

Kevin M. McNeilly

Office: Marketing Department
University of Cincinnati
Cincinnati, Ohio

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West Chester, Ohio 45069
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Education

Ph.D. in Business Administration
University of North Carolina, Chapel Hill, NC
Graduated June 1986

M.B.A., University of Miami, Coral Gables, FL
Graduated July 1974
Dean's Scholarship Award

B.A. in Economics, University of Miami, Coral Gables, FL
Graduated June 1973
Dean's List, Omicron Delta Epsilon Honor Society
Treasurer, Alpha Delta Pi Sorority

Additional coursework in Psychology and Addictions Studies at University of Cincinnati 2008-2010

Academic Appointments

2010- 2011: Adjunct Professor, University of Cincinnati teaching Services Marketing

2002- 2006: Director of International Programs, Richard T. Farmer School of Business, Miami University. Administered summer workshops in Europe and Asia for 200-250 business students and 10-12 faculty annually

1989- 2006: Professor of Marketing (1997-2006), Miami University, Oxford OH. Taught International Business, International Marketing, Sales Management, Industrial Marketing and Channels of Distribution. Associate Professor (1992-1997) and Richard T. Farmer Faculty Fellow (1993-1996). Assistant Professor (1989-1992).

1986-1989: Assistant Professor, Florida State University, Tallahassee, FL. Taught Basic Marketing, Channels of Distribution, and Industrial Marketing.

1986 (Summer): Visiting Assistant Professor, University of North Carolina, Chapel Hill, NC. Taught Sales Management.

1981-1983: Full-time Instructor, Western Carolina University, Cullowhee, NC. Taught Marketing Research, Channels of Distribution, Retailing, Consumer Behavior, and Quantitative Methods.

1980-1981: Full-time Instructor, University of Miami, Coral Gables, FL. Taught Principles of Marketing and Social Issues in Business. Fall 1980, Adjunct Professor, Florida International University, Miami, FL. Lectured in Advertising Fundamentals.

1977-1980: Instructor, University of North Carolina, Greensboro, NC, and Elon College, Burlington, NC. Taught Quantitative Methods, Principles of Management and Marketing.

Corporate Experience

1974-1977: The Williams Companies, Tulsa, Oklahoma.

Positions: Domestic Marketing - Director of Sales Development and Financial Services;
Supply and Distribution - Product Controller; International Marketing - Contract Administrator.

Refereed Journal Articles

Barr, Terri Feldman and Kevin M. McNeilly (2006), "I Love My Accountants - They're Wonderful: Understanding and Creating Client Delight in the Professional Services Arena" Journal of Services Marketing Vol. 20 (3).

Barr, Terri Feldman and Kevin M. McNeilly (2003), "Marketing: Is it Still "Just Advertising"? The Experiences of Accounting Firms as a Guide for Other Professional Service Firms," Journal of Services Marketing Vol.17 (7).

Barr, Terri Feldman and Kevin M. McNeilly (2003), "Airing Dirty Laundry: The Missteps of Professional Service Firms After Client Service Failures" Services Marketing Quarterly, Vol. 24 (3).

Barr, Terri Feldman and Kevin M. McNeilly (2002), "The Rainmaker in Today's Professional Service Organizations: Whose Job is it Anyway?" Services Marketing Quarterly Vol.23 (3).

McNeilly, Kevin M. and Terri Feldman Barr (2002), "The Value of Students' Classroom Experiences from the Eyes of the Recruiter: Information, Implications, and Recommendations for Marketing Educators," Journal of Marketing Education, Vol.24 (2).

McNeilly, Kevin M. and Terri Feldman Barr (2001), "Tailoring a Marketing Course for a Non-Marketing Audience: A Professional Services Marketing Course," Journal of Marketing Education, Vol. 23 (2), 152-160.

Chandrashekar, Murali, Kevin McNeilly, Detelina Marinova, and Frederick Russ (2000), "From Uncertain Intentions to Distinct Behavior: A Threshold Model of 'Whether' and 'When' Salespeople Quit," Journal of Marketing Research, Vol. 37, 463-479.

