

# WESLEY MAXWELL FRISKE

Associate Professor of Marketing  
Missouri State University

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August 1, 2023

## EDUCATION

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

## PUBLICATIONS

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- Manis, Kerry T., Cockrell, Seth, and Wesley Friske (in press), "The Curvilinear Role of Trust in Marketing Systems: Analysis of a Moderated-Mediation Model with Hierarchical Linear Modeling," *Journal of Macromarketing*.
- 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), "Voluntary Sustainability Reporting and 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, Nikolov, Atanas Nik, and Phi Cong Hoang (2020), "CSR Reporting Practices: An Integrative Model and Analysis," *Journal of Marketing Theory and Practice*, 28(2), 138-155.

- 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.
- Hoelscher, Seth, Friske, Wesley, and Karyn Friske (2019), "Do Managers Really Mean What They Say? An Analysis of Voluntary Oil and Gas Hedging Announcements," *Oil, Gas, & Energy Quarterly*, 67(3), 403-415.
- Lee, Sangno, Choi, Sunhee, and Wesley Friske (2018), "The Effects of Featured Advertising and Package Labeling on Sustainability of Cause-Related Marketing (CRM) Products," *Sustainability*, 10(9), 1-12.
- Friske, Wesley and Miles A. Zachary (2017), "Regulation, Competition, and Economic Growth: A Resource-Advantage Theory Perspective," *Journal of Research in Marketing and Entrepreneurship*, 19(1), 26-41.
- Choi, Sunhee, Friske, Wesley, Lee, Sangno, and James Wilcox (2014), "The Effects of Price Promotion Depth on New and Mature Products," *Journal of Brand Management*, 21(3), 202-215.
- 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.
- Davis, Donna F. and Wesley Friske (2013), "Defining the Soft Infrastructure of Border Crossings: A Case Study at the US/Canada Border," *American Review of Canadian Studies*, 43(4), 477-493.
- Friske, Wesley and Sunhee Choi (2013), "Another Look at Retail Gravitation Theory: History, Analysis, and Future Considerations," *Academy of Business Disciplines Journal*, 5(1), 88-106.
- Li, Andrew, Bagger, Jessica, and Wesley Friske (2013), "Social Desirability in the Selection Process: New Insights from a Novel Context," *Asia Pacific Journal of Human Resources*, 51(1), 45-62.
- Racherla, Pradeep and Wesley Friske (2012), "Perceived 'Usefulness' of Online Consumer Reviews: An Exploratory Investigation across Three Services Categories," *Electronic Commerce Research and Applications*, 11(6), 548-559.

## **MANUSCRIPTS UNDER REVIEW**

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Cockrell, Seth, Friske, Wesley, Voorhees, Clay M., and Roger J. Calantone; *Journal of Business Research*.

Morgan, Todd, Friske, Wesley, Kohtamäki, Marko, and Paul Mills; *Journal of Business and Industrial Marketing*.

Obal, Michael, Morgan, Todd, and Wesley Friske; *Journal of Business and Industrial Marketing*.

Friske, Wesley, Nikolov, Atanas Nik Nikolov, and Todd Morgan; *Corporate Social Responsibility and Environmental Management*.

Crick, James M., Friske, Wesley, and Todd Morgan; *Industrial Marketing Management*.

## **WORKING PAPERS**

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Friske, Wesley, Yun, Gawon, and Koray Özpolat, “The Underappreciated Role of Logistics in National Systems of Entrepreneurship,” in editing/formatting stage, target journal: *International Journal of Physical Distribution and Logistics Management*.

Friske, Wesley, Hoelscher, Seth A., Misra, Shekhar, and Atanas Nik Nikolov, “The Financial Implications of Market-Oriented Sustainability,” in data collection stage, target journal: *Journal of Marketing*.

Friske, Wesley, and James Crick, “Partner Selection Strategies for Coopetition Success: An Analysis of Coopetitive Relationships in the Brewing Industry,” in data collection stage, target journal: *Entrepreneurship Theory and Practice*.

