



Alec N. Pappas

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EDUCATION

Ph.D., Marketing, 2021
Florida State University, Department of Marketing, College of Business

B.S., Marketing and Finance, 2015 Cum Laude
Florida State University, College of Business

RESEARCH INTEREST

The effects of social dynamics (i.e., social networks, social influence, social capital, etc.) on marketing outcomes like performance and turnover.

ACADEMIC PUBLICATIONS

“Operationalizing Salesperson Performance with Secondary Data: Aligning Practice, Scholarship, and Theory,” with Willy Bolander, Nawar Chaker, and Daniel Bradbury, forthcoming at the *Journal of the Academy of Marketing Science*.

SELECTED RESEARCH IN PROGRESS

“Macro and Micro Theories of Intraorganizational Social Networks,” with Willy Bolander, Chris Plouffe, Bruno Lussier, and Maria Rouziou, initial review at the *Journal of Marketing*.

“Assessments of Validity with Quantile Regression,” with Willy Bolander, Charles Hofacker, and Yaacov Petscher, preparing for submission to the *Journal of the Marketing*.

“The Competitive Path to Cohesion,” with Manoshi Samaraweera, Wyatt Schrock, and Willy Bolander, preparing for submission to the *Journal of Marketing*.

“Management in a Social World,” Bryan Hochstein, Nawar Chaker, Deva Rangarajan, and Willy Bolander, preparing for submission to the *Journal of the Academy of Marketing Science*.

“Automated Influence Tactics,” Bryan Hochstein, Nawar Chaker, Deva Rangarajan, and Willy Bolander, preparing for submission to the *Journal of Marketing*.

DISSERTATION: “TOWARD AN INTEGRATED THEORY OF SOCIAL RELATIONS”

Committee:

Willy Bolander (Chair), Mike Brady, Colleen Harmeling, Charles Nyce, Christophe Van den Bulte

Abstract:

My dissertation topic focuses on social relations within marketing organizations and their effects on performance and turnover in three separate studies. In Study 1, I utilize a metatriangulation perspective to develop a theoretical framework for social relations within the firm. Specifically, I detail the structural (i.e., social network theory), resource (i.e., social capital), and influence (i.e., social influence) components of social relations and elaborate on the specific theories that contribute to each. The culmination of this comprehensive theoretical review is a model of social relations within an organization called the Integrated Theory of Intrafirm Relations. To demonstrate this theoretical framework, I present Study 2 in which intraorganizational social network data is used to assess effects

social network positioning on performance and turnover. Antecedents of network positions are also explored to determine marketing variables that create valuable, and detrimental, network positions. Findings from Study 2 hint at the existence of turnover contagion which is the primary focus of Study 3. For Study 3, I take a multi-method approach to determining the causes of turnover contagion through qualitative interviews, situational experiments, and a simulation to assess how turnover contagion occurs, who is most susceptible to it, and how managers can potentially suppress its effects. These studies add specificity and clarity to intrafirm relationships to help practitioners maximize benefits for the organization. This research also shines a light on the potential dark side of networking.

Proposal Defense:

January 2021

CONFERENCE PRESENTATIONS

“It’s Complicated: A Closer Look at Marketing Relationships,” with Willy Bolander, Charles Hofacker, and Yaacov Petscher, presenting at the 2020 Southeast Marketing Symposium, The University of Mississippi (Cancelled – Coronavirus).

“It’s Complicated: A Closer Look at Marketing Relationships,” with Willy Bolander, Charles Hofacker, and Yaacov Petscher, poster session at the 2019 Florida Marketing Camp, University of Central Florida.

“Salesperson Performance Operationalization with Secondary Data,” with Willy Bolander, Nawar Chaker, and Daniel Bradbury, presented at the 2020 Winter AMA in San Diego.

“Competing Toward Cohesion,” with Manoshi Samaraweera and Willy Bolander, presented at the 2019 Southeast Marketing Symposium, The University of Memphis.

HONORARY APPOINTMENTS AND AWARDS

USCA Research Proposal Grant (2020) \$2000, University Sales Center Alliance.

AMA Sales SIG Global Database (2019) \$2500, AMA Sales SIG.

SEF Grant Award for “Turnover Pandemic” (2019) \$5000, Sales Education Foundation.

Harold and Muriel Berkman Scholarship (2018) \$1000, Academy of Marketing Science.

TEACHING – FLORIDA STATE UNIVERSITY

Instructor, Professional Selling; (Spring 2021, 48 students).

Instructor, Basic Marketing Concepts; (Summer 2019, 52 students; Course Evaluation – 4.76/5).

Course Manager, Basic Marketing Concepts; (Summer 2018, Fall 2019-Present, 750 students) .

Teaching Assistant, Basic Marketing Concepts.

Online Course, Dr. Michael Brady (Fall 2017-present, approximately 750 students/semester).

Live Course, Dr. Lucas Hopkins (Fall 2017-Spring 2018, approximately 300 students).

SERVICE – FLORIDA STATE UNIVERSITY

Online Subject Pool Manager, Florida State University Subject Pool (Fall 2019-present).

Research Lab Assistant; Florida State University Behavioral Lab (Fall 2018-present).

Sales Competition Assistant, International Collegiate Sales Competition, Orlando (2019).

Conference Assistant, Transformative Consumer Research Conference, Florida State University (2019).

ACADEMIC AND PROFESSIONAL ASSOCIATIONS

American Marketing Association (Doc SIG and Sales SIG)

CODING PROJECTS

Quantile Regression Web Application, Online web application created in R to assist researchers with running quantile regression analyses without the need to code. To access the application, please click the following link: <http://strobelight.shinyapps.io/strobelight/>.

Personal Website, My personal website was created and currently maintained using R: alecnpappas.com.

REFERENCES

Willy Bolander, *Carl DeSantis Associate Professor of Marketing at Florida State University*
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Mike Brady, *Department Chair and Bob Sasser Professor of Marketing at Florida State University*
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Christopher Plouffe, *Gary W. Rollins Endowed Chair and Professor of Sales at The University of Tennessee at Chattanooga*
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INDUSTRY EMPLOYMENT HISTORY

My previous industry experience was acquired as a Mortgage Closer at Wells Fargo for the Philadelphia metropolitan area and as an Account Manager for a technology firm managing international websites for Global 2000 companies.