McNeilly, Kevin M. and Frederick A. Russ (2000), "Does Relational Demography Matter in a Personal Selling Context?" Journal of Personal Selling & Sales Management, (Fall) 76-85.

McNeilly, Kevin M. and Marian B. Lawson (1999), "Navigating Through Rough Waters: The Importance of Trust in Managing Sales Representatives in Times of Change," Industrial Marketing Management, Vol.28, 37-49.

Russ, Frederick A., Kevin M. McNeilly, James Comer, and Theodore B. Light (1998), "Exploring the Impact of Critical Sales Events," Journal of Personal Selling & Sales Management, Vol.18 (2), 19-34.

Snavey, William B., Serguei Miassoedov, and Kevin M. McNeilly (1998), "Cross Cultural Peculiarities of the Russian Entrepreneur," Business Horizons, March-April, 8-14.

McNeilly, Kevin M. and Frances J. Ranney (1998), "Combining Writing and the Electronic Media in Sales Management Courses," Journal of Marketing Education, Vol.20 (3), 226-235.

- McNeilly, Kevin M. and Terri F. Barr (1997), "Convincing the Recruiter: A Comparison of Resume Formats," Journal of Education for Business, Vol. 72 (6), 359-363.
- Russ, Frederick A., Kevin M. McNeilly, and James M. Comer (1996), "Leadership, Decision Making and Performance of Sales Managers: A Multi-Level Approach," Journal of Personal Selling & Sales Management, Vol. 16 (3), 1-16.
- Ranney, Frances J. and Kevin M. McNeilly (1996), "International Business Writing Projects: Learning Content Through Process," Business Communication Quarterly, Vol. 59 (1), 9-26.
- Dahlstrom, Robert, Kevin M. McNeilly, and Thomas W. Speh (1996), "Buyer-Seller Relationships in the Procurement of Logistical Services," Journal of the Academy of Marketing Science, Vol. 24 (2), 110-124.
- McNeilly, Kevin M. and Frances J. Ranney (1995), "Improving Writing Skills in Sales Management Courses: The Use of Memo-Writing Exercises," Journal of Marketing Education, Vol. 17 (3), 17-34.
- Norris, Donald G. and Kevin M. McNeilly (1995), "The Impact of Environmental Uncertainty and Asset Specificity on the Degree of Buyer-Supplier Commitment," Journal of Business-to-Business Marketing, Vol. 2 (2), 59-85.
- Russ, Frederick A. and Kevin M. McNeilly (1995), "Links Among Satisfaction, Commitment, and Turnover Intentions: The Moderating Effect of Experience, Gender, and Performance," Journal of Business Research, Vol. 34 (1), 57-65.
- Russ, Frederick A. and Kevin M. McNeilly (1994), "Critical Sales Events and Sales Force Attitudes," Marketing Letters: A Journal of Research in Marketing, Vol. 5 (3), 235-244.
- McNeilly, Kevin M. and Frederick A. Russ (1992), "Coordination in the Marketing Channel," in Gary L. Frazier (ed.), Advances in Distribution Channel Research, Vol. 1, 161-186.
- McNeilly, Kevin M. and Frederick A. Russ (1992), "The Moderating Effect of Sales Force Performance on Relationships Involving Antecedents of Turnover," Journal of Personal Selling & Sales Management, Vol. 12 (1), 9-20.
- McNeilly, Kevin M. and Ronald E. Goldsmith (1992), "The Moderating Effect of Sales Manager's Approach to Problem-Solving on the Salesperson Satisfaction/Intent-to-Leave Relationship," Journal of Social Behavior and Personality, Vol. 7 (1), 139-150.
- McNeilly, Kevin M. and Ronald E. Goldsmith (1991), "The Moderating Effects of Gender and Performance on Job Satisfaction and Propensity To Leave in the Sales Force," Journal of Business Research, Vol. 32, 219-232.
- McNeilly, Kevin M. and Frederick A. Russ (1989), "Errors in Recall and Judgment: The Effect of Information Availability," Journal of General Psychology, Vol. 116 (3), 285-295.
- McNeilly, Kevin M. and Ronald E. Goldsmith (1989), "Sales Force Performance and Satisfaction: A Canonical Correlation Analysis," Business and Economic Review, Vol. 3 (1), 125-138.

