**GERRARD M. MACINTOSH**

July, 2015

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**Education:**

Ph.D. University of Nebraska-Lincoln, 1992

M.B.A. University of North Dakota, 1989

B.S.B.A. University of North Dakota, 1977

**Present Position:**

Chair, Management and Marketing, 2004-present

Professor, North Dakota State University, 2004-present

**Previous Positions:**

Associate Professor, North Dakota State University, 1997-2004

Assistant Professor, University of Manitoba, 1992-1997

**Honors and Awards**

2005 Nominated for College Teaching Award

2000 College of Business Research Award

2000 Apple Polisher Award from Bison Ambassadors (Teaching)

1999 College of Business Service Award

1999 Article, “The Role of Relationship Valence and Perceived Risk in Service

Relationships,” selected as Best Paper in the Services and Service Relationships Track of the 1999 Summer AMA Educator’s Conference.

1996 Business Associates' Award for outstanding achievement in research in the Faculty of Management, University of Manitoba for 1995.

1996 Co-authored article, "The Effects of Salesperson/Customer Relationships in Wine Retailing," selected as Best Paper in the Retailing and Consumer Services Track of the 1996 AMA Winter Educator's Conference.

1993 Co-authored article, "Relationship Development in Selling: A Cognitive Analysis," was selected as the 1992 Mu Kappa Tau Outstanding Article published in the *Journal of Personal Selling and Sales Management*.

**Subject Matter Expertise:**

Teaching: Sales Management, Services Marketing, Marketing Management, Marketing Strategy, Principles of Marketing.

Research: Interpersonal relationships in sales and services, relationship marketing, decision making in selling, and the effects of knowledge and expertise on sales performance.

**Teaching:**

Present Courses:

Sales Management, Services Marketing, Professional Selling

Other Courses Taught:

Sales and Sales Management, Marketing Strategy, Principles of Marketing, Marketing Management, International Marketing, Industrial Marketing

**Publications:**

**Journal Articles**

Macintosh, Gerrard and Michael Krush (2014), “Examining the link between salesperson networking behaviors, job satisfaction, and organizational commitment: Does gender matter?” *Journal of Business Research*, Vol. 67(December), p. 2628-2635

Macintosh, Gerrard and Charles D. Stevens (2013), “Individual Differences in Opportunistic Claiming Behavior,” *Journal of Consumer Behaviour*, 12(January), 10-19.

Macintosh, Gerrard (2009), Examining the antecedents of trust and rapport in services: Discovering new interrelationships, *Journal of Retailing and Consumer Services*, 14(4/ July), 298-305.

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Macintosh, Gerrard (2009), “The Role of Rapport in Professional Services: Antecedents and Outcomes,” *Journal of Services Marketing*, 23 (2/ May).

Macintosh, Gerrard and Charles Stevens (2008), “Personality, Motives, and Conflict Strategies in Everyday Service Encounters,” *International Journal of Conflict Management*, 19(2), 112-131.

Macintosh, Gerrard (2007), “Customer Orientation, Relationship Quality, and Relational Benefits to the Firm,” *Journal of Services Marketing*, 21(3), 150-159.

Macintosh, Gerrard (2006), “Personality and Relational Time Perspective in Selling,” *Journal of Selling and Major Account Management,* 6(2), p.19-33*.*

Stevens, Charles and Gerrard Macintosh (2003), “Personality and Preferences for Activities within Sales Jobs,” *Journal of Personal Selling and Sales Management*, 23(1), 19-33.

Macintosh, Gerrard (2002), “Perceived Risk and Outcome Differences in Multi-level Service Relationships,” *Journal of Services Marketing*, 16(2), 143-157.

Macintosh, Gerrard (2002), “Building Trust and Satisfaction in Travel Counselor/Client Relationships,” 12(4), *Journal of Travel and Tourism Marketing,* 59-74.

Macintosh, Gerrard and James W. Gentry (1999), "Decision Making in Personal Selling: Testing the K.I.S.S. Principle," *Psychology and Marketing,* 16(August), 393-408.

