



# Department of Marketing Newsletter

March 2025

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# Research Spotlight

## Peer-reviewed Journal Article

Alkire, L., Hesse, L., Raki, A., Boenigk, S., Kabadayi, S., Fisk, R. P., & Mora, A. (2025). From theory to practice: A collaborative approach to social impact measurement and communication. *European Journal of Marketing*, (in-press). <https://doi.org/10.1108/EJM-04-2024-0321>

Kumar, B., **Gupta, A.**, & Agarwal, R. (2025). Can micromanagement be beneficial for adaptive selling? Role of salesperson creativity and managerial micromanagement during disruption. *Journal of Personal Selling & Sales Management*, 1–17. <https://doi.org/10.1080/08853134.2024.2444209>

## Leadership and Engagement at the 2025 AMA Winter Academic Conference, Phoenix, AZ.

Dr. Linda Alkire served as the co-chair for the conference.

Dr. Holly Syrdal served as a co-chair of the Digital and Social Media Marketing Track and presented a poster at the conference.

Dr. Nancy Sirianni served as a discussion leader for the Young Scholar Research Competition at the 10th Anniversary Organizational Frontlines Research (OFR) Pre-Conference Symposium.



# DEPARTMENT UPDATES

## Randolph Brooks Federal Credit Union Donation



From left to right, Executive Director of McCoy College of Business Foundation Angela Glode, Department Chair Dr. Anna Turri, and Senior Vice President of Marketing and Business Development at RBFCU Blake Lyons.

Thank you Blake Lyons, Senior Vice President of Marketing and Business Development at Randolph Brooks Federal Credit Union, for making the first donation to our Marketing Advisory Board scholarship fund. Mr. Lyons, who also serves on the Marketing Advisory Board, has shown incredible generosity with this contribution.

Once fully funded, this scholarship will be awarded to eligible marketing majors in the future.

## Research Forum

On February 21st, visiting scholars Dr. Soren Köcher and Dr. Sarah Köcher presented at the Marketing Department Research Forum, as part of Business Leadership Week.

The speakers shared their research that focuses on Marketing in the Context of New Challenges: Virtual Reality, Sustainability, and Persistent Goal Striving.



From left to right, Dr. Holly Syrdal, Dr. Anna Turri, Dr. Soren Köcher, Dr. Sarah Köcher, and Dr. Linda Alkire

# DEPARTMENT UPDATES



From left to right, Hailey Hesselstine, Leonardo Luna, and Hailey Hesselstine

## The Marketing Department Participates at Bobcat Day

Thank you to those who volunteered at Bobcat Day! It was a great experience for future Bobcats to hear about the opportunities at Texas State.



## A Fantasy Football Win



From left to right, Dr. Gail Zank and Dr. Anna Turri

Congratulations to Department Chair Dr. Anna Turri and Assistant Department Chair Dr. Gail Zank for winning the 2024-2025 Fantasy Football League McCoy Madness!



# Dr. Linda Alkire Co-Chairs Record-Breaking 2025 Winter AMA Academic Conference

Dr. Linda Alkire led the 2025 American Marketing Association (AMA) Winter Academic Conference as Co-Chair alongside Dr. Nailya Ordabayeva (Boston University), orchestrating one of the most competitive and globally diverse marketing conferences in AMA history. The conference theme, "Marketing in Service of Nature and Humanity," inspired thought-provoking discussions on how marketing can drive meaningful change, enhance sustainability, and improve societal well-being.



From left to right, Conference co-chairs: Dr. Linda Alkire and Dr. Nailya Ordabayeva

As Co-Chair, Dr. Alkire played a pivotal role in shaping the success of this global event by setting the conference theme, ensuring relevance to emerging topics in marketing, designing the conference structure, selecting tracks and track chairs, overseeing submissions, reviews, and final decisions for 762 papers, building and managing the full three-day conference program, including pre-conference workshops and events, handling communication, addressing inquiries, and ensuring a seamless experience for all attendees and attending and overseeing all aspects of the conference to maintain a high-quality academic exchange.

The 2025 AMA Winter Academic Conference set new records:

- Brought together 920 attendees in Phoenix, with 130+ virtual participants.
- Featured 762 submissions across 10 tracks, representing 57 countries.
- Included a record 14 international track chairs, ensuring diverse global perspectives.
- Attracted editors of top-tier journals and leading scholars, reinforcing its role as a premier event for cutting-edge research and academic discourse.
- Honored the most prestigious figures in the marketing academy, including recipients of the Career Contributions Awards.



