

LOUIS J. ZMICH

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 Sales Readiness Coach – Institute for Sales Excellence
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EDUCATION

Louisiana Tech University, Ruston, LA **May 2022**
Doctor of Business Administration, Marketing
Dissertation Chair: Dr. Laura Flurry

Northern Illinois University, DeKalb, IL **May 2018**
Master of Science in Management Information Systems

Northern Illinois University, DeKalb, IL **May 2017**
Bachelor of Science in Marketing, Cum Laude
 Minor: Social Entrepreneurship
Certificate in Professional Selling

PUBLISHED MANUSCRIPTS

Anderson, K., **Zmich, L.**, Hass, A., Anderson, K., Mertz, B. (2023) “Are Your Students Aware of Social Media Wellness? A Necessary Curriculum Extension” *Journal of Macromarketing* (Accepted - In Press).

Saleh, A., **Zmich, L.** & Babin, B.J., Darrat, A. (2023) "Customer responses to service providers' touch: A meta-analysis" *Journal of Business Research*, 166, 114113.

Mertz, B., Hass, A., Anderson, K., Kaskela, T., **Zmich, L.** (2023) "#SocialMediaWellness: Exploring a Research Agenda and Conceptualization for Healthy Social Media Consumption" *Journal of Consumer Behaviour*, 1-15.

Zmich, L. & Groza, M. (2023) "Organizational Communication Quality and Salesperson Performance " *Journal of Selling*, 23 (1), 38-49.

Groza, M.D., **Zmich, L.** & Rajabi, R. (2021) “Organizational Innovativeness and Firm Performance: Does Sales Management Matter?” *Industrial Marketing Management*, 97, 10-20.

Groza, M.D., Groza, M.P. & **Zmich, L.** (2021), "Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding" *Journal of Marketing Education*, 44 (1), 72-84.

Locander, D., **Zmich, L.** & Locander, W. (2021), “It is All About Me: Antecedents and Consequences of Salesperson Lone Wolf Tendencies” invited for a second review at: *Journal of Selling*, 21 (2), 5-17.

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Adam Merkle, **Louis Zmich**, Britton Leggett, Joe Hair (2023), “The Sales Ethics Subculture Impacts Grit, Unethical Sales Behavior, and Performance: A Moderated-Mediation Model” under review at the *Journal of Personal Selling and Sales Management (JPSSM)*.

Zmich, L., Locander, J.A., Locander, W.B. & Groza, M.D. "The Dark Side of Social Media on Salesperson Influence Tactics in the Initial Stage of the B2B Buying Process" targeted for: *Journal of Business Research*.

REFEREED CONFERENCE PAPERS

Mark Groza, Jaclyn Crawford, Mya Groza, **Louis Zmich**, Sue Hasbrouck (2023), “Service Providers Use Of Influence Tactics And Online Reviews: An Abstract” to be presented at the *Academy of Marketing Science Annual Conference*, Coral Gables, FL, May 22-24.

Mohamad Darrat, Mahmoud Darrat, **Louis Zmich** (2023), “Exploring The Freemium Mindset: A Conceptualization Of Consumer Freeloading” to be presented at the *American Marketing Association (AMA)*, 2024, St. Pete Beach, FL, February 23-25.

Adam Merkle, **LOUIS ZMICH**, Britton Leggett, Joe Hair (2023), “The Sales Ethics Subculture Impacts Grit, Unethical Sales Behavior, and Performance: A Moderated-Mediation Model” to be presented at the *National Conference in Sales Management (NCSM)*, 2023, Norfolk, VA, March 29 – 31.

LOUIS ZMICH (2021), “Pseudo Salespeople: An Investigation of Social Media Influencers' Sales Techniques Online” to be presented at the *Summer American Marketing Association 2021 Poster Session*, Online, August 4 – 6.

Mark D. Groza and **Louis Zmich** (2021), "Developing Sales Skills while Collecting Sales Research Data – A B2B Calling Project" to be presented at the *National Conference in Sales Management (Teaching Submission)*, St. Louis, Missouri, April 7 – 9.

Adam Mills, **Louis Zmich** and Karen Robson (2021), “Rethinking Online Marketing Education: Process as a Critical Strategic Consideration” to be presented at the *Marketing Management Association*, Online, October 13 – 15.

Louis Zmich, Mya Pronschinske Groza and Mark D. Groza (2020), "Organizational Innovativeness and Firm Performance: Does Sales Management Matter?" to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 – 17.

