**Katerina E. Hill**

Arkansas State University

College of Business

Department of Marketing and Management

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**Academic Experience**

**Assistant Professor of Marketing and Director, R.M. “Bob” Wood Center for Sales Leadership**

Arkansas State University, University, AR, June 2015 – Present

**Assistant Professor of Marketing and Assistant Director of the Sales Center**

The University of North Alabama, Florence, AL, June 2014 – May 2015

**Graduate Teaching and Research Assistant**

The University of Mississippi, University, MS, August 2010 – May 2014

**Education**

 Ph.D. in Business Administration, University of Mississippi

Major: Marketing, May 2014

Title: “There is No ‘I’ in Team: An Investigation of Team Dynamics in the Buyer-Seller Interaction”

Committee Members:Victoria Bush (Chair),Douglas Vorhies, Hua Chen, and Christopher Thomas (Management)

 Masters of Business Administration, Millsaps College Emphasis: Marketing, July 2008

 Bachelor of Science, Mississippi University for Women

Major: Business/Marketing, May 2005

Honors: Magna Cum Laude

**Publications**

**Hill, Katerina**, Matthew Hill, and G.W. Kelly, “Do Market Share and Demand Uncertainty Influence the Relation Between Advertising Expenditures and Shareholder Value?”, *Journal of Business Research,* Forthcoming.

Chaker, Nawar, Andrea Dixon and **Katerina Hill**, “The Path to Sales Center Leadership: Key Differences Between Academic and Practitioner Leaders,” *Journal of Marketing Education,* Forthcoming.

Beauchamp, Chuck, Michelle Beauchamp, and **Katerina Hill**, “Integrating the Capital IQ Platform into Retail Education”, *Business Education Innovation Journal*, Forthcoming.

**Hill, Katerina**, Matthew Hill, Lorenzo Preve, and Virginia Sarria-Allende, “International Evidence On the Relation Between Trade Credit and Financial Credit”, *Managerial Finance*, 2019, 44:4, pp. 484-498.

Mello, John, Melodie Philhoursand **Katerina** **Hill**, “Warning Signs for Forecasting Consumer-Induced Shortages,” *Foresight: International Journal of Applied Forecasting*, 2018, 51, pp. 17-23.

**Hill, Katerina**, Victoria Bush, Robert King, and Douglas Vorhies (2017), “Performing Under Pressure: Winning Customers Through Improvisation in Team Selling,” *Journal of Relationship Marketing*, 16:4, pp. 227-244.

Gillespie, Erin, **Katerina Hybnerova[[1]](#footnote-1)**, Stephanie Noble, and Carol Esmark (2016), “A Tangled Web: Views of Deception from the Customer’s Perspective,” *Business Ethics: A European Review*, 25:2, pp. 198-216.

**Bush, Victoria,** Lifeng Yang, and **Katerina Hill** (2015), “The Ambivalent Consumer: A Sequential Investigation of Response Amplification in Buyer-Seller Encounters,” *Journal of Marketing Theory and Practice,* 23:4, pp. 402-414.

**Under Review**

**Hill, Katerina** and Michael Walsh, “Best Practices: Attracting Student to Professional Selling”

* Revise and resubmit, *Journal of Selling* (April 2020)

Beauchamp, Charles, Michelle Beauchamp, **Katerina Hill**, and Matthew Hill, “Advertising’s Monetary Contribution to Shareholder Value”

* Revise and resubmit, *Marketing and Management* *Journal* (November 2019)

**Works in Progress**

**Hill, Katerina,** Karen Yanowitz, and Chad Whatley, “A Sales Approach To Co-Curricular Learning: Training Students To Be Communicators,” Targeted towards the *Journal of Selling* by September 2020. Have collected three semesters of student data, pre-training, immediately post training, and post preview day. Have also received a grant for this research in February 2019

**Hill, Katerina,** Building Students’ Confidence in Sales: A Semester Long Sales Competition Approach,” Targeted towards *Journal of Selling* by September 2020. Have collected two semesters of student data and working on the manuscript.

**Hill, Katerina**, John Mello and Melodie Philhours, “Out of Ammo: Consumer-Initiated Scarcity of Guns and Ammo,” continuing our theoretical work on consumer induced scarcity. *Targeted towards the Journal of Marketing Theory and Practice.*

**Hill, Katerina,** “Team Intelligence Composition of Sales Teams and the Impact on the Buyer Decision Making Process: A Probit Model Approach.” Targeted toward the *Journal of Selling*

**Hill, Katerina**, Victoria Bush, Robert King, “Improving Buyer-Selling Interaction Outcomes through Sales Team Composition and Intelligence” targeted for submission to *Journal of Personal Selling and Sales Management.* Already collected data.