From left to right, Conference co-chairs: Dr. Linda Alkire and Dr. Nailya Ordabayeva

A major highlight of the conference was the Marketing Department's sponsorship of the Mentor-Mentee Lunch, which attracted over 100 attendees. This event provided an invaluable opportunity for scholars at various career stages to connect, exchange insights, and build lasting professional relationships. It underscored the department's commitment to fostering mentorship, collaboration, and career development within the marketing academic community.

# Dr. Linda Alkire Co-Chairs Record-Breaking 2025 Winter AMA Academic Conference

Further reinforcing the department's strong presence at the conference, Dr. Holly Syrdal and Dr. Masoud Moradi played key roles as track chairs, contributing to the success of their respective tracks and ensuring high-quality scholarly discussions.



Conference Track Chairs Celebration

Beyond her leadership at Winter AMA 2025, Dr. Alkire's role as a member of the AMA Academic Council continues to elevate the Marketing Department's global reputation. Her active engagement in one of the most influential marketing academic associations worldwide fosters national and international recognition and strengthens the department's position as a hub for marketing scholarship.



AMA Academic Council Members



# AMA Updates & Inspiring Success Stories

The Texas State American Marketing Association (AMA) is back in action with exciting events, new opportunities, and inspiring success stories.

To kick off the semester, AMA hosted an introductory meeting where the organization presented its leadership team, membership benefits, and exclusive resources. The team also participated in McCoy and LBJ organizational fairs to recruit potential members, engaging with students and sharing the advantages of being part of AMA.

The Community and Social Impact (CSI) department recently organized a food drive for Bobcat Bounty, a student-run food pantry at Texas State University dedicated to providing nutritious food to students, faculty, and community members in need. Jocelyn Young, Co-Director of CSI, shared, “Ashelyn Phelan (Co-Director of CSI) and I saw this drive as a meaningful way to help combat food insecurity on campus. Donations closed on January 31, and so far, our members have collected 27 cans!” This initiative showcases AMA’s commitment to giving back to the community.

One of AMA’s recent successes is the creation of its [recruitment video](#). Rosalyn Conway, Director of Digital Media, led the project, which presented a significant challenge but was ultimately a rewarding experience. She credits her chair, Deondre Brock, for his instrumental role in filming and editing. “Working with Deondre helped ease some of the stress of the project. His contributions ensured we met our deadline,” she shared. Reflecting on the experience, she added, “opportunities like this—collaborating as a team to create a meaningful project—are what make AMA so valuable.” Due to his outstanding dedication and involvement, Deondre Brock was recognized with the Director of the Semester Achievement Award. The final product turned out AMAZing.

Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



**EMILY LYONS**



Promoted to  
Account Executive



**GRACIE GOMEZ-  
GARCIA**



Sales Development  
Associate



**JAKE REED**



New Position as  
Sales Development  
Representative

The Center for Professional Sales in the McCoy College of Business at Texas State University is a fully accredited Sales Center by the University Sales Center Alliance.

For more information, contact Dr. Derrek Schartz - [sve21@txstate.edu](mailto:sve21@txstate.edu)



# The Center for Professional Sales

## National Collegiate Sales Competition

The Marketing Department wishes the National Collegiate Sales Competition (NCSC) team the best of luck as they prepare for their March competition.



Dr. Derrek Schartz  
*Coach*



Molly Akers  
*Assistant Coach*



Samantha Mateja  
*Speed Selling*



Avery Hernandez  
*Speed Selling*



Remi Whitley  
*Speed Selling*



Thomas Babiak  
*Role Play*



Alyssa Campbell  
*Role Play*

## Cintas Site Visit

Cintas welcomed our Center for Professional Sales students to their San Antonio location. The site visit included a facility tour and insight into careers in the sales industry.



Group of students who attended the Cintas Site Visit



# Continued Success for the Department

We appreciate any gift you can give to ensure that the Department of Marketing can continue to offer exciting opportunities to students and faculty. Your donations are important and provide support for student organizations, student competitions, and faculty development resources.

## Donation Opportunities

We have two new scholarships that we are in the process of funding. Please consider giving to either one of these scholarships:

- [McCoy College Marketing Department Advisory Board Scholarship](#)
- [A Wayne Noll Sales Excellence Scholarship](#)

Donate directly to the Department of Marketing: Your gift, regardless of size, makes an immense difference. We thank you for your support. **DONATE TODAY.**

Donate directly to the McCoy College Career Closet: Dr. Anna Turri teamed up with Dr. Terrance McClain in the Student Success Center to create a McCoy College Career Closet that will help students have access to professional attire. Your donations will help purchase professional business attire to be used in the closet. We thank you for supporting our students. **DONATE TODAY.**

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