Louis Zmich, Breanne Mertz, Cameron Sumlin and Julie Moulard (2020), "What Happens When Social Media Influencers Lie? Authenticity and Human Brands" to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 – 17.

Louis J. Zmich (2020), "The YouTube Paradox of Success: How Sponsorship Opportunities Turn Social Media Influencers Into Pseudo Salespeople - A Measurement Theory Approach to Burnout" to be presented at the *Society for Marketing Advances*, Digital, November 5-6.

- Louis J. Zmich**, Sean Dwyer and Mark D. Groza (2020), "Splitting Grit: Differentiating Between Perseverance and Passion on Sales Performance" *National Conference in Sales Management*; Norfolk, Virginia, April 1 – 3.
- B. Mertz, **L.J. Zmich**, C. Sumlin, W.B. Locander (2019), "Doing the right thing right: Mystery monitoring in achieving sales force ethical goal commitment" *Society for Marketing Advances*; New Orleans, Louisiana, November 6 - 9.
- Amyx, Douglas, Bruce Alford, **Louis Zmich**, Jennifer Cowden, Breanne Mertz and Cameron Sumlin (2019), "The Study of Different Factors Affecting Salesperson Deviance" *Academy of Marketing Science Annual Conference*; Vancouver, BC, Canada, May 29 – 31.
- A. Saleh, **L.J. Zmich**, B.J. Babin (2019), "A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch" *American Marketing Association Summer Academic Conference*; Chicago, Illinois, August 9 – 11.
- Zmich, Louis J.**, Mya Pronschinske Groza and Mark D. Groza (2018), "Abstract Thinking and Salesperson Entrepreneurial Orientation" *Academy of Marketing Science Annual Conference*; New Orleans, Louisiana, May 23 – 25.
- Groza, Mark D., **Louis J. Zmich** and Mya Pronschinske Groza (2018), "Sponsoring the Professional Sales Program: A Win-Win for Students and Companies" *National Conference in Sales Management*; San Diego, California, April 11 –13.

RESEARCH INTERESTS

Social Media & the Influencer–Sponsor Selling Relationship

- Spearheading the literature related to social media influencers and how sponsoring brands create a pressure to sell their products or services to a dedicated following
- Understanding the psychological pressures associated when social media influencers become a pseudo-salesperson for sponsoring brands

Salesperson Influence Tactics & the Behavioral Change Associated with Digital Media

- Continuing the literature related to salesperson influence tactics. Specifically investigating how social media and other digital technologies shape how salespeople behave on the job
- Investigating the connection between digital forms of communication and salesperson success when interacting with buyers both in-person and face-to-face

Personal Selling & the Salesperson–Customer Dyadic Relationship

- Continuing the literature related to salespeople and how the salesperson-customer relationship can be strengthened with technology to form a better understanding of needs, while also creating new ways to deliver value to the customer
- Furthering the psychological connection between the salesperson and customer, and examining customer habits specifically asking why certain outcomes are achieved and how these evolving relationships can lead to new ways of marketing to the end user

DISSERTATION TITLE

"What Do Hair Products Have To Do With A Waterfall? The Role of Remoteness, Social Comparison, and Envy in Sponsored Social Media Content Effectiveness."

DISSERTATION COMMITTEE

Dr. Laura Flurry (Chair), Dr. William Locander, Dr. Julie Moulard, Dr. Mark Groza

AWARDS

<i>MMA Annual Outstanding Teacher-Scholar Doctoral Student Competition</i> Finalist Louisiana Tech University	2021
<i>Academy of Marketing Science: Doctoral Consortium Fellow Nomination</i> Louisiana Tech University	2020
<i>Society for Marketing Advances: Doctoral Consortium Fellow Nomination</i> Louisiana Tech University	2019
<i>Harold & Muriel Berkman Charitable Foundation Scholarship Award</i> Louisiana Tech University	2019
<i>Planey Family Future Outstanding Alumni Award</i> Northern Illinois University	2017
<i>Dr. Robert Peterson Professional Selling Award</i> Northern Illinois University	2017

COURSES TAKEN**Marketing Seminars**

Marketing 640: Marketing Theory
Marketing 615: Structural Equation Modeling
Marketing 601: Research Methods I
Marketing 610: Marketing Management I
Marketing 637: Buyer Behavior
Marketing 600: Marketing Strategy
Marketing 620: Marketing Management II

