

Jeffrey P. Boichuk

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Mailing Address

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Contact Information

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Academic Positions

2023-present	Assistant Professor of Marketing Ivey Business School, Western University
2015-2023	Assistant Professor of Commerce McIntire School of Commerce, University of Virginia
Summer of 2018	Visiting Research Scholar Schulich School of Business, York University
2014-2015	Postdoctoral Fellow Darden School of Business, University of Virginia

Education

2010-2014	Ph.D. in Marketing (Minor: Econometrics) University of Houston * <i>AMA DocSIG Emerging Scholar Award Winner</i> * <i>AMA Sales SIG Dissertation Award Winner</i> * <i>Best Bauer Dissertation Award Winner</i> * <i>ISBM Dissertation Proposal Award Winner</i> * <i>AMA-Sheth Doctoral Consortium Fellow</i>
2008-2010	Master of Science in Marketing Brock University * <i>Distinguished Graduating Student Award Winner</i>
2004-2008	Bachelor of Business Administration (Honors) Brock University

Refereed Journal Articles

Kim, Seohyun, Cynthia Xin Tong, Jianhui Zhou, and Jeffrey P. Boichuk (2022), “[Conditional Median-based Bayesian Growth Mixture Modeling for Nonnormal Data](#),” *Behavior Research Methods*, 54 (3), 1291-1305.

Boichuk, Jeffrey P., Raghuram Bommaraju, Michael Ahearne, Florian Kraus, and Thomas J. Steenburgh (2019) “[Managing Laggards: The Importance of a Deep Sales Bench](#),” *Journal of Marketing Research*, 56 (4), 652-665.

* Winner of the 2020 AMA Sales SIG Excellence in Research Award

Hall, Zachary R., Ryan Mullins, Niladri B. Syam, and Jeffrey P. Boichuk (2017), “[Generating and Sharing of Market Intelligence in Sales Teams: An Economic Social Network Perspective](#),” *Journal of Personal Selling*

and *Sales Management*, 37 (4), 298-312.

Ahearne, Michael J., Jeffrey P. Boichuk, Craig J. Chapman, and Thomas J. Steenburgh (2016), “[Real Earnings Management in Sales](#),” *Journal of Accounting Research*, 54 (5), 1233-1266.

Mullins, Ryan, Michael Ahearne, Son K. Lam, Zachary R. Hall, and Jeffrey P. Boichuk (2014), “[Know Your Customer: How Salesperson Perceptions of Customer Relationship Quality Form and Influence Account Profitability](#),” *Journal of Marketing*, 78 (6), 38-58.

* Winner of the 2015 AMA Sales SIG Excellence in Research Award

Boichuk, Jeffrey P., Willy Bolander, Zachary R. Hall, Michael Ahearne, William J. Zahn, and Melissa Nieves (2014), “[Learned Helplessness Among Newly Hired Salespeople and the Influence of Leadership](#),” *Journal of Marketing*, 78 (1), 95-111.

Boichuk, Jeffrey P. and Bulent Menguc (2013), “[Engaging Dissatisfied Retail Employees to Voice Promotive Ideas: The Role of Continuance Commitment](#),” *Journal of Retailing*, 89 (2), 207-218.

Menguc, Bulent and Jeffrey P. Boichuk (2012), “[Customer Orientation Dissimilarity, Sales Unit Identification, and Customer-Directed Extra-Role Behaviors: Understanding the Contingency Role of Coworker Support](#),” *Journal of Business Research*, 65 (9), 1357-1363.

[Google Scholar citations](#): 541

[Web of Science citations](#): 240

Cases

Craddock, Jenny, Jeffrey P. Boichuk, Luca Cian, and Bidhan L. Parmar (2018), “[Brand Activism at Starbucks — A Tall Order?](#),” *Darden Business Publishing*.

* Featured as a [Case in Point](#) in The Washington Post

Yemen, Gerry, Jeffrey P. Boichuk, and Luca Cian (2018), “[Just: Positioned to Target Mainstream Tastes? \(A\) and \(B\)](#),” *Darden Business Publishing*.

Yemen, Gerry, Steven M. Mortimer, and Jeffrey P. Boichuk (2018), “[Brandefy: Approaching Expansion with Marketing Analytics](#),” *Darden Business Publishing*.

* Featured as a [Best Lesson](#) by Course Hero

Academic Awards and Honors

2015-present (time as an assistant professor):

- ◇ Dean Nicole Jenkins – Chosen as one of two professors who represented the faculty by speaking at the [McIntire Centennial Celebration](#) on April 1, 2022
- ◇ University of Virginia Library – Awarded a [Course Enrichment Grant](#) for the 2019-20 academic year (\$2,500)
- ◇ Office of the Executive Vice President and Provost, UVA – Selected to participate in the [2019 Teaching Race at UVA Faculty Development Seminar](#) (\$3,000)
- ◇ Office of the Vice President for Research, UVA – Awarded a 3 Cavaliers Grant titled “[Accelerating the Transition to Healthy and Sustainable Food by Appealing to the Senses](#)” (\$60,000)

