

# WESLEY MAXWELL FRISKE

Missouri State University  
Marketing Department

WesleyFriske@MissouriState.edu  
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## EDUCATION

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|-----------------------------------|----------------------------------------------------------------------------------------------------------|
| Doctor of Philosophy              | Texas Tech University, May 2015<br>Ph.D.: Business Administration<br>Concentration: Marketing            |
| Master of Business Administration | West Texas A&M University, December 2010<br>M.B.A.: Marketing                                            |
| Bachelor of Arts                  | Montana State University, May 2006<br>Major: English (Teaching Option)<br>Minor: Business Administration |

## WORK HISTORY

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|---------------------------------------------------------------|----------------|
| Professor of Marketing<br>Missouri State University           | 2026 – Present |
| Associate Professor of Marketing<br>Missouri State University | 2021 – 2026    |
| Assistant Professor of Marketing<br>Missouri State University | 2015 – 2021    |

## RESEARCH INTERESTS

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Marketing Strategy; Marketing-Entrepreneurship Interface; Macromarketing (Sustainability, Marketing Systems)

## RECENT PUBLICATIONS

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Manis, K.T., Cockrell, Seth, and **Wesley Friske** (forthcoming), “AI as Market Infrastructure: How Misinformation and Automation Inequality Shape Democratic Performance and Economic Wellbeing,” *Journal of Macromarketing*.

**Friske, Wesley** (forthcoming), “Entrepreneurial Marketing and the Sustainable Development Goals,” In David Crick & James M. Crick (Eds.), *The Bloomsbury Handbook of Entrepreneurial Marketing*. Bloomsbury Academic.

- Friske, Wesley** and Stern Neill (forthcoming), “Entrepreneurial Marketing and New Product/Service Development: A Systematic Review,” *Review of Marketing Research*, 23.
- Choi, Sunhee, **Friske, Wesley**, and Mayukh Dass (2025), “Cross-Affinity Effects of Cat and Dog Products and Corporate Social Responsibility Appeals (CSRAs),” *Journal of Business Research*, 200, 115579.
- Friske, Wesley**, Yun, Gawon, and Koray Özpölat (2025), “The Underappreciated Role of Logistics in National Systems of Entrepreneurship,” *Journal of Research in Marketing and Entrepreneurship*, 27(1), 83-109.
- Obal, Michael, **Friske, Wesley**, and Todd Morgan (2024), “Customer Participation in New Product Development and the Impact of Remote Work,” *Journal of Business and Industrial Marketing*, 39(7), 1626-1641.
- Morgan, Todd, **Friske, Wesley**, Kohtamäki, Marko, and Paul Mills (2024), “Customer Participation in Manufacturing Firms’ New Service Development: The Moderating Role of CRM Technology,” *Journal of Business and Industrial Marketing*, 39(4), 857-870.
- Friske, Wesley**, Nikolov, Atanas Nik, and Todd Morgan (2024), “Making the Grade: An Analysis of Sustainability Reporting Standards and Global Reporting Initiative Adherence Ratings,” *Corporate Social Responsibility and Environmental Management*, 31(3), 2098-2108.
- Crick, James, **Friske, Wesley**, and Todd Morgan (2024), “The Relationship between Coopetition Strategies and Company Performance under Different Levels of Competitive Intensity, Market Dynamism, and Technological Turbulence,” *Industrial Marketing Management*, 118, 56-77.
- Manis, Kerry T., Cockrell, Seth, and **Wesley Friske** (2024), “The Curvilinear Role of Trust in Marketing Systems: Analysis of a Moderated-Mediation Model with Hierarchical Linear Modeling,” *Journal of Macromarketing*, 44(1), 116-134.
- Cockrell, Seth, **Friske, Wesley**, Voorhees, Clay M., and Roger J. Calantone (2024), “The Effects of Innovation on Product Recall Likelihood,” *Journal of Business Research*, 173, 114452.
- Obal, Michael, Morgan, Todd, and **Wesley Friske** (2023), “Is ‘Cutting-Edge’ Good? Assessing Product Newness Factors in Technologically Turbulent Environments,” *Research-Technology Management*, 66(4), 28-37.
- Friske, Wesley**, Hoelscher, Seth A., and Atanas Nik Nikolov (2023), “The Impact of Voluntary Sustainability Reporting on Firm Value: Insights from Signaling Theory,” *Journal of the Academy of Marketing Science*, 51(2), 372-392.

**Friske, Wesley**, Cockrell, Seth, and Robert A. King (2022), “Beliefs to Behaviors: How Religiosity Alters Perceptions of CSR Initiatives and Retail Selection,” *Journal of Macromarketing*, 42(1), 114-127.

## **MANUSCRIPTS UNDER REVIEW**

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Choi, Sunhee, **Friske, Wesley**, and Mayukh Dass, “Title removed to protect blind review,” fourth review at *Journal of the Academy of Marketing Science*.