TAUGHT BY

Dr. Barry J. Babin
Dr. Bruce Alford
Dr. Bruce Alford
Dr. William Locander
Dr. Laura Flurry
Dr. Douglas Amyx
Dr. Julie G. Moulard

Quantitative Analysis

Quantitative Analysis 625: Applied Regression Analysis
Quantitative Analysis 630: Applied Design & Analysis of Experiments
Quantitative Analysis 635: Applied Multivariate Statistics

Dr. Hani Mesak
Dr. Hani Mesak
Dr. Hani Mesak

Psychology

Psychology 650C: Consumer Psychology
Psychology 601: Historical Foundations of Modern Psychology
Psychology 523: Leadership and Decision-Making

Dr. William Locander
Dr. Michael Ternes
Dr. Marita Apter-Desselles

TEACHING

MKT 450-5: Marketing Strategy | Overall Evaluation: 4.76/5.0

University of Tampa

Spring 2023

MKT 300-2: Principles of Marketing | Overall Evaluation: 4.83/5.0

University of Tampa

Spring 2023

MKT 371-3: Professional Selling and Sales Management | Overall Evaluation: 4.69/5.0

University of Tampa

Spring 2023

MKT 300-2: Principles of Marketing | Overall Evaluation: 4.79/5.0

University of Tampa

Fall 2022

MKT 371-2: Professional Selling and Sales Management | Overall Evaluation: 4.92/5.0

University of Tampa

Fall 2022

MKT 371-3: Professional Selling and Sales Management | Overall Evaluation: 4.89/5.0

University of Tampa

Fall 2022

MKTG 425: Sales Management | Evaluation: 3.9/4.0

Louisiana Tech University, Ruston, LA

Winter 2020-2021

MKTG 425: Sales Management | Evaluation: 3.9/4.0

Louisiana Tech University, Ruston, LA

Winter 2020-2021

MKTG 307: Personal Selling | Evaluation: 3.9/4.0

Louisiana Tech University, Ruston, LA

Fall 2020

MKTG 365: Digital Marketing Analytics

Louisiana Tech University, Ruston, LA

Fall 2021

SERVICE

Academic Service

- **Sales Readiness Coach – Sykes College of Business Institute for Sales Excellence**
- Teaching Innovation Session Chair, 2023 National Conference in Sales Management
- Author reviewer, 2022 National Conference in Sales Management
- Consistent reviewer for the Journal of Strategic Marketing
- Reviewer for the 2020 Summer American Marketing Association Conference
- Author reviewer, 2020 National Conference in Sales Management
- Author reviewer, 2020 Academy of Marketing Science Annual Conference
- Sub reviewer, 5th International AR & VR Conference 2019 Conference
- Author reviewer, 2019 Summer American Marketing Association Conference
- Author reviewer, 2019 Academy of Marketing Science Annual Conference
- Junior reviewer with Dr. Mark Groza, 2018 Academy of Marketing Science Annual Conference

Professional Service

Current (2023-Present) Faculty Advisor, Sales Student Advisory Board (UT Institute for Sales Excellence)

- Serve as a faculty advisor for the University of Tampa Institute for Sales Excellence and the Sales Student Advisory Board.

Current (2023-Present) Faculty Advisor, Delta Sigma Pi: Epsilon Rho (DSP UT)

- Staying informed about the content and requirements of Fraternity resources and maintaining office hours or regular appointments with chapter officers.
- Review chapter finances with the Vice President-Finance on a monthly basis and review Chapter Management Program (CMP) progress with the Vice President-Chapter Operations on a monthly basis.

Current (2022-Present) Vice Chair of Public Relations and Content Creation, American Marketing Association Marketing for Higher Education (AMA HigherEd SIG)

- Spearhead panel sessions for HigherEd SIG members attending the national AMA conferences. Recruit and network with educators and practitioners to ensure a diverse and representative panel.
- Develop, record, and publish podcast content for doctoral students and academics to further their careers and spark new ideas for research generation.

