

Jeffrey P. Boichuk

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Academic Positions

2015-present	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 Emerging Scholar Award Winner</i> * <i>AMA Sales SIG Dissertation Award Winner</i> * <i>ISBM Dissertation Proposal Award Winner</i> * <i>Best Bauer Dissertation 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

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: 341

Web of Science citations: 151

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):

- ◇ National Science Foundation – Faculty collaborator with Cynthia Tong on a project titled “Robust and Interpretable Bayesian Quantile Longitudinal Analysis in Social and Behavioral Sciences” (recommended for funding at \$250,000)
- ◇ 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)
- ◇ 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)

2010-2014 (time as a doctoral student):

- ◇ 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

“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