Lockshin, Lawrence, Anthony Spawton, and Gerrard Macintosh (1997), "Using Product, Brand, and Purchasing Involvement for Retail Segmentation," *Journal of Retailing and Consumer Services,* 4(3), 171-183.

Macintosh, Gerrard and Lawrence S. Lockshin (1997),"Retail Relationships and Store Loyalty: A Multi-level Perspective," *International Journal of Research in Marketing,* 14(5), 487-497*.* (778 citations in Google Scholar, April 2015).

Lockshin, Lawrence and Gerrard Macintosh (1996), “Customer Relationships Mean Greater Loyalty,” *The Australian & New Zealand Wine Marketing Industry Journal*, 2(11), 142-44.

Gentry, James W., Patricia Kennedy, and Gerrard Macintosh (1995), "Marketing Implications of the Expected Role of Physicians in Family Decisions Concerning the Institutionalization of the Elderly," *Psychology & Marketing*, 12(October), 647-662.

Macintosh, Gerrard and James W. Gentry (1995), "Cognitive Process Differences Between Relationship and Discrete Transaction Contexts," *International Business Review*, Special Issue on Relationship Marketing, 4(December), 435-446.

Macintosh, Gerrard (1995), "Using Negotiations to Teach Relational Selling and Group Dynamics," *Journal of Marketing Education*, Special Issue on Teaching Sales and Sales Management, 17(Fall), 63-72.

Macintosh, Gerrard, Kenneth A. Anglin, David M. Szymanksi, and James W. Gentry (1992), "Relationship Development in Selling: A Cognitive Analysis," Jo*urnal of Personal Selling and Sales Management*, 12 (Fall), 23-34. (Best Paper in JPSSM for 1992)

**Published Papers in Conference Proceedings**

Macintosh, Gerrard, "Dimensions of Selling Strategy (1996)," in *Enhancing Knowledge Development in Marketing*, Vol. 7, Cornelia Dröge and Roger Calatone (eds.), Chicago, IL: The American Marketing Association.

Macintosh, Gerrard and James W. Gentry (1995), "Dimensions of Selling Strategy," *Proceedings of the 1995 National Conference in Sales Management*.

Gentry, James W., Gerrard Macintosh, Jeffery J. Stoltman, and Keith Wilson (1994), Implications of the Trend Toward Relationship Marketing for Experiential Learning," in *Developments in Business Simulation & Experiential Exercises*, Vol. 21, Precha Thavikulwat and John D. Overby (eds.), Stillwater, OK: Association for Business Simulation and Experiential Learning.

Macintosh, Gerrard, Kenneth A. Anglin, and James W. Gentry (1994), "The Role of Inference in Prospecting for New Customers," *Proceedings of the 1994 National Conference on Sales Management*.

Macintosh, Gerrard and Jennifer Meyer (1994), "HyperCard Applications for Innovative Data Collection," in *Marketing Theory and Applications*, Vol. 5, C. Whan Park and Daniel C. Smith (eds), Chicago: The American Marketing Association.

Gentry, James W., Gerrard Macintosh, and Jeffery J. Stoltman (1993), "Reconsideration of the Structure of the Business Core Curriculum: Implications of the Trend Toward Relationship Marketing," in *Enhancing Knowledge Development in Marketing*, Vol.4, Chicago, IL: The American Marketing Association.

Macintosh, Gerrard and James W. Gentry (1993), "Similarity Cue Utilization: New Evidence and Suggestions for Salesperson/Client Similarity Research," *Proceedings of the 1993 National Conference on Sales Management*.

Macintosh, Gerrard, James W. Gentry, and Jeffery J. Stoltman (1993), "A Systematic Approach to the Development and Evaluation of Experiential Exercises," Pr*oceedings**of the 1993 Association of Business Simulation and Experiential Learning*.