Previous (2020-21) Chair Elect, American Marketing Association (AMA) DocSIG

- Support and work with the Chair of DocSIG to provide a clear form of communication and protocol to all DocSIG members regarding upcoming AMA opportunities
- Assist the Chair of DocSIG with organizing DocSIG events at both Winter and Summer American Marketing Association (AMA) conferences

Previous (2019-21) Doctor of Business Administration Association President, Ruston, LA

- Represent the DBA members both in the community and university, while maintaining proper representation to address issues that are unique to doctoral student success
- Offer guidance and assistance to ensure student success both when entering the program, through to successfully exiting the DBA program

Previous (2019-21) Marketing Representative, Ruston Farmers Market Board of Directors, Ruston, LA

- Offer guidance and oversight for marketing efforts while working to automate social media posts and engagement
- Represent the local student interests of the Farmers Market while collaborating with local farmers and community members to continue the Farm-to-Table Initiative

Previous (2019-21) Young Alumni Board of Representatives, College of Business, NIU, DeKalb, IL

- Striving to create a strong connection between the College of Business and younger business alumni
- Representing the unique alumni population in the College of Business initiatives and activities
- Providing strong networking opportunities among alumni, students, and faculty

Previous (2019-20) Assistant Vice Chair of Special Projects and Partnerships, AMA DocSIG

- Coordinate DocSIG Student Spotlight Series, highlighting doctoral student success
- Assist the Vice Chair of Special Projects and Partnerships with organizing DocSIG events at both Winter and Summer American Marketing Association (AMA) conferences.

Previous Graduate Representative, Dean Student Advisory Board, DeKalb, IL

- Selected by the Dean to work with fellow peers on issues facing the College of Business
- Work as a team to talk about ways to improve the learning experience of all students

Community Service

Previous Vice President of Pledge Education and Social Chair, Delta Sigma Pi, DeKalb, IL

- Organize and plan social events for brothers of the Fraternity, both on and off campus
- Lead all seven weeks of pledge activities and help mold potential brothers into professional businesspeople

Previous Vice President of Marketing, CAUSE, DeKalb, IL

- Fund, organize, and recruit speakers for the Collegiate Association of Unreasonable Social Entrepreneur events and conduct the Social Impact Summit, an annual event for socially responsible companies to coordinate and encourage social change
- Help raise \$500 - \$1,000 every month to be donated to social organizations around the world

Previous Guest Lecturer, Northern Illinois University College of Business

- Taught marketing concepts to undergraduate students, helping those classes form marketing plans for their start-up business plans

Previous Keynote Speaker, Northern Illinois University College of Business

- "How to Use LinkedIn as a Professional" Presentation created for undergraduate students, showcasing the strategic leverage a well-crafted profile can achieve

INDUSTRY PUBLICATIONS

Zmich, Louis J. (2018), "One in 7.5 Billion: How Can One Person Positively Impact the World?", NIU Business, Northern Illinois University, College of Business, 18-19, 31.

PROFESSIONAL EXPERIENCE

Owner: Zmich Consulting LLC

Ruston, LA

August 2019 – Present

- Work closely with small businesses, providing guidance on marketing materials, social media strategies, website coding, and search engine optimization strategies
- Volunteer to teach various social media strategy classes within the local community, assisting small businesses with their various marketing needs

Graduate Research Assistant

Louisiana Tech University, Ruston, LA

September 2018 – May 2022

- Collaborate with professors and doctoral students on the development and execution of academic research projects
- Develop proficiency in quantitative analysis, marketing theory, and research methodology

Graduate Research Assistant

Northern Illinois University, DeKalb, IL

June 2017 – July 2018

- Work with professors on the development and execution of academic research projects
- Learn the intricacies and nuances of research while offering feedback on peer-reviewed conference and journal submissions
- Coauthor on two projects that have led to submission to marketing conferences

Graduate Teaching Assistant

Northern Illinois University, DeKalb, IL

June 2017 – July 2018

- Conducted student roleplays for the Principles of Selling course
- Worked with professors to examine, grade, and provide feedback on student's work
- Offered input to the development of in-person and online marketing courses

Junior Sales Partner

Apex Energy Solutions, Oakbrook, IL

May 2016 – August 2016

- Used leading technology to profile neighborhoods and speak with various homeowners
- Provided a professional, passionate, and ethical sales environment for the homeowner
- Canvassed and helped sell \$150,000, as an intern, over the three 2016 summer months

Marketing and Social Media Intern

Northern Illinois University, DeKalb, IL

December 2015 – June 2017

- Published articles on all four of the College of Business social media pages, while also reporting the analytical data from those outlets to the university on a monthly basis
- Spearheaded the Student Voices Blog and conduct interviews from NIU student profiles
- Worked autonomously and with a team of social media personnel to complete timed weekly tasks