- ◇ The Woodrow Wilson National Fellowship Foundation – Selected as a top-ten finalist for the [2019 Course Hero-Woodrow Wilson Excellence in Teaching Fellowship](#)
- ◇ University of Virginia Committee on Sustainability – Recipient of a [Spring 2018 Sustainability Research Development Grant](#) (\$8,000)
- ◇ McIntire Class of 2018 – Voted to be one of the School’s two procession marshals at graduation
- ◇ P.U.M.P.K.I.N. Society – Recipient of a [Pumpkin Award](#) in the 2017-2018 academic year for enriching the University community through silent and selfless service
- ◇ University of Virginia Committee on Sustainability – Recipient of a [2017 Grounds as a Learning Lab Grant](#) (\$5,000)
- ◇ Mead Endowment – Faculty Honoree and Winner of the [Lindgren Award in the 2016 Dream Idea Competition](#) (\$3,000)

2010-2014 (time as a doctoral student):

- ◇ AMA Sales SIG – Winner of the [2015 AMA Sales SIG Dissertation Award](#) (\$1,500)
- ◇ Bauer College of Business – Inaugural Winner of the [Best Bauer Dissertation Award](#) (\$3,500)
- ◇ University of Houston – Runner-Up in a [University-Wide Graduate Student Publications Competition](#)
- ◇ AMA DocSIG – Inaugural Winner of the [Mathew Joseph Emerging Scholar Award](#) for displaying exemplary scholarship and a bright future in the marketing discipline
- ◇ AMA-Sheth Foundation – [2014 Doctoral Consortium Fellow](#)
- ◇ Sales Education Foundation – Recipient of a [2013 Neil Rackham Research Grant](#) with Michael Ahearne, Craig Chapman, and Thomas J. Steenburgh (\$5,000)
- ◇ INFORMS – 2013 ISMS Doctoral Consortium Fellow
- ◇ Institute for the Study of Business Markets – Award Winner in the [2012 ISBM Business Marketing Doctoral Support Award Competition](#) (\$7,500)
- ◇ American Marketing Association – Best Paper Award Winner in the Sales Track of the 2011 Summer Marketing Educators’ Conference
- ◇ C.T. Bauer College of Business – Recipient of the Robert & Ruth Kneebone Scholarship for outstanding academic achievement (\$2,000)

2009-2010 (time as a master’s student):

- ◇ Social Sciences and Humanities Research Council of Canada – Recipient of a Master’s Scholarship in the Joseph-Armand Bombardier Canada Graduate Scholarships Program for research potential (\$17,500)
- ◇ Brock University – Recipient of the Distinguished Graduating Student Award for earning the highest GPA among graduate students in the Goodman School of Business
- ◇ Brock University – Recipient of the Harrison-Thompson Bursary Trust for outstanding academic achievement (\$5,000)
- ◇ Beta Gamma Sigma – Inductee into Brock University’s Chapter of BGS

Invited Research Talks

Brock University
Michigan State University

Leeds University
Western University

Conference Presentations

“Animal-Friendly Consumption: Power Begets Responsibility,” with Sunyee Yoon and Danny J. M. Kim, *Association for Consumer Research*, 2021, Seattle, WA.

“Man on the Bench,” with Michael Ahearne, Raghuram Bommaraju, and Thomas J. Steenburgh, *Thought Leadership on the Sales Profession Conference*, 2017, Paris, France.

“Sales Force Turnover: A Social Information Processing Perspective,” with Michael Ahearne, Zachary Hall, and Seshadri Tirunillai, *Theory + Practice in Marketing*, 2015, Atlanta, GA.

“Man on the Bench: The Power of the Stick in the Sales Force,” with Michael Ahearne, Thomas J. Steenburgh, and Florian Kraus, *American Marketing Association Winter Educators’ Conference*, 2015, San Antonio, TX.

“Onboarding Dynamics in Sales: Assessing the Influence of Peers and Managers on Turnover,” with Michael Ahearne, Zachary Hall, and Seshadri Tirunillai, *11th Marketing Dynamics Conference*, 2014, Las Vegas, NV.

“Sales Contests: How ‘Sour Grape’ Prize Structures Enhance Salesperson Effort and Performance,” with Michael Ahearne, James Hess, and Niladri Syam, *INFORMS Marketing Science Conference*, 2013, Istanbul, Turkey.

“Earnings Management Practices in Sales and Strategic Accounts,” with Michael Ahearne, Craig Chapman, and Thomas Steenburgh, *American Marketing Association Winter Educators’ Conference*, 2013, Las Vegas, NV.

“Expert Peers in Team Production,” with Michael Ahearne, Niladri Syam, and Zachary Hall, *INFORMS Marketing Science Conference*, 2012, Boston, MA.

“Placing Boundary Conditions on Frontline Employee Withdrawal: Turning Job Dissatisfaction into Extra-Role Customer Service,” with Bulent Menguc, *American Marketing Association Summer Educators’ Conference*, 2011, San Francisco, CA.

* Winner of the Best Paper Award in the Sales Track

Service

Ad Hoc Reviewer Experience:

- ◇ Journal of Marketing
- ◇ Journal of Marketing Research

Conference Chair and Track Chair Experience:

- ◇ Track Chair, Customer Relationship Management and Sales Track, *American Marketing Association Winter Educators’ Conference*, Las Vegas, 2016
- ◇ Conference Chair, *Sales Force Productivity Conference*, Atlanta, 2015
- ◇ Track Chair, Selling and Sales Management Track, *American Marketing Association Summer Educators’ Conference*, Chicago, 2015