**Friske, Wesley**, Misra, Shekhar, Hoelscher, Seth A., and Ruixiang Song, “Title removed to protect blind review,” first review at *Journal of the Academy of Marketing Science*.

**Friske, Wesley**, and James Crick, “Title removed to protect blind review,” first review at *Journal of Business Research*.

## **WORKING PAPERS**

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Galvan, John, **Friske, Wesley**, and Emma Galvan, “White Label Products: Theory and Practice,” two of three studies completed, target journal: *Journal of Marketing*.

## **WORK-IN-PROGRESS**

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**Friske, Wesley**, DeBode, Jason, Grigsby, Jamie, and Seth A. Hoelscher, “The Evolution of Green Signals: How Adoption of Sustainability Standards Influences Pre-Seed Funding and Early Revenues,” target journal: *Entrepreneurship Theory and Practice*.

## **RECENT CONFERENCE PRESENTATIONS**

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**Friske, Wesley** (July 2026), “Topic Modeling Sustainability Communications at the Marketing-Entrepreneurship Interface,” American Marketing Association Summer Educators’ Conference, Denver, CO.

**Friske, Wesley** (July 2026), “Research at the Marketing-Entrepreneurship Interface: An Editor’s Perspective,” Entrepreneurial and Small Business SIG 30th Research Symposium, Birmingham, United Kingdom.

Manis, Kerry T., Cockrell, Seth, and **Wesley Friske** (June 2026), “From AI Threats to Welfare Judgments: A Cross-National Multilevel Test of Institutional Confidence in Marketing Systems,” Macromarketing Conference, Denver, CO.

Galvan, John, **Friske, Wesley**, and Emma Galvan (May 2026), “What They Don’t Know Won’t Hurt Them – An Exploration into the World of White Label Products,” Academy of Marketing Science Annual Conference, Savannah, GA.

**Friske, Wesley** and James Crick (August 2025), “Coopetition Between SMEs and Innovation: What Drives New Product Quality?” American Marketing Association Summer Educators’ Conference, Chicago, IL.

**Friske, Wesley** and Michael Obal (August 2024), “COVID-19 Restrictions and SME-Customer Relationships,” American Marketing Association Summer Educators’ Conference, Boston, MA.

**Friske, Wesley** and Fabian Eggers (August 2024), “Measuring Entrepreneurial Marketing with Computer-Aided Text Analysis: A Natural Language Processing Approach,” Global Research Conference on Marketing and Entrepreneurship, Piscataway, NJ.

**Friske, Wesley**, Obal, Michael, and Todd Morgan (August 2023), “COVID-19 Restrictions and the Absorptive Capacity of SMEs,” Global Research Conference on Marketing and Entrepreneurship, Hamburg, Germany.

Obal, Michael, Morgan, Todd, and **Wesley Friske** (July 2023), “The Impact of Product Newness on New Product Development Performance: The Role of Technologically Turbulent Environments” Academy of Marketing Science World Marketing Congress, Canterbury, United Kingdom.

Obal, Michael, Morgan, Todd, and **Wesley Friske** (May 2023), “Is Cutting-Edge Good? An Assessment of Product Newness Factors in Technologically Turbulent Environments,” Academy of Marketing Science Annual Conference, New Orleans, LA.

Obal, Michael, Morgan, Todd, and **Wesley Friske** (August 2022), “Customer Participation in Innovation During Times of Crisis: The Challenges of Remote Work and Customer Knowledge Acquisition,” Global Research Conference on Marketing and Entrepreneurship, Whistler, Canada.

## **SERVICE TO THE DISCIPLINE**

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- Editor-in-Chief  
*Journal of Research in Marketing and Entrepreneurship* 2024 – Present
- Editorial Advisory Board  
*International Small Business Journal* 2023 – Present
- Advisory Board  
Global Research Conference on Marketing and Entrepreneurship 2022 – Present
- Vice Chair: Early Career Membership and Communications  
AMA’s Entrepreneurial Marketing Special Interest Group 2019 – Present
- Track Chair  
Macromarketing Conference 2026

## TEACHING EXPERIENCE

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Marketing Research; Marketing Analytics; Research Issues and Problems: Marketing; MBA Seminar in Marketing Research; Consumer Behavior

- Modalities: Online, In-Person, Hybrid
- Levels: Undergraduate, Graduate (i.e., MBA), Cross-Listed
- Average Teaching Evaluation Score: 4.41/5.00

## HONORS AND AWARDS

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| ▪ Endowed Chair in the College of Business<br>Missouri State University                              | 2024 – Present |
| ▪ Todd Morgan Best Reviewer Award<br>Global Research Conference on Marketing and Entrepreneurship    | 2026           |
| ▪ Public Affairs Award in Research<br>Missouri State University                                      | 2023           |
| ▪ Maurice Holland Award<br><i>Research-Technology Management</i>                                     | 2023           |
| ▪ Abdul Ali Promising Research Award<br>Global Research Conference on Marketing and Entrepreneurship | 2023; 2018     |