Program Organizer, RCoB Marketing Lecture Series. (January 2010 - May 2017).

Professional

Professor, Southwire Strategy - Marketing Strategy Class. (May 2018 - December 2018).

Student Organization

Faculty Advisor, AMA Marketing Club. (June 2010 - May 2017).
Faculty Advisor, AAF AdClub. (February 2011 - May 2013).

The University of West Georgia

Special Advisor to President – Enrollment Management Market Study (May 2020 – Present)
Committee Member, Enrollment Management Committee. (December 2019 – June 2020).
Senator, Faculty Senate. (May 2018 - Present).
Committee Member, Engage West Survey Committee. (August 2014 - December 2016).
Committee Member, Alumni Survey. (September 2013 - April 2015).
Member, Technology Committee. (January 2010 - December 2014).

Professional Development

Attended Conference

2019 Center for Business & Industrial Marketing International Conference, Berlin, Germany
2018 Center for Business & Industrial Marketing International Conference, Madrid, Spain
2017 AMA Summer Educator's Conference, American Marketing Association, Atlanta, GA
2016 AMA Winter Educator's Conference, American Marketing Association, Las Vegas, NV
2013 IMP Conference, Atlanta, GA.
2011 AMA Summer Educator's Conference, American Marketing Association, San Francisco, CA.
2010 SMA Conference, Society of for Marketing Advances, Atlanta, GA. (November 2010).

2010 AMA Summer Educator's Conference, American Marketing Association, Boston, MA.

Workshop

2016 CBIM Workshop, The Center for Business and Industrial Marketing, Bilbao Spain

2011 CBIM Workshop, The Center for Business and Industrial Marketing, San Jaun, Puerto Rico. (January 2011).

Teaching and Interactive Lecture Workshop, Richard's College of Business, Carrollton, GA. (September 2010).

Funded Grants

RCOB Research Scholar, Richard's College of Business, \$5000. (August 2020 – present).

RCOB Research Scholar Co-Sponsor, Richard's College of Business \$5000. (August 2011 - August 2012).

RCOB Research Scholar, Richard's College of Business, \$5000. (August 2010 – August 2011).

Honors and Awards

Department, College and Campus Service Award, Richards College of Business. (April 28, 2020).

RCOB Research Influence and Interdisciplinary Research Award, Richards College of Business. (April 28, 2020).

Richards College of Business Research Scholar Grant, Richards College of Business. (April 28, 2020).

Paper of the year in Sport Marketing, American Marketing Association. (March 2020).

Highly Commended Paper, Journal of Business and Industrial Marketing Editorial Board. (April 2014).

2011 RCOB Research Scholar, Richards Business School at the University of West Georgia. (August 2011).

2010 RCOB Research Scholar, Richards Business School at the University of West Georgia. (August 2010).