Goldsmith, Ronald E., Kevin M. McNeilly, and Frederick A. Russ (1989), "Manager-Sales Rep Similarity and the Satisfaction-Performance Relationship," Psychological Reports, 64, 827-832.

Russ, Frederick A. and Kevin M. McNeilly (1988), "Has Sex Stereotyping Disappeared? A Study of Perceptions of Women and Men in Sales," Journal of Personal Selling & Sales Management, 8 (November), 43-54.

Grants

McNeilly, Kevin and Mark McBride (2004-2006), U.S. Department of Education Business and International Education Program TitleVIB grant, "First Mover to Prime Mover: A Plan for Miami University's Richard T. Farmer's School of Business To Advance Into the 21st Century" \$165,000 matching

Articles/Presentations in Refereed Proceedings

McNeilly, Kevin and Mark McBride (2005), "Innovative Partnerships" Business and International Education Directors Conference, Quebec, Canada

McNeilly, Kevin and Mark Evans (2005), "Stonehenge FC Goes Undercover," Society for Case Research Annual Meeting.

Barr, Terri Feldman and Kevin McNeilly (2002), "Service Failure and Recovery in Professional Accounting Firms: Through the Eyes of Our Clients" The 4th Biennial Workshop on Professional Service Firms sponsored by the Centre for Professional Service Firm Management at the University of Alberta.

McNeilly, Kevin M. and Frederick A. Russ (1998), "Sales Managers Face Change: The Impact of Trust Levels on Their Attitudes," in Ronald C. Goodstein and Scott B. MacKenzie (eds.), Enhancing Knowledge Development in Marketing. American Marketing Association, 132-139.

McNeilly, Kevin M. and Frederick A. Russ (1995), "Exploring The Influence of Company Support on Sales Rep Satisfaction, Loyalty and Performance," in Barbara B. Stern and George M. Zinkhan (eds.), Enhancing Knowledge Development in Marketing. American Marketing Association, 478-484.

McNeilly, Kevin M. and Frederick A. Russ (1993), "The Role Ambiguity and Performance of Salespersons: Exploring the Influence of Training," in David W. Cravens and Peter R. Dickson (eds.), Enhancing Knowledge Development in Marketing. American Marketing Association, 218-224.

McNeilly, Kevin M. and Frederick A. Russ (1992), "On the Development of an Improved Indicator of Turnover Intention," in Robert P. Leone and V. Kumar (eds.), Enhancing Knowledge Development in Marketing. American Marketing Association, 330-336.

McNeilly, Kevin M. (1991), "Gender Bias in Sales Rep Performance Evaluations?" in Scott MacKenzie and Terry Childers (eds.), Marketing Theory and Applications. American Marketing Association, 221-226.

McNeilly, Kevin M. and Frederick A. Russ (1989), "Sex Role Stereotyping in Buyer-Seller Relationships," in Robert L. King (ed.), Marketing: Positioning For the 1990s. Southern Marketing Association.

Other Publications

McNeilly, Kevin M. and Terri F. Barr (1995), "Let's Put Education Back in the Resume," Marketing Educator, (Fall) 8.

Dahlstrom, Robert, Kevin M. McNeilly, and Thomas W. Speh (1994), "Third Party Warehousing Relationships Focus of Study," The WERC Sheet.

McNeilly, Kevin M. (1988), "Group Projects Make 'Dry' Subject More Palatable," Marketing Educator, 7 (Fall), 3.

Contributing co-author for William T. Ross (1985), Managing Marketing Channel Relationships, Marketing Science Institute Report No. 85-106.

Perreault, William. D. and Kevin McNeilly (1981), "Sales Analysis at the ChemGrow Company," in Charles M. Futrell, Sales Management, (Hinsdale, Ill.: The Dryden Press) , 415-422.