**Conference Presentations/Abstracts**

Krush, Michael, Raj Agnihotri, and Gerrard Macintosh (2015), “Social Influencers of Salesperson Creativity: Exploring Unconventional Effects of Networking Behaviors on Creativity,” 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA, June 16-17.

Macintosh, Gerrard and Michael Krush (2014), “Networking and Career Success: Does Gender Matter?” at 2014 Global Sales Science Institute Conference, June 11th and 12th London, England.

Macintosh, Gerrard and Charles D. Stevens (2010), “Individual Differences in Opportunistic Claiming Behavior, 2010 Annual Conference of the Society for Marketing Advances, Atlanta.

Stevens, Charles D and Gerrard Macintosh, (2010), Social Value Orientation and the Big Five Dimensions of Personality," 2010 Midwest Academy of Management.

Gerrard Macintosh (2008), “The Antecedents of Interpersonal Trust in Marketing Boundary Spanner Relationships: A Review and Recommendations for Future Research,” 2008 Conference of the Academy of Marketing Science, Sales Track.

Macintosh, Gerrard and Charles Stevens (2007), “Personality, Motives, and Conflict Management Strategies in Service Encounters,” Recent Advances in Retailing Science, 2007 EIRASS Conference, San Francisco, CA.

Macintosh, Gerrard and Charles Stevens (2005), “Customer Conflict Management Strategies in Everyday Service Encounters,” Proceedings of the 2005 National Conference of the Association for Consumer Research.

Macintosh, Gerrard (2004), Presented in a Special Session on Effective Sales Pedagogical Techniques, 2004 National Conference in Sales Management.

Macintosh, Gerrard (2003), “Individual Time Perspective and Relational Selling,” *Proceedings of the 2003 National Conference in Sales Management*.

Macintosh, Gerrard, (1999), "The Role of Valence and Perceived Risk in Service Relationships,”in *Enhancing Knowledge Development in Marketing*, Vol. 10, Steven Brown and D. Sudharshan, (eds.), Chicago: The American Marketing Association, p. 6.

Macintosh, Gerrard (1998), “The Effects of Selling Situation on the Practice of Adaptive and Persuasive Selling,” in *Enhancing Knowledge Development in Marketing*, Vol. 9, Ronald Goldstein and Scott MacKenzie (eds.), Chicago: The American Marketing Association, p. 3.

Lockshin, Lawrence S., Anthony Spawton, and Gerrard Macintosh (1997), "A Cross Cultural Comparison of Retail Segmentation Using Product and Purchasing Involvement," 4th International Conference on Recent Advances in Retailing and Services Science.

Macintosh, Gerrard (1997), "Personality as Predictors of Long-Term Relationship Orientation in Personal Selling," in *Enhancing Knowledge Development in Marketing*, Vol. 8, William Pride and Thomas Hult (eds.), Chicago: The American Marketing, p.222.

Macintosh, Gerrard and Lawrence S. Lockshin (1996), "The Effects of Salesperson /Customer Relationships in Wine Retailing," in *Marketing Theory and Applications*, Vol. 7, Edward A. Blair and Wagner A. Kamakura (eds.), Chicago: The American Marketing Association.

Macintosh, Gerrard and Lawrence Lockshin (1995), "The Effects of Product Involvement and Salesperson/Customer Relationships on Retail Performance," in *Marketing Theory and Applications*, Vol. 6, David Stewart and Naufel J. Volcassim (eds.), Chicago: The American Marketing Association.

Goodwin, Cathy, Gerrard Macintosh, and Michael Mayo (1994), "Qualities of Successful Industrial Sales Relationships," in *Relationship Marketing: Theory, Methods, and Applications*, Jagdish N. Sheth and Atul Parvatiyar (eds.), Atlanta: Center for Relationship Marketing.

Lockshin, Lawrence and Gerrard Macintosh (1994), "Micro-Marketing Strategies: Definition and Framework for Application in Retail Specialty Stores," *Proceedings* of the 1994 International Conference in Retailing and Consumer Services.

