

Department of Marketing *Newsletter*

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DEPARTMENT OF
MARKETING

MASTER OF SCIENCE IN MARKETING RESEARCH & ANALYSIS

Information Sessions

Interested in pursuing a graduate degree
focused on marketing analytics?

Dr. Gail Zank will be hosting a information session in which you can learn more
about our **Master of Science in Marketing Research and Analysis** program.



FRIDAY, OCT. 23
12PM - 1PM CDT



MONDAY, OCT. 26
5PM - 6PM CDT



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu

DEPARTMENT UPDATES

Dr. Jeremy Sierra Releases a Marketing Textbook

Marketing Research, a textbook co-authored by Professor Jeremy Sierra, will be released in print next year! The eBook version was released in August. The 14-chapter book is written with a student-friendly focus to help students recognize the many facets that comprise marketing research.

Each chapter delves into diverse aspects of the field, from understanding consumer behavior to mastering data analysis techniques. The authors have thoughtfully included case studies to provide practical insights and enhance comprehension.

Congratulations on the publication, Dr. Sierra!



Marketing Research book cover

Dr. Skip Anderson Co-hosts Agentic AI Showcase

On September 10th, Dr. Sidney “Skip” Anderson and Dr. Matt Flynn of Finance and Economics hosted a showcase to help McCoy College faculty stay up to date on how AI tools can enhance their teaching and research. Dr. Anderson and Dr. Flynn demonstrated several AI-driven platforms, highlighting their ease of use and their potential to improve educational outcomes. The showcase not only emphasized the importance of staying abreast of technological advancements but also encouraged educators to embrace change as a means of enhancing student engagement and preparing graduates for the future workforce.

Thank you to all the faculty who took the time to learn more about using Agentic AI in evolving industries!



Agentic AI Showcase Cover Slide



Dr. Matt Flynn and Dr. Sidney “Skip” Anderson presenting at Agentic AI Showcase

DEPARTMENT UPDATES

Dr. Debbie Thorne and Vicki West Receive Professors Emeritae

On September 24th, two esteemed retirees from our Department of Marketing received a Professor Emerita award at the university-wide 2026 Faculty Awards Celebration. This prestigious title acknowledges the significant contributions of retired faculty members throughout their careers. We are both honored and grateful to have had Dr. Debbie Thorne and Vicki West as dedicated members of our department for several decades.



Vicki L. West
Professor Emerita



Dr. Debbie Thorne
Professor Emerita

Center for Professional Sales Becomes Reaccredited Without Qualifications

We are proud to announce that the Center for Professional Sales has earned reaccreditation as a Full Member without qualification, meaning with no conditions, from the University Sales Center Alliance (USCA).

USCA is the leading global consortium of university sales centers that establishes and monitors standards for excellence in collegiate sales education. This recognition affirms the continued strength of our work in sales education, student development, research, and industry engagement.

The next review is scheduled for 2031.



University Sales Center Alliance badge

Research Spotlight

Publications

- Anderson, S. T.** (2026). Beyond the Knowledge Frontier: An Epistemological Framework for Marketing Strategy in the Age of Artificial Intelligence. *Journal of Macromarketing*, in press. <https://doi.org/10.1177/02761467261471796>
- Anderson, S. T.** (2026). Marketing safety, producing risk: a Peltzman effect framework for AI in consumer health. *Journal of Marketing Management*, in press. <https://doi.org/10.1080/0267257X.2026.2730465>
- Appan, R., Grant, N. C., Madhavaram, S., & **Badrinarayanan, V.** (2026). The Role of Analytics Orientation on Advanced Analytics Adoption in SMEs (Small and Medium-Sized Enterprises). *ACM SIGMIS Database: the DATABASE for Advances in Information Systems*, 57(3), 15-41. <https://doi.org/10.1145/3822165.3822167>
- Badrinarayanan, V., Becerra, E. P., & Sierra, J. J.** (2026). Star power on the shelf: the spillover effects of celebrity brand–retailer relationships on consumer evaluations of retailers. *Journal of Product & Brand Management*, 1-16, in press. <https://doi.org/10.1108/JPBM-10-2025-6420>
- Banerjee, S., & **Gupta, A.** (2026). Effect of remote work during Covid on sales employee ratings: evidence from online employer reviews. *Marketing Intelligence & Planning*, 1-17, in press. <https://doi.org/10.1108/MIP-08-2025-0628>
- Lahiri, A., & **Ghosh Dastidar, A.** (2026). Navigating Algorithmic Fallibility: Evaluating Implementation and Guidance Strategies in AI-Augmented Service Frontlines. *Journal of Service Research*, in press. <https://doi.org/10.1177/10946705261481651>
- Shabnam, S., Roy, S. K., Roten, Y. S., Singh, G., **Suh, T.**, & Li, H. (2026). Transformative phygital service research (TPSR): an agenda for future research. *Journal of Services Marketing*, in press. <https://doi.org/10.1108/JSM-09-2025-0679>
- Sirianni, N. J.**, Greenslade, K., Koseoglu, G., Go Jefferies, J., & Satornino, C. B. (2026). Neuroconvergence: An Untapped Strategy for Reducing Communication Mismatches and Enhancing Creativity in Frontline Encounters. *Journal of Public Policy & Marketing*, 45(3), 231-234. <https://doi.org/10.1177/07439156261435454>