Professional Service

Reviewer, Journal of Personal Selling and Sales Management

Reviewer, Service Industries Journal

Reviewer, Industrial Marketing Management

Reviewer, Business Education Review

Reviewer, Journal of Excellence in College Teaching

Reviewer, Annual Editions: International Business

Reviewer, various tracks, AMA Winter Conference

Reviewer, channels track, AMA Summer Conference

Reviewer, Southern Business and Economic Journal

Reviewer, Services Industries Journal

Reviewer, Mid-American Journal of Business

Reviewer, Business and Economic Review

Reviewer, distribution and retailing track, Southwestern Marketing Association Conference (1990)

Member, AMA and AMA Global Marketing and Sales SIG

Member, Academy of International Business (AIB)

Miami University Service

Chair, International Education Committee 2004, 2005, 2006

Member, 2009 Subcommittee on Enhancing Students' Learning Abroad 2004, 2005, 2006

Member, University Promotion and Tenure Committee, 2001, 2002, 2003, 2004

Member, Provost's 2009 Coordinating Council and previous member of the Provost's Advisory Committee (1999), 2000, 2001, 2002, 2003

Member of International Education Committee 2002, 2003

Moderator for MU's Undergraduate Research Conference 2002

Member, Committee on Retention and Recruitment of Students of Color, 2001

Member, Awards and Recognition Committee of University Senate, 2000, 2001

Member, President's Academic Enrichment Awards Committee, 1998, 1999, 2000

Member, Alumni Teaching Scholars Program Subcommittee of CELT, 1998, 1999, 2000
Member, Graduate Council Subcommittee for Social and Behavioral Sciences, 1998, 1999, 2000
Member, Hampton Fund Review Committee, evaluating proposals for funding international professional development, 1995 - 1997.
Member, LTEP Proposal Review Committee, evaluating proposals for course development using technology, 1995 – 1997, 1998-1999. 1999-2000.

Richard T. Farmer School Business/Marketing Department Service

Director, International Programs, 2002-2006
Chair, International Studies Committee 2002-2006
Member, MBA Project Team 2003, 2004
Member, Dean Search Committee, 2001
Member, Continuous Improvement Committee, 2001
Member, SBA Promotion and Tenure Advisory Committee, 1998, 1999, 2000
Chair and Member, SBA Written and Oral Communications Skills Project Team, 1996 -1998.
Chair, SBA Diversity Subcommittee, 1998-1999, 199-2000
Member, SBA Faculty Development Committee, 1996 - 1998.
Co-Chair, Research Group, SBA Strategic Planning Team, 1995 to 1996.
Chair, SBA Technology Committee, 1995 to 1996.
Member, SBA Portfolio Committee, 1994 to 1995.
Member, SBA International Committee, 1994 to 1995.
Member, SBA Curriculum Committee, 1992 to 1994.
Member, SBA Computer Committee, 1989 to 1992.
Chair, Marketing Department Alumni Relations Committee, 1994 to 1996.
Chair, Marketing Department Curriculum Committee, 1992 to 1994. Member (Spring 1990).
Chair, Marketing Department Research Advisory Committee, 1991 to 1992. Member (1989 to 1991)
Presenter, Minority Professional Leadership Program Summer Institute, 1994 to 1995.
Chapter Advisor, Alpha Delta Pi Sorority, 1990 to 1994.

Community

Data analysis and reporting for Lindner Center of Hope, 2009-2010
Research survey of participants for “Girls On the Run” Cincinnati Program, 2008
Monthly billing for Midwest Equine and Rehabilitation Center (MERC), 2007-2010; Developed initial marketing plan for MERC 2007

Presentations:

“Global Brands: Coca Cola”, “Frito Lay Story”, and “McAtlas: Burden of an Icon” Cincinnati Country Day School – International Day 2002.
“Leadership in the Classroom” Cincinnati Public High Schools Counselor Visit requested by Jim McCoy and Betty Crutcher.
“Practice Development and Providing Quality Service” for staff accountants and “Professional Service Marketing: Theory and Practice” for accountant managers at Ernst & Young, 2001
“Hospital Employee Attitude Survey Results- 2001” McCullough Hyde Administrators/managers