**National Conference Proceedings**

**Hill, Katerina** and Hannah Dunton, “Advanced Sales Competition and Mentoring” (April 2020)

National Conference in Sales Management, Norfolk, VA.

**Hill, Katerina,** “Best Practices: Attracting Students to Professional Selling,” Fall 2019 University Sales Center Alliance Conference, Whitewater, WI (University of Wisconsin-Whitewater).

**Hill, Katerina,** Andrea Dixon, and Nawar Chaker, “Sales Center Director Profiles,” Spring 2019 University Sales Center Alliance Conference, Fort Myers, FL.

**Hill Katerina,** Shannon Cummins, and Daniel Herlache, “Teaching Sales Online and the Implications to the Discipline,” Spring 2018 University Sales Center Alliance Conference. Toledo, OH (University of Toledo).

**Hill, Katerina,** Melodie Philhours, and John Mello, “Consumer Persistence and Creativity in the Face of Extreme Shortage” 2017 Annual Society for Marketing Advances (SMA) Conference 55th year (Consumer Behavior Track), Louisville, KY.

**Hill Katerina** and Shane Hunt “Improving Buyer-Seller Interaction Outcomes through Sales Team Composition and Intelligence”, June 2015, Georgia Tech: 5th Enhancing Sales Force Productivity Conference **(invited)**, Atlanta, GA.

**National Presentations**

**Katerina Hybnerova** and Riley Dugan (2014),“Waking the Social Animal inside the Selling Team: The Effect of Social Media Usage on Team Selling” scheduled to present a Special Session, SMA Conference, New Orleans, Louisiana.

**Hybnerova, Katerina**, and Victoria Bush (2013), “The Intelligent Influence: In Search of Intelligent Salespeople and the Implications for Buyer-Seller interactions,” Poster Session, AMA Summer Educator’s Conference, Boston, Massachusetts.

**Hybnerova, Katerina**, and Erin Gillespie (2011), “A Tangled Web: Views of Deception from the Customer’s Perspective,” Southeastern Marketing Symposium.

**Honors**

AMA – Sheth Foundation Doctoral Consortium Fellow, 2013

**Teaching Experience**

Category Management – Fall 2016

Professional Selling – Fall 2017, Spring 2017

Sales Planning and Management – Spring 2016, Spring 2017

Advanced Sales – Spring 2016, Fall 2017

Marketing – Full 2015 and Spring 2016, Spring 2017

Graduate Level Strategic Marketing – Fall 2015

Sales Management – Spring 2015

Retailing – Fall 2014

 Consumer and Market Behavior – Fall 2014 and Spring 2015

 Integrated Marketing Communications – Fall 2014 and Spring 2015

Entrepreneurial Marketing – Summer 2014

Personal Selling, Sales Management – Fall and Spring 2013/2014

 (Instructor and course rating for Fall 2013 and Spring 2014: 4.87/5, 4.92/5)

Personal Selling – Summer 2011 (Instructor and course rating: 4.81/5)

**Academic Service**

USCA (University Sales Center Alliance) – Associate Member (2016-present); On the Membership Committee (2018-present) - Co Chair of the Social Committee (2019-

AMA (American Marketing Association) – Member (2011-present)

SMA (Society for Marketing Advances)- Vice Chair for the *Sales Sig – (Spring 2020)*

Journal of Selling – Reviewer (Fall 2019-present)

European Journal of Marketing – in training to be on the Editorial Review Board – (Spring 2019 – present)

Journal of Personal Selling and Sales Management – Reviewer and abstract writer (2018-present)

Journal for Advancement of Marketing Education – Reviewer (2018-present)

Global Sales Science Institute – Reviewer - (2019-present)

NASP (National Association for Sales Professionals)

NCSM (National Conference in Sales Management)

SEF (Sales Education Foundation)

PSE (Pi Sigma Epsilon)

National Conference in Sales Management Ad Hoc Reviewer (2015-2016)

Society for Marketing Advances - Panelist (2014)

American Marketing Association Summer Educators’ Conference - Ad Hoc Reviewer

(2011-2013)

 Southeastern Marketing Symposium Conference – Panelist (2011)

**Professional Affiliations**

 Jonesboro Chamber of Commerce

American Marketing Association

 Society for Marketing Advances

**Past Employment**

Marketing Director, Memphis Metro JVC Inc. (2009-2014)

Marketing and Public Relations Associate, JVA Marketing Group (2008-2009)

Bank Branch Manager, Regions Bank (2007-2008)

 Assistant Branch Manager, Trustmark Bank (2006-2007)

Management Development Associate, Trustmark Bank (2005-2006)

**Personal**

Languages: Fluent in Czech and Slovak

1. Hybnerova is my maiden name [↑](#footnote-ref-1)