



WICHITA STATE  
UNIVERSITY

# Duane M. Nagel

Barton School of Business • Wichita State University  
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## ACADEMIC APPOINTMENTS

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- Associate Professor of Marketing and Chair, Department of Marketing, Wichita State University, 2022 – present
- Assistant Professor of Marketing, Department of Marketing, Wichita State University, 2016-2022
- Research Fellow, Center for Real Estate, Barton School of Business, Wichita State University, 2017-present
- Instructor and Researcher, Florida State University, College of Business, 2012-2016

## ACADEMIC DEGREES

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- Florida State University  
The Rockwell School of Marketing  
Doctor of Philosophy in Business Administration, 2016  
Major Field: Marketing  
*Dissertation Chair:* Dr. J. Joseph Cronin Jr.
- Colorado State University  
Master of Business Administration, 2012
- The University of Texas at San Antonio  
Alvarez College of Business  
Bachelor of Business Administration, 1996  
Major Filed: Marketing

## HONARY APPOINTMENTS

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- Co-Editor, Special Issue of *Journal of Service Marketing* titled, “Critiques, Conflicts, and Conceptualization in Service Research”. Spring 2024
- Board Member, Director of Collegiate Relations – WSU, Wichita American Marketing Association, 2022-present
- Editorial Review Board, *Journal of Business Research*, 2018-present
- Faculty Advisor, WSUAMA Student Chapter, 2019-2022
- Co-Editor, Special Issue of *Journal of Service Marketing* titled, “Service Research: A Critical Review & New Directions”. Fall 2020
- Director of Doctoral Student and Junior Faculty Initiatives – AMA Retail and Pricing Sig, 2016-2017

## HONORS AND AWARDS

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- 2021 Wichita State University Excellence in Research Award, Nominee
- 2020 W. Frank Barton School of Business Researcher of the Year Award, Recipient
- 2020 W. Frank Barton School of Business Teaching Award, Nominee
- 2019 W. Frank Barton School of Business Teaching Award, Finalist
- 2018 Wichita State University Excellence in Teaching Award, Finalist
- W. Frank Barton School of Business Summer Research Grant, 2016-2021 Recipient
- Frontiers of Service Doctoral Consortium Faculty Selection, 2015

## INDUSTRY EXPERIENCE

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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 omni-channel marketing programs that drove the client's brands and increased sales. Accounts included P&G, Gillette, Polaris Industries, Victory Motorcycles, MillerCoors, PUR Waterfilters and Nissan Europe.

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 across multiple retail channels. Brands included Corona Extra (US #1 imported beer), Shiner Bock, Moosehead Canadian Lager, Pete's Wicked Ale's and Trumer

The Gambrinus Company, 1998-2000

Brand Assistant - San Antonio, TX

Worked as a member of the brand marketing team with 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.

## REFEREED PUBLICATIONS

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Deva Rangarajan, Bryan Hochstein, Duane M. Nagel, and Teidor Lyngdoh (2022), "A Task Complexity and Balanced Centricity Sales Situation Taxonomy and Research Agenda". *Journal of Business and Industrial Marketing*

Bryan Hochstein, Nawar Chaker, Deva Rangarajan, Duane M. Nagel, and Nathaniel Hartman (2021), "Proactive Value Co-creation via Structural Ambidexterity: Customer Success

Management and the Modularization of Frontline Roles”, *Journal of Service Research*, 24(4), 601-621

Duane M. Nagel, Larry Giunipero, Hyeyoon, Jung Jim Salas, and Bryan Hochstein, (2021), “Purchaser perceptions of early phase supplier relationships: The role of similarity and likeability”, *Journal of Business Research*, 128, 174-186

J. Joseph Cronin Jr., and Duane M. Nagel (2020), “Editorial: A Critical Review of the Research Gaps Facing Service Scholars”; *Journal of Services Marketing*, 34(3), 269-277

Christopher Plouffe, Duane Nagel, Leff Bonney, Bryan Hochstein, and Jim Salas, (2020), "The Austrian View and Value Co-Creation Process in Solution-Oriented Firms: A Seven Stage, ‘Solution Prototyping’ Framework”, *Journal of Marketing Theory and Practice*, 28, 79-97

William J. Montford, R. Bret Leary, and Duane M. Nagel, (2019), “The impact of implicit self-theories and loss salience on financial risk”, *Journal of Business Research*, 99, 1-11

Duane M. Nagel, J. Joseph Cronin, Jr., and Richard L. Utecht (2018), “Consumption or Prosumption? A Question of Resources”, *Journal of Services Marketing*, 32(6), 739-754

## **REFEREED PRESENTATIONS & PROCEEDINGS**

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J. Joseph Cronin, Jr, Brian L. Bourdeau, Duane M. Nagel and Chris Hopkins, (2019), “A Proposed Moderated Mediation Model of Customer Loyalty Outcomes: A Structured Abstract”, Academy of Marketing Science Annual Conference – Vancouver 2019

Brian Bourdeau, J. Joseph Cronin Jr., Chris Hopkins, Duane Nagel, and Colleen Bourdeau (2019), “The Missing Link: Where does Value Fit in the Picture: A Structured Abstract”, Academy of Marketing Science World Marketing Congress – Edinburgh Scotland 2019.

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

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

J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “The Role of Physical Quality in the Co-Creation of Value”, SERVSIG 2016

J. Joseph Cronin Jr., Duane M. Nagel, and Brian Bourdeau (2016), “An Exchange-based Explanation of Value Co-Creation”, Academy of Marketing Science World Marketing Congress 2016

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 2016

## **INVITED PROFESSIONAL PRESENTATIONS**

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- “Selling Value in a Price Focused Market”, presented at the regional sales conference of Hubbard Feed Company, Des Moines, Iowa, 2019
- “Marketing Your Program in the Digital Age”, presented to directors and principles of Wichita area child care organization on behalf of the Wichita State University Child Development Center, 2019
- “The Marketing of Prescription Drugs to Seniors”, presented at Adventures in Learning, 2018
- “Two Paths to a Marketing Career”, presented to the Freshman Special Interest Group – Business at Florida State University, College of Business, 2015
- “A Career in Marketing”, presented to the Florida State University American Marketing Association, 2013

## **ACADEMIC SERVICE**

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- Founder and Director of The Fairmount Project ([www.fairmountproject.com](http://www.fairmountproject.com)), 2021 - present
- Faculty Advisor for Barton School Marketing Association student organization 2018 – present
- Undergraduate Programs Committee, Department Representative 2019 – Present
- Hiring Committee – WSU Department of Marketing, 2018, 2017
- WSU Undergraduate Research and Creative Activity Forum, Judge Spring 2018

## **TEACHING EXPERIENCE**

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### **Wichita State University**

- Advanced Topic in Marketing & Technology
- Brand Promotions & Activation (Formally Promotions Management)
- Principles of Marketing
- Online Branding
- Digital Marketing (Undergraduate & M.B.A. online)
- Consumer Behavior

### **Florida State University**

- Consumer Behavior
- Services Marketing