**WORK-IN-PROGRESS**

Networking Behavior and Sales Performance (in final revision), to be submitted to the Journal of Marketing Theory and Practice.

**RESEARCH GRANTS**

1996 $1640 University of Manitoba Research Grants Committee to investigate call reluctance

1995 $700 International Business Studies Grant to investigate compulsive shopping behavior (US, Canadian, and Mexican sample)

1995 $3,200 Faculty of Management Grant to investigate Sales Managers' Mental Models

1993 $2,833 University of Manitoba Research Grants Committee to investigate the dimensions of adaptive selling

1992 $2,500 Research Grants Committee with Cathy Goodwin to investigate long-term relationship development in industrial selling

**INSTRUCTIONAL GRANTS**

1999 $800 University Faculty Development Committee to fund a one year trial of a marketing simulation in BUSN361.

**SERVICE**

**1. Committee/University Involvement**

**College Committees**

2014-2015 Dean’s Council

2013-2014 Dean’s Council

2012-2013 Dean’s Council

2011-2012 Dean’s Council

2010-2011 College Steering

2009-2010 College Steering

2010-2013 Ad Hoc-College Governance

2008-2009 College Steering

Full Professor Search (Chair)

2007-2008 College Steering

2006-2007 Building Design

College Steering

2005-2006 Building Design (Chair)

2004-2005 Building Design (Chair)

2003-2004 Department PTE

Department Steering Committee

Search Committees

Marketing (Chair)

Department Secretary

Department Head

CBA Building Design Committee (Chair)

2002-2003 College PTE (Chair)

Re-wrote the College PTE Document

CBA Building Design Committee (Chair)

College Steering Committee (Fall Semester)

Nominating Committee (Chair)

Department PTE Committee (Chair)

Department Steering Committee

2001-2002 College PTE (Chair)

CBA Building Design Committee (Chair)

College Steering Committee

Nominating Committee (Chair)

Department PTE Committee (Chair)

Department Steering Committee

2000-2001

Marketing Search Committee (Chair)

College PTE Committee

College Steering Committee

Department PTE Committee

Department Steering Committee

1999-2000 Strategic Planning

Ad Hoc Marketing Search (Chair)

Ad Hoc MIS Search

1998-1999 Search (Chair)

Research (Chair)

Banquet (Chair)

1997-1998 Search Committee

Research

Banquet (Chair)

**University Committees**

2011-2012 Faculty Budget Design Committee

2010-2011 Technology Transfer Listening Group

2008-2009 Distance Education

2007-2008 Distance Education

Search Committee, Department of Apparel, Design, Facility and Hospitality Management

2006-2007 Distance Education

2005-2006 Academic Integrity

2004-2005 Academic Integrity

2003-2004 Academic Integrity

Search Committee for CBA Dean

2002-2003 Teaching and Professional Service

Academic Integrity

2001-2002 University Senate and Senate Executive Committee

Liaison to Teaching and Professional Service

Liaison to Academic Integrity

2000-2001 University Senate and Senate Executive

Liaison to Teaching and Professional Service

1999-2000 University Senate

Research and Consulting Committee

1998-1999 Research and Consulting Committee

Ad Hoc Search Committee for the Associate Vice-President of Research.

**2. Other Committees or Organizational Involvement**

Memberships: The American Marketing Association

The Academy of Marketing Science

Society for Marketing Advances

Member: Current

Editorial Review Board*, Journal of Marketing Theory and Practice*

Editorial Review Board, *Journal of Business Research*

Past

Editorial Review Board of the *Journal of Personal Selling and Sales Management. (2006-2011).*

**Other:** Ad Hoc Reviewer for:

*Journal of the Academy of Marketing Science*

*Journal of Services Marketing*

*International Journal of Retailing and Consumer Services*

*Journal of Consumer Behaviour*

*International Journal of Conflict Management*

National Conference in Sales Management

The Association for Consumer Research Conference

American Marketing Association Educator’s Conferences

National Conference of the Academy of Marketing Science

Society for Marketing Advances