

MILLER COLLEGE OF BUSINESS
VITA – AACSB
September 1, 2019 – August 31, 2024

PROFESSIONAL BACKGROUND

Name: Jessica G. Zeiss

Rank: Assistant Professor

Involvement: Participating

Qualification: Scholarly Academic

Brief Description for Basis of Qualification: SA because of at least 3 peer-reviewed journal publications in last 5 years.

Office Address:

Area of Academic Discipline Specialization: Marketing

Degrees

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2014

Degree-Granting Institution: University of Nebraska-Lincoln

Principal Academic Units:

Major Fields of Study: Marketing,

Minor Field of Study:

Dissertation Title: ENVIRONMENTAL MANAGEMENT OF THREATENING
GOVERNMENT PUBLIC POLICY

M.B.A. Degree:

Name of Degree: M.B.A.

Year Conferred: 2006

Degree-Granting Institution: University of Central Oklahoma

Principal Academic Units:

Major Fields of Study: Business Administration

Minor Field of Study:

Dissertation Title:

B.A. Degree:

Name of Degree: B.A.

Year Conferred: 2004

Degree-Granting Institution: University of Central Oklahoma,

Principal Academic Units:

Major Fields of Study: Integrated Marketing Communications

Minor Field of Study:

Dissertation Title:

SCHOLARLY ACTIVITIES

Refereed Journal Articles

1. Coker, K., Zeiss, J.G., Albinsson, P. (2024). The Consumer on Stage: Toward a Typology of Improvisation in Consumption Contexts. *Journal of Business Research, Tier 1, 170*. **Tier 1**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 3 - Good Health and Well Being, Goal 9 - Industry, Innovation and Infrastructure
2. Mikeska, J.G., Mayer, J.M. (2022). Applying Media-Richness Concepts for the Optimization of Industrial Negotiations. *Journal of Higher Education Theory & Practice, Tier 4, 23(9)*, 34-51. **Tier 4**/Basic or Discovery Scholarship, Goal 4 - Quality Education, Goal 9 - Industry, Innovation and Infrastructure
3. Mikeska, J.G., Carlson, L. (2022). The Marketing System of Exchange between Regulatory and Political Entrepreneurs Engaging in Arbitrage. *Journal of Macromarketing, Tier 2, 41(4)*, 547-569. **Tier 2**/Basic or Discovery Scholarship, Goal 16 - Peace and Justice Strong Institutions (Corruption)
4. Mikeska, J.G., Chapman, J. (2021). The Underlying States of Salesperson Product Buy-In and Product Strategy Buy-In. *Journal of Business & Industrial Management, Tier 2, 36(6)*, 977-89. **Tier 2**/Basic or Discovery Scholarship
5. Chapman, J.D., Schetzle, S., Mikeska, J.G. (2021). Sales Management Students Coaching Sales Students: An Experiential Learning Project used to Teach Coaching Skills and Improve Sales Presentations. *Marketing Education Review, Tier 3, 31(2)*, 70-75. **Tier 3**/Teaching and Learning Scholarship, Goal 4 - Quality Education
6. Chapman, J., Zeiss, J.G., Wahlers, R.G. (2020). Preparing Performance Reports for Upper Management: A Skills Building Project for Sales Management Students. *American Journal of Management, Tier 4, 20(5)*. **Tier 4**/Teaching and Learning Scholarship, Goal 4 - Quality Education
7. Mikeska, J.G., Carlson, L. (2020). Firm Receptivity Regarding Marketplace Versus Political Ties. *American Journal of Business, Tier 4, 35(3/4)*, pp. 129-151. **Tier 4**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 16 - Peace and Justice Strong Institutions (Corruption)

Work-in-Progress

Journal Article

1. Zeiss, J.G., Saini, A. NIL Illustrations as Updated Dynamic Marketing & Sensing Capabilities. *Journal of Marketing, Elite*.
2. Zeiss, J.G. We Inspire, Justify Methodology, and Help Practitioners Develop Theory: Manuscript Citation Location Analysis". *California Management Review, Tier 2*.

3. Mikeska, J.G., Carlson, L. Contingencies to Firm Political Strategy. *Tier 2*
4. Mayer, M., Zeiss, J.G. Exploring Testimonial Efficacy in Vaping Ads. *Journal of Consumer Policy, Tier 3.*
5. Zeiss, J.G., Carlson, L. Qualitative Inquiry of So-Called Determined Firms. *Academy of Marketing Science Review, Tier 3.*
6. Zeiss, J.G., Carlson, L. Let's Defragment Corporate Political Activity. *Journal of Marketing Theory & Practice, Tier 3.*
7. Mikeska, J.G., Carlson, L. Curvilinear Firm Decisions to Incorporate Marketing Tactics into Political Strategy. *Journal of Public Policy & Marketing, Tier 2.*