Research Spotlight

Conferences

2026 AMS Annual Conference — Savannah, GA (May 2026):

Dr. Linda Alkire (Author).

Dr. Vishag Badrinarayanan (Co-chair AMS Review Special Track).

2026 Global Sales Science Institute Annual Conference — Ancona, Italy (June 2026):

Dr. Vishag Badrinarayanan (Invited speaker at doctoral consortium; AMS Review representative at Meet the Editors session).

2026 SERVSIG International Research Conference — Braga, Portugal (June 2026):

Dr. Linda Alkire (Author; Co-chair of the Transformative Service Research (TSR) Track; International Conference Committee member; organizer of the Journal of Service Management (JOSM) Open House pre-conference workshop; and JOSM representative at the Meet the Editor session).

2026 Frontiers in Service Conference — Helsinki, Finland (June 2026):

Dr. Linda Alkire (Author; Invited speaker at a pre-conference workshop; and host of JOSM Editorial Review Board (ERB) meeting).

SERVSIG Doctoral Consortium — Helsinki, Finland (June 2026):

Dr. Linda Alkire (Invited speaker and mentor).

The 24th International Conference on Research in Advertising (ICORIA) 2026, Barcelona, Spain (June 2026):

Dr. Rick Wilson (Author).

2026 Summer AMA Academic Conference — Denver, CO (July 2026):

Dr. Linda Alkire (Invited faculty mentor at the DocSIG Pre-Conference Event and invited panelist).

2026 AMS World Marketing Congress — Vilnius, Lithuania (July 2026):

Dr. Vishag Badrinarayanan (Co-chair, special session on developing conceptual contributions).

Research Spotlight

Service

Dr. Linda Alkire served as one of three judges evaluating emerging scholars' research accomplishments and potential impact on the marketing discipline 2026 AMA DocSIG Mathew Joseph Emerging Scholar Award (May 2026).

Dr. Sidney "Skip" Anderson was an invited speaker at CFE - Future Ready Family Business Summit - "Thriving in the Age of AI: The Antifragile Manager". (May 5, 2026).

Dr. Sidney "Skip" Anderson was an invited speaker at The Future Ready Family Business Summit 2026, an invitation-only, four-day executive experience preparing 30+ family business leaders for an AI- and technology-driven future. Participants included members of enterprising families, their businesses and family offices, and the Family Business Society fostered by Cerón & Co – Business and Family Trusted Partners.

Dr. Nancy Sirianni was invited to serve on the editorial review board at the *Journal of Retailing*.



TEXAS STATE UNIVERSITY
McCoy College of Business

**DEPARTMENT OF
MARKETING**

STUDENT ORGANIZATIONS

SIFE Opportunities and Benefits

Students in Free Enterprise (SIFE) meet every Tuesday at 5 p.m. in McCoy 125. SIFE will be hosting a Wells Fargo Executive of Commercial Banking for a conversation about leadership and community building on October 6th.

Interested in serving their communities, getting volunteer hours, and connecting with entrepreneurial students on campus? SIFE has a multitude of business relationships with local non-profits and many volunteer opportunities!

Organizational dues are \$15 per semester or \$25 for the year, but the annual dues offer is quickly expiring! In order to gain exclusive access to the \$4,700 SIFE scholarship and monthly callouts for internships and scholarships, please attend general meetings and become a paid member of Students in Free Enterprise!



Christian Newman, Alyssa Martinez, Mollie Laws, and Mina Danesh volunteering at Southside Community Center



From Left to Right: Isabella Diaz, Knox Lewis, Natalie Murray, Samantha Rodriguez

AMA's Semester Kick-off

American Marketing Association kicked off the semester with its first meeting, where members introduced the organization and had a Ready, Set, Network! E-Board Workshop, which helped students feel more confident building professional relationships that can support their future careers. During the first committee meeting, students learned more about opportunities to become more involved with the organization.

