



Duane M. Nagel

Wichita State University ♦ W. Frank Barton School of Business
Department of Marketing ♦ Wichita, Kansas 67260
(316) 978-3771 (Office)
duane.nagel@wichita.edu

ACADEMIC DEGREES

Florida State University
Doctor of Philosophy in Business Administration, August 2016
Major Field: Marketing
Dissertation Chair: Dr. J. Joseph Cronin Jr.

Colorado State University
Masters of Business Administration, May 2012

The University of Texas at San Antonio
Bachelor of Business Administration, May 1996
Major Filed: Marketing

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing 2016 – Present
Wichita State University
W. Frank Barton School of Business

Research Fellow 2017 – Present
Center for Real Estate
Wichita State University

Instructor 2012-2016
Florida State University
College of Business

RESEARCH INTERESTS

- ♦ Buyer – Seller interactions focused on resource integration
- ♦ Customer success management
- ♦ Service strategies concerning service quality, value, retention and loyalty

REFEREED ARTICLES

1. Duane M. Nagel, J. Joseph Cronin, Jr., and Richard L. Utecht (*Forthcoming*), “Consumption or Prosumption? A Question of Resources”, accepted at the *Journal of Service Marketing*

REFEREED PROCEEDINGS ABSTRACTS

1. Duane M. Nagel, J. Joseph Cronin, Jr., Brian L. Bourdeau, Chris Hopkins, and Deanne Brocato (2018), “Retailing in the Digital Age: Surviving Mobile App Failure”, Academy of Marketing Science World Marketing Congress 2018
2. Bryan Hochstein, Larry Giunipero, and Duane M. Nagel (2017), “New Supplier Relationships: Homophily’s Impact on Trust and Governance”, *Proceedings from the National Conference in Sales Management 2017*
3. J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “Prosumption and Value-in-Use: The Complementary Role of Transaction Cost in S-D Logic”, (eds.) L. Petruzzellis, R.S. Winer, *Rediscovering the Essentiality of Marketing, Developments in Marketing Science: Proceedings of the Academy of Marketing Science*
4. J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “The Role of Physical Quality in the Co-Creation of Value”, Conference Proceedings SERVSIG 2016 Maastricht

REFEREED PRESENTATIONS

1. Duane M. Nagel, J. Joseph Cronin, Jr., Brian L. Bourdeau, Chris Hopkins, and Deanne Brocato (2018), “Retailing in the Digital Age: Surviving Mobile App Failure”, Academy of Marketing Science World Marketing Congress 2018
2. Bryan Hochstein, Larry Giunipero, and Duane M. Nagel (2017), “New Supplier Relationships: Homophily’s Impact on Trust and Governance”, National Conference in Sales Management 2017
3. J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “The Role of Physical Quality in the Co-Creation of Value”, SERVSIG 2016
4. J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “Prosumption and Value-in-Use: The Complementary Role of Transaction Cost in S-D Logic”, Academy of Marketing Science World Marketing Congress 2016

INVITED PRESENTATIONS

1. “The Marketing of Prescription Drugs to Seniors”, presented at Adventures in Learning, 2018

2. “Two Paths to a Marketing Career”, presented to the Freshman Special Interest Group – Business at Florida State University, College of Business, 2015
3. “A Career in Marketing”, presented to the Florida State University American Marketing Association, 2013

TEACHING EXPERIENCE

Wichita State University

Introduction to Marketing
Digital Marketing – Undergraduate
Digital Marketing – M.B.A., online
Promotions Management (currently prepping for Fall 2019)
Social & Content Marketing (currently prepping for Spring 2020)
Consumer Behavior

Florida State University

Consumer Behavior
Services Marketing

ACADEMIC SERVICE

1. Editorial Review Board at the *Journal of Business Research*, 2018- Present
2. Co-Editor of a Special Issue for the *Journal of Service Marketing* titled, “Service Research: A Critical Review & New Directions” Bi-Annual Review”. To publish in 2020
3. Ad hoc reviewer: *Journal of Service Research*, 2018
4. Hiring Committee – WSU Department of Marketing , 2018, 2017
5. Ad hoc reviewer: *Journal of Service Marketing*, 2016 - present
6. Ad hoc reviewer: *Journal of Business Research*, 2016 - 2018
7. Director of Doctoral Student and Junior Faculty Initiatives – AMA Retail and Pricing Sig, 2016 – 2017
8. Doctoral Student Liaison – AMA Retail and Pricing SIG 2014 to 2016
9. MBA Advisory Council, Colorado State University, 2010-2012, Emeritus Member

COMMUNITY SERVICE

Board of Directors, Kansas Humane Society, 2018-Present

PROFESSIONAL AFFILIATIONS

American Marketing Association
American Association for the Advancement of Science
Academy of Marketing Science

HONORS AND AWARDS

1. 2018 Excellence in Teaching Award, Wichita State University, *Nominee*
2. Frontiers of Service Doctoral Consortium Faculty Selection
3. Florida State University College of Business Doctoral Fellowship, 2012-2015

INDUSTRY EXPERIENCE

The Integer Group/TBWA

2006-2012

Senior Account Lead – Point-of-Sale - Denver, CO

One of the nation's largest promotional and retail marketing agencies, with annual billings of over \$650M. Worked as a member of cross-functional teams to develop marketing programs that drove the client's brands and increased sales. Accounts include P&G, Polaris Industries, Victory Motorcycles, MillerCoors and Nissan Europe. Experience in client presentations, project management, strategic sourcing, budget management and scheduling.

The Gambrinus Company

2000 - 2006

Marketing Coordinator - San Antonio, TX

Provided team and project leadership for multiple creative service agencies in the support of the brand portfolio. Brands included Corona Extra (US #1 imported beer), Shiner Beer, Moosehead Lager, Pete's Wicked Ale's and Trumer Pils.

Brand Assistant - San Antonio, TX

1998 - 2000

Direct P&L responsibility for \$1.2M of the annual marketing budget for Moosehead Canadian Lager providing marketing support to over 450+ beverage distributors in the US.

Colour Solutions

1996 - 1998

Account Executive – San Antonio, TX

Professional sales role responsible for translating the needs of my clients into strategic marketing programs to support their business goals. Experience includes management of the internal creative and production teams, project timelines, budgets and logistical accuracy. Accounts included The Gambrinus Company, HEB Grocery, KCI, Paradigm Manufacturing and The US Air Force.