

Seth Cockrell

- Marketing Department • Barton School of Business •
- Wichita State University •

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EDUCATION

Michigan State University, East Lansing, MI

Ph.D. in Marketing, 2016

- Recipient of the 2016 Hollander Scholarship Award
- Recipient of the 2014 Taylor Scholarship Award

Dissertation Title: Managing the Sales Force through Product-Harm Crises

Successfully Defended August 1st, 2016

Committee Members: Clay Voorhees (Chair)
Douglas Hughes (Co-Chair)
Roger Calantone
Brent Scott

University of Arizona, Tucson, AZ

Master of Business Administration (Finance Concentration), 2007

Oklahoma State University, Stillwater, OK

Bachelor of Arts (Major: German, Minor: International Business) 2004

Otto-Friedrich University, Bamberg, Germany

Reciprocal Exchange (German) 2002 – 2003

RESEARCH

RESEARCH INTERESTS

My research focuses on explaining and managing phenomena within the fields of macromarketing and pricing. In the area of macromarketing, my research focuses on the multilevel structure of marketing systems and corporate social responsibility (CSR). In the area of pricing, my research focuses on price reactions to changes in the marketplace and consumer reaction to pricing strategies.

PUBLISHED RESEARCH

Matthews, A. L., Cockrell, S., & Walker, K. L. Brand Management of Natural Spaces: The Impact of Natural Space Authenticity on Consumer Outcomes. *Forthcoming at the Journal of Public Policy & Marketing*, 07439156231172517.

Manis, K. T., Cockrell, S., & Friske, W. The Curvilinear Role of Trust in Marketing Systems: Analysis of a Moderated-Mediation Model with Hierarchical Linear Modeling. *Forthcoming at the Journal of Macromarketing*, 02761467231172157.

Aghaie, S., Javadinia, A., & Cockrell, S. A. (2023). Price Reactions to a Rival's Market Exit: Evidence from the US Airline Industry. *Journal of Marketing Theory and Practice*, 31(1), 115-127.

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Friske, W., Cockrell, S., & King, R. A. (2022). Beliefs to Behaviors: How Religiosity Alters Perceptions of CSR Initiatives and Retail Selection. *Journal of Macromarketing*, 42(1), 114-127.

Friske, W., & Cockrell, S. (2019). Entrepreneurship, Excise Taxes, and the "Flight to Quality". *Journal of Macromarketing*, 0276146719847754.

Chaudhuri, M., Calantone, R. J., Voorhees, C. M., & Cockrell, S. (2018). Disentangling the Effects of Promotion Mix on New Product Sales: An Examination of Disaggregated Drivers and the Moderating Effect of Product Class. *Journal of Business Research*, 90, 286-294.

RESEARCH IN PROGRESS

Cockrell, S., Friske, W., Voorhees, C., & Calantone, R. Identifying the Drivers of Product-Harm Crises: An Examination of how Coevolutionary Dynamics Result in Product Recalls. *Advanced revision at the Journal of Business Research*.

Cockrell, S., Hughes, D., & Voorhees, C. Managing the Salesforce through Product-Harm Crises. *Targeted submission to the Journal of the Academy of Marketing Science*.

Aghaie, S. & Cockrell, S. Title Withheld. *Targeted submission to the Journal of the Academy of Marketing Science*.

CONFERENCE PUBLICATIONS / PRESENTATIONS

Friske, Wesley, and Seth Cockrell, "Entrepreneurial Selling vs. Professional Selling: When and Why Entrepreneurs Hire Professional Salespeople," presented at the 2020 Global Research Conference on Marketing and Entrepreneurship Conference, August 2020.

Friske, Wesley, and Seth Cockrell, "Entrepreneurship, Excise Taxes, and the "Flight to Quality"," presented at the 2019 Winter AMA Educators' Conference, Austin, TX, February 2019.

