

**Zachary R. Hall**  
**Assistant Professor of Marketing**  
**Texas Christian University**

**Office:** Neeley School of Business, Texas Christian University,  
Fort Worth, TX 76129; (817) 257-5068 (e-mail: z.hall@tcu.edu)

**Ph.D.** Business Administration, Department of Marketing, University of Houston (2013)  
Major: Marketing  
Minor: Econometrics  
Committee Chair: Michael Ahearne

**M.B.A.** Texas Tech University, Lubbock, TX (2007)

**M.S.B.A.** Finance, Texas Tech University, Lubbock, TX (2007)

**B.B.A.** Marketing, Texas A&M University, Corpus Christi, TX (2004)

**Research Interest**

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Sales Force Effectiveness, Buyer-Seller Relationships, Intuitive Decision-Making, and Sales Management

**Refereed Journal Articles**

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Hall, Zachary R., Michael Ahearne, and Harish Sujana (2015), "[The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson-Customer Interactions](#)," *Journal of Marketing*, May 2015, Vol 79, No. 3, 91-109.

Mullins, Ryan, Michael Ahearne, Son Lam, Zachary R. Hall, and Jeffrey Boichuk (2014), "[Know your customer: How Salesperson Perceptions of Customer Relationship Quality Form and Impact Account Profitability](#)," *Journal of Marketing*, November 2014, Vol. 78, No. 6, 38-58 (equal contribution).

- AMA Sales SIG Sales Excellence in Research Award - 2015

Boichuk, Jeffrey, Willy Bolander, Zachary R. Hall, Michael Ahearne, William Zahn, and Melissa Nieves (2014), "[Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership](#)," *Journal of Marketing*, January, Vol. 78 (1) 95-111 (first five authors contributed equally).

Wagner, Tillmann, Pelin Bicen, and Zachary R. Hall (2008), "[The Dark Side of Retailing: Towards a Scale of Corporate Social Irresponsibility](#)," *International Journal of Retail & Distribution Management*, 36 (2), 124-142.

**Refereed Proceedings**

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"Sales Force Turnover: A Social Information Processing Perspective," with Michael Ahearne, Jeffrey Boichuk, and Seshardri Tirunillai, Theory and Practice in Marketing, Atlanta, GA, June 2015.

"Impact of Merger of Equals (in size but not reputation) on Sales Force," with Raghu Bommaraju, Michael Ahearne, and Seshardri Tirunillai, Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.

"The Impact of Social Influence on Sales Agent Turnover," with Michael Ahearne, Jeffrey Boichuk, and Seshardri Tirunillai, Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.

“Onboarding Dynamics in Sales: Assessing the Relative Influence of Peers and Managers on Salesperson Productivity and Turnover,” with Michael Ahearne, Jeffrey Boichuk, and Sesh Tirunillai, Marketing Dynamics Conference, Las Vegas, NV, August 2014.

“Improving Salesperson Intuition for Experienced and Inexperienced Salespeople,” with Michael Ahearne and Harish Sujana, AMA Winter 2014, Orlando, FL, February 2014.

“Antecedents and Consequences of Salesperson Perceptual (In)Accuracy in Customer Relationships,” with Michael Ahearne, Ryan Mullins, Son Lam, and Jeffrey Boichuk.” AMA Winter 2013 – Sales and CRM Track, Las Vegas, NV, February 2013.

"Expert Peers in Team Product: A Social Network Perspective," with Michael Ahearne, Niladri Syam, and Jeffrey Boichuk, Marketing Science Conference, Boston, MA, June 2012.

“Decomposing Customer Need Knowledge: The Role of Salesperson Intuition,” with Michael Ahearne and Willy Bolander, AMA Winter 2012 – Sales and CRM Track, St. Petersburg, FL, February 2012

## **Invited Talks**

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2013 HEC’s Workshop on Key Account Management, Paris, France, July 2013.

Invited Panelist, “Natural Experiments, Field Experiments, and Experimental Simulations in Sales.” 2013 AMA Faculty Consortium: New Horizons in Selling & Sales Management, Fort Worth, TX, June 2013.

Invited Panelist, “Methodological Issues and Challenges in Sales Research: Research Design, Data Collection, and Data Analysis.” AMA Winter 2013 – Sales SIG Special Session, Las Vegas, NV, February 2013.