Presentations at Conferences

1. Mayer, J. M. (Presenter), Zeiss, J. G. (Author), Marketing Management Association (MMA) Conference, "The Use of Digital Role-Plays in Teaching Sales: An Innovative Approach for Educators Responding to Negotiation Practice Demands," Marketing Management Association (MMA), Online due to COVID. (2020). Teaching and Learning Scholarship
2. Mikeska, J. G. (Presenter), Association of Marketing Theory & Practice, "Empirical Evidence of the Marketing and Corporate Political Activity Interface in Firm Strategy," Association of Marketing Theory & Practice, San Destin, FL. (March 19, 2020). Basic or Discovery Scholarship
3. Mikeska, J. G. (Presenter), Carlson, L. (Author), Association of Marketing Theory & Practice, "The Firm-Perceived Contingencies to Political Strategy," Association of Marketing Theory & Practice, San Destin, FL. (March 19, 2020). Basic or Discovery Scholarship

Grants

Internal

1. Proposal Number:
 Title: NVivo Student Branding Immersion
 Agency: Dean's Innovation Fund
 Amount:
 Date submitted: October, 2023
 Status: Funded
 Starting and ending date: November 2023 - December 2023
 Principal investigator:
 Co-principal investigator(s): VanMeter-Brown, Rebecca A., Zeiss, Jessica G
 Competitive vs. non-competitive: Non-competitive
 Responded to: Open Application

Conferences and Meetings Attended

1. Summer AMA, American Marketing Association. (August 2023 - August 2023). / Basic or Discovery Scholarship

Professional Development and Participation

1. Training, Teaching, Canvas Organization & Clarity. (December 2023 - December 2023) / Teaching and Learning Scholarship
2. Continuing Education, Teaching, Peer Review Teaching: DSL adds interested faculty into cohorts of 3 so that each of us are shadowed and shadow 2 times each semester. (February 2023 - December 2023) / Teaching and Learning Scholarship
3. Attended Research/Writing Presentation, Scholarship, Webinar Set: Training, Philosophical presentations (e.g., writing discipline). (2023 2023)
4. Seminar, Teaching, Market Size & Power of the LGBTQ+ Community. (November 2023 - November 2023) / Teaching and Learning Scholarship
5. Attended Research/Writing Presentation, Teaching, Artificial Intelligence in the Classroom: Challenges and Opportunities for Marketing Educators [Teaching & Learning SIG track]. (August 2023 - August 2023) / Teaching and Learning Scholarship
6. Attended Research/Writing Presentation, Teaching, Sales Analytics: Tips & Tricks on Teaching [Embracing Emerging Societal Challenges through Marketing track]. (August 2023 - August 2023) / Teaching and Learning Scholarship
7. Attended Research/Writing Presentation, Teaching, Teaching sales management through data modeling. (August 2023 - August 2023) / Teaching and Learning Scholarship
8. Attended Seminar/Training, Teaching, Getting Started with a Canvas Course Template, *Lightning Workshop: Continuity of Instruction*. (August 2023 - August 2023) / Teaching and Learning Scholarship
9. Attended Seminar/Training, Teaching, Getting Started with a Canvas Course Template, *Lightning Workshop: Continuity of Instruction*. (August 2023 - August 2023) / Teaching and Learning Scholarship
10. Continuing Education, Teaching, *Canvas Foundations Self-Paced Course*. (January 2023 - May 2023) / Teaching and Learning Scholarship
11. Attended Seminar/Training, Teaching, A Closer Look at Learning Guides. (April 2023 - April 2023) / Teaching and Learning Scholarship

12. Continuing Education, Teaching, Professional Development Passport Program for Faculty, *Faculty Development Passport*. (April 2023 - April 2023) / Teaching and Learning Scholarship
13. Attended Recital/Presentation/Exhibition, Teaching, Academic Year “STARS Reporting”. (March 2023 - March 2023) / Teaching and Learning Scholarship
14. Attended Seminar/Training, Teaching, Beautiful Canvas Pages Made Easy. (March 2023 - March 2023) / Teaching and Learning Scholarship
15. Attended Seminar/Training, Teaching, Welcome to the Welcome Module, *Lightning Workshop: Continuity of Instruction*. (March 2023 - March 2023) / Teaching and Learning Scholarship
16. Conference Program, Teaching, Teaching and Technology, *Faculty Tech Summit*. (March 2023 - March 2023) / Teaching and Learning Scholarship
17. Workshop, Teaching, *Shark Tank* Course Immersion. (March 2023 - March 2023) / Teaching and Learning Scholarship
18. Attended Seminar/Training, Other, Ten-Course (Self-Paced) *NCFDD* Program. (February 2023 - March 2023) / Teaching and Learning Scholarship
19. Attended Conference, Teaching, Equitable, Inclusive, and Innovative Practices. (February 2023 - February 2023) / Teaching and Learning Scholarship
20. Conference Program, Teaching, Equitable, Inclusive, and Innovative Practices, *Provost Faculty Summit*. (February 2023 - February 2023) / Teaching and Learning Scholarship
21. Continuing Education, Teaching, Midterm (Live) Feedback. (February 2023 - February 2023) / Teaching and Learning Scholarship
22. Workshop, Professional Networking Workshop. (January 2023 - January 2023) / Teaching and Learning Scholarship
23. Continuing Education, Teaching, Peer Teaching Review. (February 2022 - December 2022) / Teaching and Learning Scholarship
24. Attended Recital/Presentation/Exhibition, Teaching, *Student Evaluation Data*. (April 2022 - April 2022) / Teaching and Learning Scholarship
25. Attended Recital/Presentation/Exhibition, Teaching, Diversity and Managing Bias. (February 2022 - February 2022) / Teaching and Learning Scholarship
26. Attended Seminar/Training, Teaching, NCSC Training Webinar #1: Role Play. (January 2022 - January 2022) / Teaching and Learning Scholarship