Friske, Wesley, and Seth Cockrell, "Entrepreneurship, Excise Taxes, and the "Flight to Quality"," presented at the Global Research Symposium on Marketing and Entrepreneurship, Boston, MA, August 2018.

Seth Cockrell, Clay Voorhees, and Douglas Hughes, "Managing Salesforce Effectiveness during Product-Harm Crises," presented at the 2017 Summer AMA Educators' Conference, San Francisco, CA, August 2017.

Seth Cockrell, Clay Voorhees, Douglas Hughes, and Roger Calantone, "Managing the Salesforce through Product Harm Crises: The Dark Side of Customer Orientation," presented at the 2017 Organizational Frontline Research Symposium, Orlando, FL, February 2017.

Seth Cockrell, Roger Calantone, and Clay Voorhees, "Kicking Them While They're Down: How to Exploit Your Competitor's Product-Harm Crisis," presented at the 2015 Haring Symposium, Indiana University, Bloomington, IN, April 2015.

Seth Cockrell, Roger Calantone, and Clay Voorhees, "Exploiting Your Competitor's Product Recall: How to Increase Profits during Your Competitor's Product Recall," presented at the 2014 Summer AMA Educators' Conference, San Francisco, CA, August 2014.

TEACHING

TEACHING EXPERIENCE

Seth Cockrell • Department of Marketing • Wichita State University

<u>Assistant Professor</u> Department of Marketing, College of Business Wichita State University, Wichita, KS	2018 - present
<u>Assistant Professor</u> Department of Marketing, College of Business Missouri State University, Springfield, MO	2016 - 2018
<u>Instructor</u> Department of Marketing, Eli Broad College of Business Michigan State University, East Lansing, MI	2013 - 2016

COURSES

Wichita State University

MKT 300: Principles of Marketing: This course focuses on the basic terminology and principles of marketing.

MKT 403: Marketing Research: This course applies the scientific method to the execution of research that supports marketing management.

MKT 609: Strategic Marketing Management: In this course, students study all the aspects of the marketing mix that make an effective and coordinated marketing program.

MKT 803 (Graduate Course): Marketing Research: This course applies the scientific method to the execution of research that supports marketing management.

Missouri State University

MKT 350: Principles of Marketing: This course focuses on the basic terminology and principles of marketing.

MKT 472: Advanced Marketing: This course incorporates case analysis and focuses on strategic issues in marketing.

MKT 600 (Graduate Course): Principles of Marketing: This course is an independent study for non-marketing majors at the graduate level. This course focuses on the basic terminology and principles of marketing.

MKT 790 (Graduate Course): Seminar in Marketing: This course uses cases to critically evaluate marketing research and concepts.

Michigan State University

MKT 317: Quantitative Business Research Methods: This course focuses on the application of statistical techniques to a variety of business problems. Topics include tests for the comparison of two populations, analysis of variance, regression, and forecasting.

MKT 327: Introduction to Marketing: This course focuses on the basic terminology and principles of marketing.

MKT 383: Sales Management: Served as a guest lecturer for a seminar on salesforce recruitment.

TEACHING EVALUATIONS

The following table provides my instructor ratings. Responses are based on a scale from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” Where instructor scores are omitted, scores were given as percentile rankings.