## **Awards and Honors**

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- 2015 Sales Excellence in Research Award
- 2014 Winner of the AMA Sales SIG Dissertation Competition
- 2013 Finalist for Mary Kay Dissertation Competition
- 2013 Teaching Excellence Award for top graduate student instructor, UH
- 2012 Winner of the AMA Sales SIG Dissertation Proposal Competition
- 2013 Teaching Excellence Award for top graduate student instructor, UH
- 2012 C.T. Larry R. Furman Scholarship for outstanding academic achievement, UH
- 2011 University Sales Education Foundation Research Grant (\$5,000) for “Intuition’s Role in Improving Salesperson Performance and Efficiency”
- 2011-2013 Presidential Graduate Fellowship, UH
- 2011 C.T. Robert and Ruth Scholarship for outstanding academic achievement, UH
- 2004 Jones-Hewitt Graduate Fellowship for outstanding academic achievement, awarded to 4 graduate students across all programs and disciplines, TTU
- 2004 SBC Graduate Fellowship for outstanding academic achievement, TTU
- 2004-2007 Texas Tech Rawls Scholar for outstanding academic achievement, TTU
- 2006 William W. Wagley Graduate Finance Scholarship for the most outstanding finance graduate student, TTU
- 2004 Most Outstanding Graduating Student, TAMU-CC
- 2004 Kennedy Foundation Scholarship for the most outstanding business student, TAMU-CC

## Teaching Program

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- 2013 Teaching Excellence Award for top graduate student instructor, UH
- *Courses Taught:*

### Texas Christian University

#### **Marketing Management (MARK 30153)**

- Fall 2013      Sec 011      (teaching rating average 3.89/5.00)
- Fall 2013      Sec 020      (teaching rating average 4.35/5.00)
- Fall 2014      Sec 015      (teaching rating average 3.98/5.00)
- Fall 2014      Sec 035      (teaching rating average 4.04/5.00)

#### **Advanced Personal Selling (MARK 40273)**

- Spring 2014    Sec 055      (teaching rating average 4.71/5.00)
- Spring 2015    Sec 055      (teaching rating average 4.85/5.00)

### University of Houston

#### **Advanced Professional Selling**

- Spring 2013                      (teaching rating average 4.94/5.00)
  - Commended for teaching excellence by Bauer College of Business
  - 94.0 percentile for overall college
- Fall 2012                      (teaching rating average 4.84/5.00)
  - Commended for teaching excellence by Bauer College of Business
  - 92.2 percentile for overall college
- Spring 2012                      (teaching rating average 5.00/5.00)
  - Commended for teaching excellence by Bauer College of Business
  - 99.9 percentile for overall college

#### **Selected Topics in Marketing: Sales Research Practicum**, co-taught with Michael Ahearne

- Fall 2012                      (teaching rating average 5.00/5.00)
- Summer II 2012                      (teaching rating average 4.92/5.00)
- Summer I 2012                      (teaching rating average 5.00/5.00)
- Spring 2012                      (teaching rating average 5.00/5.00)
- Spring 2011                      (teaching rating average 4.48/5.00)
- *Curriculum development*
  - Co-developed curriculum for the Sales Research Practicum, with Dr. Michael Ahearne. This was a specialty course offered to top sales students that combined innovative teaching curriculum with real world experience with Bauer College of Business's corporate partners.
  - Implemented changes to Advanced Professional Selling curriculum in Spring 2012 and Fall 2012 to include more experiential learning. Based on student feedback, the Program in Excellence in Sales is implementing my recommended changes in all sections of Advanced Professional Selling in Spring 2013.

## Service

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### *Reviewer*

#### Journals

- Journal of Personal Selling and Sales Management
- European Journal of Marketing

#### Conferences

- American Marketing Association Winter Educators' Conference, Chicago, 2015.
- American Marketing Association Winter Educators' Conference, Las Vegas, 2013.
- Society for Marketing Advances' Conference, Hilton Head, 2013.
- American Marketing Association Winter Educators' Conference, St. Petersburg, 2012.

### *National Conference Leadership*

- Co-Chair of the 2015 AMA Winter Educators' Conference Sales Track (with Michael Ahearne).

### *Conference Volunteer Work*

- Student volunteer, Marketing PhD Doctoral Symposium, University of Houston 2011-2013.
- Industry panelist selection officer, Thought Leadership on the Sales Profession, Harvard Business School, 2012.

### *Texas Christian University*

- Recruiting committee (2014)
- Marketing department redesign (2014)
- Sales center design (2014)

## **Employment History:**

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- Assistant Professor, Texas Christian University, Fort Worth, TX (2013-present).
- Research Assistant / Instructor, University of Houston, Houston, TX (2011-2013).
- Financial/Pricing Analyst, United Supermarkets, Lubbock, TX (2009- 2010).
- Sales & Marketing Manager, Perceptive Sciences Corporation, Austin, TX (2007-2009).
- Graduate Assistant, Marketing Department, Texas Tech University, Lubbock, TX (2005-2007).
- Supervisor of Marketing & Intramurals, Texas A&M University, Corpus Christi, TX (2002-2005).
- Market Research Intern, LandLord Resources, Corpus Christi, TX (2004).
- Sales Representative, Scroggins Pro Shop, Amarillo, TX (1999-2002).