AMA members' first step outside was the chance to take a private tour of AT&T Stadium in Arlington, Texas. More opportunities for members to connect outside followed! Bonds grew through intramural volleyball and socials. CSI events included a Hispanic Heritage Month booth and a Back-to-School supplies drive. AMA also kicked off its fundraising efforts with a thrift booth and profit shares with Menchie's and Industry!

AMA is incredibly proud of its progress so far. With opportunities and activities ahead, members are excited to continue the momentum throughout the semester!



TXST AMA at AT&T Stadium

The Center for Professional Sales

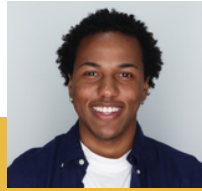
Sales Students/Alumni *Highlight*



Guillermo Olvera



2025 Champions Circle
– Gold Recipient; a Top
3% performer
worldwide at UPS



Grant Celestine



Joined the Global Go-
To-Market team for
Google Play Games



Lukas Adamek



Awarded Employee of
the Month at RDO
Equipment Co



Gracie Gomez-Garcia



Received the Maestro
Award at Ping Identity

**See our LinkedIn for extended descriptions and
additional information!**

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

The Center for Professional Sales

Fall 2026 Sales Ambassadors

We are proud to officially introduce our Sales Ambassadors for the Fall 2026 semester!

Ashley Aguilar, Avery Aguilar, Lindsay Bochantin, Taylor Brick, Bruce Yurchak, Jessica Carlstrand, Rosalyn Conway, Grettell Corona, Jack Davies, Hailey Durdin, Trent Elofson, Austin Fraser, Hailey Hesselstine, Gracie Hopson, Mikaela Kissinger, Leonardo Luna, Jayla Martinez, Arlet Ramos, Daniel Rivas, Taylor-Rae Robertson, Cade Rose, Savannah Sheedy, Kai Todd, and Molly Williams.

Congratulations and thank you to our incredible Ambassadors! We're looking forward to a great semester!



Fall 2026 Sales Ambassadors

New Corporate Partners

Welcome to our newest corporate partners, Twin Liquors and Grimco! We look forward to an incredible partnership and all that we will accomplish together!



PRO Sales Club Kick-off Meeting

The PRO Sales Club held its first meeting of the semester on September 10th. Thank you to all the students who attended, our Executive Board, who worked hard to bring everything together, and our co-advisors, Dr. Derrek Schartz and Mr. Juan Holguin. The club will continue meeting biweekly on Thursdays at 6:30 p.m. in McCoy 126. We look forward to seeing everyone!



Students at PRO Sales Club meeting

The Center for Professional Sales

Inaugural Role-Play Competition Sponsored by Cintas

On September 18th, we hosted our Inaugural Role-Play Competition sponsored by Cintas. We are so proud of all of the students who competed, of the faculty and staff who helped prepare and make this event a success, and we want to give a special thank you to Cintas for their constant support and commitment to our students.

Congratulations to all competitors and to the winners:

- ★ **First place: Gracie Cook**
- ★ **Second Place: Kylie Hill**
- ★ **Semi-Finalist: Hailey Hesseltnine**
- ★ **Semi-Finalist: Eowyn Krumpholz**



Left to right: Kylie Hill, Gracie Cook, Eowyn Krumpholz, Hailey Hesseltnine



Role play competitors, Sales faculty, and Cintas judges

Interview Express

The Center for Professional Sales was thrilled to host its flagship event, Interview Express! With 24 corporate partners, guests joining us, and hundreds of students participating throughout the day, the event was filled with meaningful conversations, valuable connections, and exciting career opportunities. We are incredibly proud to see our students engaging with industry professionals, expanding their networks, and taking meaningful steps toward their future careers. Interview Express continues to be a powerful opportunity for our students to connect, grow, and prepare for success!



Sales Ambassadors at Interview Express



PRO Sales Club booth at Interview Express



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 several donation opportunities available and we would appreciate your support.

Please consider giving to any of the following:

- [McCoy College Marketing Department](#)
- [Advisory Board Scholarship](#)
- [Excellence Endowment for the Department of Marketing](#)
- [Dept of Marketing Discretionary Fund](#)
- [McCoy College Career Closet](#)

Your gift, regardless of size, makes an immense difference.
We thank you for your support.

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