<i>Course Name</i>	<i>Semester</i>	<i>Enrollment</i>	<i>Mean</i>
<i>Wichita State University</i>			
MKT 609: Strategic Marketing Management (Online)	Spring 2023	35	TBD
MKT 803: Marketing Research (Online)	Spring 2023	28	TBD
MKT 300: Principles of Marketing (Online)	Spring 2023	78	TBD
MKT 803: Marketing Research (Online)	Fall 2023	37	**
MKT 300: Principles of Marketing (Hybrid)	Fall 2023	10	**
MKT 300: Principles of Marketing	Fall 2023	64	**
MKT 803: Marketing Research (Online)	Spring 2022	38	**
MKT 300: Principles of Marketing	Spring 2022	40	**
MKT 803: Marketing Research (Online)	Fall 2021	38	**
MKT 300: Principles of Marketing (Online)	Fall 2021	72	**
MKT 803: Marketing Research (Online)	Spring 2021	23	**
MKT 300: Principles of Marketing	Spring 2021	27	**
MKT 403: Marketing Research	Fall 2020	42	**
MKT 803: Marketing Research (Online)	Fall 2020	38	**
MKT 300: Principles of Marketing	Spring 2020	52	**
MKT 803: Marketing Research	Spring 2020	12	**
MKT 300: Principles of Marketing	Fall 2019	44	**
MKT 803: Marketing Research (Online)	Fall 2019	40	**
MKT 300: Principles of Marketing	Spring 2019	73	4.9*
MKT 803: Marketing Research	Spring 2019	12	4.5*
MKT 300: Principles of Marketing	Fall 2018	28	**
MKT 803: Marketing Research (Online)	Fall 2018	35	**

**IDEA ratings*

***SPTE's available upon request*

<i>Missouri State University</i>			
MKT 472: Advanced Marketing	Spring 2018		*
MKT 472: Advanced Marketing	Spring 2018		*
MKT 350: Principles of Marketing	Spring 2018		*
MKT 472: Advanced Marketing	Fall 2017		4.4
MKT 472: Advanced Marketing	Fall 2017		4.1
MKT 790: Advanced Marketing	Fall 2017		4.5
MKT 472: Advanced Marketing	Spring 2017	54	4.4
MKT 472: Advanced Marketing	Spring 2017	33	4.1
MKT 350/600: Principles of Marketing	Spring 2017	71	4.4
MKT 472: Advanced Marketing	Fall 2016	28	4.4
MKT 472: Advanced Marketing	Fall 2016	17	4.4
MKT 350: Principles of Marketing	Fall 2016	50	4.3

**Spring 2018 evaluations were not received*

<i>Michigan State University</i>			
MKT 317: Quantitative Business Research Methods	Summer 2015	12	4.8
MKT 317: Quantitative Business Research Methods	Summer 2015	34	4.4
MKT 327: Introduction to Marketing	Summer 2014	34	4.0
MKT 317: Quantitative Business Research Methods	Summer 2013	11	3.9

The following quotes represent comments that were provided by students in response to the optional question, “Are there specific things your instructor has done especially well in this course?”

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- “He was very good at trying to get the class to interact, especially for a 7PM class time when it is hard to do so. Kept it interesting in getting people to participate. Overall, great teacher I would try to have him again if possible.”
- “Seth did a great job teaching this course. Very clear and easy to understand.”
- “The practice exams were definitely helpful and it was nice of him to hold review sessions for us before each exam.”
- “Very good at clarifying when asked questions. Encourages class participation.”
- “Very nice and patient, helped me solve the problem about the question.”
- “Related the subject material in an easy to learn manner very informative.”
- “Seth has been a great professor. I would recommend him to anybody.”
- “Was a very friendly professor, and responded to questions quickly via email.”

SERVICE & AWARDS

- Reviewer, Journal of Macromarketing, 2023 – present
- Shocker Student Marketing Association Faculty Representative, 2022 – present
- Researcher/Writer of the Year Award (WSU), 2022
- Judge, AGH Scholarship Competition, 2021, 2022
- MBA Task Force, 2021 – present
- Reviewer, Journal of Marketing Theory and Practice, 2019 - present
- WSU Assurance of Learning Committee, 2020 – 2022
- Reviewer, Journal of Services Marketing, 2019 – 2021
- Judge, KS BEST Robotics Competition at Wichita State University, 2019 – 2021
- Analytics Showcase, 2021
- Marketing Department Representative, Wichita State University, Shocker Honors Scholar Reception, 2021
- Marketing Department Representative, Wichita State University, Academic Open House and Experience Fair, 2018
- WSU Analytics Committee, 2018 – 2019
- Judge, Interdisciplinary Forum at Missouri State University, 2017
- College Of Business Student Appeals Committee, 2017
- Bear Brief Contributor (University Newsletter), Missouri State University, 2017
- Marketing Department Representative, Missouri State University Majors Fair, 2016
- Marketing Department Representative, Missouri State University Fall Showcase, 2016
- Consultant, performed statistical analysis for research conducted by Dr. McShane, DPM, 2016
- Judge, All-Michigan State University Sales Competition, 2016
- Stanley Hollander Teaching Award, 2015
- Reviewer for the American Marketing Association (AMA) conferences, 2014, 2015

