



**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**

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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**

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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**

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

## **REFEREED ARTICLES**

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1. Duane M. Nagel, J. Joseph Cronin, Jr., and Richard L. Utecht (2018), “Consumption or Prosumption? A Question of Resources”, accepted at the *Journal of Service Marketing*

## **RESEARCH UNDER REVIEW or REVISION**

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1. Bryan Hochstein, Deva Rangarajan, Duane Nagel, and Alex Pratt, “Customer Success Management: Investigating the Service Ecosystem in Sales”, under review at *The Journal of Marketing*
2. Christopher Plouffe, Bryan Hochstein, Duane Nagel, and Leff Bonney, “The Sales Process, Buyers, and Value Co-creation in Solutions-Oriented Firms: Leveraging the Austrian View in Crafting an Integrative “Checkpoints” Framework”, under revision at *The Journal of Marketing Theory and Practice*

## **RESEARCH in PROGRESS**

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1. Deva Rangarajan, Bryan Hochstein, Duane M. Nagel, Bert Paesbrugge, Teidor Lyngdoh, and Arun Sharma, “A Task Complexity and Balanced Centricity Sale Situation Taxonomy and Research Agenda”, preparing for a special issue of *Journal of Professional Selling and Sales Management*
2. Bryan Hochstein, Nawar Chaker, Deva Rangarajan, Duane M. Nagel, and Nathaniel Hartman, “Customer Success Management: A Case Study”, preparing for a special issue of the *Journal of Service Research*
3. Nawar Chaker, Duane M. Nagel, Deva Rangarajan, Bryan Hochstein and Nathaniel Hartman, “The Value of Customer Success Management: A Customer’s Perspective”.
4. Duane M. Nagel, “An Ounce of Adaption is Worth a Pound of Recovery: Adapting Resources During Co-creation of Services to Ensure the Success of the Value Proposition”
5. William J. Montford, R. Bret Leary, and Duane M. Nagel, “The Role of Mindset in Financial Decision Making”
6. J. Joseph Cronin Jr. and Duane M. Nagel “An Exchanged-Based Examination of the Roles of Benefits, Costs, and Phase of a Product’s Life on Value Assessments”
7. Duane M. Nagel, and J. Joseph Cronin Jr., “The Implications of a New Dominant Logic on the Conceptualization and Measurement of Service Quality”
8. Duane M. Nagel, Donald J. Shemwell, and J. Joseph Cronin Jr., “The Forgotten Customer: A Longitudinal Examination of the Effects of Marketing Tactical Expenditures on Sales Performance”

## **REFEREED PROCEEDINGS ABSTRACTS**

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1. 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*
2. 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*
3. 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**

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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**

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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**

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### **Wichita State University**

Introduction to Marketing  
Digital Marketing – Undergraduate  
Digital Marketing – M.B.A., online  
Consumer Behavior

### **Florida State University**

Consumer Behavior  
Services Marketing

## **ACADEMIC SERVICE**

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1. Reviewer: Journal of Service Research, 2018
2. Hiring Committee – WSU Department of Marketing , 2018, 2017
3. Reviewer: Journal of Service Marketing, 2016 - present
4. Reviewer: Journal of Business Research, 2016 - present
5. Director of Doctoral Student and Junior Faculty Initiatives – AMA Retail and Pricing Sig, 2016 – 2017
6. Doctoral Student Liaison – AMA Retail and Pricing SIG 2014 to 2016
7. MBA Advisory Council, Colorado State University, 2010-2012, Emeritus Member

## **COMMUNITY SERVICE**

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Board of Directors, Kansas Humane Society, 2018-Present

## **PROFESSIONAL AFFILIATIONS**

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

## **HONORS AND AWARDS**

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1. Frontiers of Service Doctoral Consortium Faculty Selection
2. Florida State University College of Business Doctoral Fellowship, 2012-2015

## **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 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.