

WESLEY MAXWELL FRISKE

Missouri State University
Marketing Department

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Updated: October 7, 2026

EDUCATION

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

WORK HISTORY

Professor of Marketing Missouri State University	2026 – Present
Associate Professor of Marketing Missouri State University	2021 – 2026
Assistant Professor of Marketing Missouri State University	2015 – 2021

RESEARCH INTERESTS

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

SELECT PUBLICATIONS

Choi, Sunhee, **Friske, Wesley**, and Mayukh Dass (forthcoming) “Pet-Owner Synchrony: Operationalization, Application, and Implications,” *Journal of the Academy of Marketing Science*.

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*.

- 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.
- 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.
- 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.
- Morgan, Todd, Anokhin, Sergey A., Ofstein, Laurel F., and **Wesley Friske** (2020), “SME Response to Major Exogenous Shocks: The Bright and Dark Sides of Business Model Pivoting,” *International Small Business Journal*, 38(5), 369-379.
- Friske, Wesley** and Seth Cockrell (2019), “Entrepreneurship, Excise Taxes, and the ‘Flight to Quality’,” *Journal of Macromarketing*, 39(4), 358-367.
- Friske, Wesley** and Miles A. Zachary (2019), “Regulation, New Venture Creation, and Resource-Advantage Theory: An Analysis of the U.S. Brewing Industry,” *Entrepreneurship Theory and Practice*, 43(5), 999-1017.
- Davis, Donna F. and **Wesley Friske** (2013), “The Role of Public-Private Partnerships in Facilitating Cross-Border Logistics: A Case Study at the U.S./Canadian Border,” *Journal of Business Logistics*, 34(4), 347-359.

MANUSCRIPTS UNDER REVIEW

- 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*.

WORK-IN-PROGRESS

Galvan, John, **Friske, Wesley**, and Emma Galvan, “White Labeling: Theory and Practice,” editing/formatting stage, target journal: *Journal of the Academy of Marketing Science*.

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,” data analysis stage, target journal: *Entrepreneurship Theory and Practice*.

RECENT CONFERENCE PRESENTATIONS

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.

SERVICE TO THE DISCIPLINE

- 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
- Session Chair
AMA Summer Educators’ Conference 2021; 2016
AMA Winter Educators’ Conference 2018

TEACHING EXPERIENCE

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

- Endowed Chair in the College of Business
Missouri State University 2024 – Present
- Todd Morgan Best Reviewer Award
Global Research Conference on Marketing and Entrepreneurship 2026

- Public Affairs Award in Research
Missouri State University 2023
- Maurice Holland Award
Research-Technology Management 2023
- Abdul Ali Promising Research Award
Global Research Conference on Marketing and Entrepreneurship 2023; 2018
- Outstanding Scholarly Activity Award: Empirical Paper
Missouri State University 2020