27. Attended Seminar/Training, Teaching, NCSC Training Webinar #2: Product. (January 2022 - January 2022) / Teaching and Learning Scholarship
28. Attended Seminar/Training, Teaching, NCSC Training Webinar #3: Objections. (January 2022 - January 2022) / Teaching and Learning Scholarship
29. Attended Recital/Presentation/Exhibition, Teaching, *Social Media Influencer*. (October 2021 - October 2021) / Teaching and Learning Scholarship
30. Attended Recital/Presentation/Exhibition, Teaching, *Sunking Social Media Strategy*. (February 2021 - February 2021) / Teaching and Learning Scholarship
31. Attended Recital/Presentation/Exhibition, Teaching, *Student Sustainability Immersion*. (December 2020 - December 2020) / Teaching and Learning Scholarship
32. Attended Research/Writing Presentation, Teaching, Industry Choice 2020 NMSU Sustainability (University of Cincinnati) Student Case Study. (September 2020 - September 2020) / Teaching and Learning Scholarship
33. Attended Research/Writing Presentation, Teaching, Sustainability (Florida International University) Student Case Study. (September 2020 - September 2020) / Teaching and Learning Scholarship
34. Attended Research/Writing Presentation, Teaching, Preparing Performance Reports for Upper Management: A Skills Building Project for Sales Management Students [Sales & Sales Education track]. (March 2020 - March 2020) / Teaching and Learning Scholarship
35. Attended Research/Writing Presentation, Teaching, The Promise of Artificial Intelligence and Potential Impact on the Sales Function [Sales & Sales Education track]. (March 2020 - March 2020) / Teaching and Learning Scholarship
36. Attended Research/Writing Presentation, Teaching, Understanding Student Perceptions of their Personal Branding in Higher Education [Marketing Education track]. (March 2020 - March 2020) / Teaching and Learning Scholarship
37. Conference Program, Teaching, Digital role-plays in teaching sales. (March 2020 - March 2020) / Teaching and Learning Scholarship
38. Workshop, Teaching, AoL: Knowledge Brainstorming Session. (September 2019 - September 2019) / Teaching and Learning Scholarship

SERVICE ACTIVITIES

University, College, Departmental Committees

1. College, Societal Impact Committee, Committee Member. (October 2023 - Present).
2. Department/program, Assurance of Learning: Integration (AOL), Committee Chair. (August 2023 - Present).
3. University, Marketing Department Rep. for Faculty Salary & Benefits Committee, Committee Chair. (August 2023 - Present).
4. Department/program, Search Committee, TT line(s), Committee Chair. (August 2023 - Present).
5. College, Branding Group, Committee Member. (August 2023 - Present).
6. College, MBA External Review Committee, Committee Member. (May 2022 - Present).
7. College, MCOB Strategic Planning, Committee Member. (April 2022 - Present).
8. Department/program, Marketing Department Salary Committee, Committee Chair. (January 2022 - Present).
9. University, Council on the Environment, Committee Member. (August 2019 - Present).
10. University, Academy for Sustainability Curriculum Committee, Committee Member. (August 2019 - Present).
11. Department/program, Center for Professional Selling, Co-Facilitator. (September 2018 - Present).
12. Department/program, Marketing Journal Ranking Committee, Committee Member. (August 2018 - Present).
13. Department/program, Center for Professional Selling, Coach (vocal, fight, movement, etc.). (May 2018 - Present).
14. Department/program, Assurance of Learning: Knowledge (AOL), Committee Chair. (August 2022 - May 2022).
15. College, Marketing Social Committee, Committee Member. (August 2018 - December 2021).

International Experience

1. University, Council on the Environment, Committee Member. (August 2019 - Present).
2. University, Academy for Sustainability Curriculum Committee, Committee Member.

(August 2019 - Present).

Honors, Awards, and Recognitions

1. Faculty Tech Summit Showcase Feature, Faculty Tech Summit, Division of Online and Strategic Learning, Ball State University (March 23, 2023)

Summary of Intellectual Contributions – AACSB Report

<u>Contribution Type</u>	<u>BDS</u>	<u>AIS</u>	<u>TLS</u>	<u>Total</u>
<i>Refereed Journal Articles (PRJ)</i>	5	0	2	7
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	0	0	0	0
<i>Presentations at Conferences</i>	2	0	1	3
<i>Professional Presentations (Pres)</i>	0	0	0	0
<i>Grants</i>	0	1	0	1
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	1	0	0	1
<i>Professional Development and Participation</i>	0	0	37	37
<i>Consulting</i>	0	0	0	0