PROFESSIONAL EXPERIENCE

HCL AXON

SAP CRM Consultant, SAP MM & WM Consultant, Project Manager, 2007 – 2012

Clients: Consumers Energy, TXU Energy, Schweizer Aircraft Corporation, Sikorsky Aircraft Corporation

Client: **Consumers Energy**

Duration: **February 2012 – July 2012**

Responsibilities

- Support SAP CRM 7.0 solution
 - Resolve Business Document and replication errors

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Client: **TXU Energy**
Duration: **November 2008 – February 2012**

Responsibilities

- Root cause analysis of CRM defects
 - Root cause analysis included data and process analysis to recreate the defect and subsequently finding the defect in the code. This required basic skills in SAP's programming language (ABAP) and knowledge of debugging source code.
- Work with developers to program defect solutions
- Test new SAP developments and defect solutions
- Coordinate the movement of code transports across the IT landscape
- Write business requirements for CRM enhancements
- Utilize Oracle SQL to develop Service Level Agreement reports
- Organize business requirements into developments and get estimates for those developments
- Create a project plan with the scope, timelines, milestones and resources for the project
- Coordinate resources for the creation of design specifications and the programming of the solution
- Guide testers on the development of test scripts
- Track and report on the delivery of the project throughout the Service Delivery Lifecycle
- Co-develop ITIL aligned Incident, Problem and Release Management processes and the client's SDLC methodology

Deliverables

- Resolved multiple defects and coordinated the development, testing and transporting of the solutions across the IT landscape
- Utilized SQL, MS Access, MS Excel, Visual Basic and batch files to automate Service Level reporting and reports for tracking Service Level Agreements
- Created project plans for two custom SAP developments
- Co-created ITIL aligned Incident, Problem and Release Management processes and the client's SDLC methodology

Client: **Schweizer Aircraft Corporation**
Duration: **Mar 08 – Nov 08**

Responsibilities

- Design process for replacing/reworking damaged parts returned by customers and for returning materials to vendors
- Assist with training employees on updating and viewing master data
- Support staff in Production Control and Inventory Management
- Conduct authorization testing for transactions in each of Sikorsky's SAP modules

Deliverables

- Worked with the client to design processes for replacing/reworking damaged parts returned by customers and for returning materials to vendors
- Resolved multiple data issues in Production Control and Inventory Management
- Assisted staff with SAP transactions and processes for performing daily business tasks
- Identified a dozen transactions with authorization issues and worked with programmers to resolve those issues

Client: **Sikorsky Aircraft Corporation**
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Duration: **Oct 07 – Mar 08**

Responsibilities

- Locate \$3 million worth of lost inventory
- Analyze business processes and Inventory and Warehouse Management data to determine the root causes of the inventory issue
- Write weekly status reports on the finding of lost inventory and determining of the root causes of the inventory issue to present to management

Deliverables

- Located \$2.6 million of the \$3 million worth of lost inventory
 - Management concluded that their move to a third party logistics provider would enable them to locate the remaining lost inventory that could not be found via data analysis
 - Determined the root causes of inventory becoming lost
 - Management concluded that the move to the third party logistics provider would solve the majority of the root causes
-