## **CONFERENCE PRESENTATIONS**

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Friske, Wesley, Obal, Michael, and Todd Morgan (August 2023), “COVID-19 Restrictions and the Absorptive Capacity of SMEs.” Paper presented at the 2023 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.” Paper presented at the 2023 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.” Paper presented at the 2023 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." Paper presented at the 2022 Global Research Conference on Marketing and Entrepreneurship, Whistler, BC, Canada.
- Morgan, Todd, Friske, Wesley, and Paul Mills (August 2021), "New Service Development Performance: Examining the Roles of Customer Participation Scope and Customer Relationship Management in Servitization." Paper presented at the 2021 American Marketing Association (Virtual) Summer Educators' Conference.
- Morgan, Todd, Friske, Wesley, and Paul Mills (July 2021), "Customer Participation Scope on SME New Service Development Performance and the Moderating Effect of Customer Relationship Management Technology." Paper presented at the 2021 (Virtual) Global Research Conference on Marketing and Entrepreneurship.
- Friske, Wesley, and Seth Cockrell (August 2020), "Entrepreneurial Selling vs. Professional Selling: When and Why Entrepreneurs Hire Professional Salespeople." Paper presented at the 2020 (Virtual) Global Research Conference on Marketing and Entrepreneurship.
- Friske, Wesley, and Seth Cockrell (February 2019), "Entrepreneurial Marketing and Public Policy: A Supply-Side Test of the 'Flight to Quality' Hypothesis." Paper presented at the 2019 American Marketing Association Winter Educators' Conference, Austin, TX.
- Coulter, Ronald L., Simmers, Christina, Friske, Wesley, and Carly Pierson (October 2018), "Learning Style and Class Delivery Format: Students' Attitudes and Parental Preferences." Paper presented at the 2018 Institute for Global Business Research Fall Conference, Las Vegas, NV.
- Friske, Wesley, and Seth Cockrell (August 2018), "Entrepreneurship, Excise Taxes, and the 'Flight to Quality.'" Paper presented at the 2018 Global Research Conference on Marketing and Entrepreneurship, Boston, MA.
- Byun, Kyung-Ah, Dass, Mayukh, and Wesley Friske (June 2018), "Green Means Go! The Role of CSR Appeals in Product Recalls of Private Label Brands." Paper presented at the 2018 ISMS Marketing Science Conference, Philadelphia, PA.
- Friske, Wesley, Cockrell, Seth, and Phi Cong Hoang (February 2018), "How Religiosity and CSR Affect Retail Visits." Paper presented at the 2018 American Marketing Association Winter Educators' Conference, New Orleans, LA.
- Friske, Wesley, Nikolov, Atanas Nik, and Phi Cong Hoang (February 2018), "CSR Reporting Practices: An Integrated Model and Analysis." Paper presented at the 2018 American Marketing Association Winter Educators' Conference, New Orleans, LA.
- Friske, Wesley (September 2017), "Higher Education and Diversity Panel." Panelist at the Insights Association (Great Lakes Chapter) 2017 Fall Conference, St. Louis, MO.

- Wang, Xinchun and Wesley Friske (August 2016), “Developing Sustainable Innovation Capabilities: The Roles of Innovation Assets, Top Management Innovation Commitment, and Marketing Department Power.” Paper presented at the 2016 American Marketing Association Summer Educators’ Conference, Atlanta, GA.
- Friske, Wesley (February 2016), “From Strategy to Performance: An Investigation of the Factors Affecting Marketing Plan Implementation.” Paper presented at the 2016 American Marketing Association Winter Educators’ Conference, Las Vegas, NV.
- Choi, Sunhee and Wesley Friske (February 2016), “The Effects of International Publicity on Exporter Sales Volatility.” Poster presented at the 2016 American Marketing Association Winter Educators’ Conference, Las Vegas, NV.
- Friske, Wesley (October 2014), “Bank Marketing Study Results: Pitfalls in Marketing Plan Implementation and Key Factors behind a Successful Implementation Effort.” Paper presented at the Oregon Bankers Association Marketing Roundtable, Salem, OR.
- Choi, Sunhee, Friske, Wesley, Lee, Sangno, and James Wilcox (May 2013), “The Effects of Price Promotions on New and Mature Products.” Paper presented at the 2013 Academy of Marketing Science Annual Conference, Monterey, CA.
- Davis, Donna F. and Wesley Friske (May 2013), “Improving Cross-Border Logistics: The Role of Public-Private Partnerships.” Paper presented at the 2013 Academy of Marketing Science Annual Conference, Monterey, CA.
- Racherla, Pradeep and Wesley Friske (May 2010), “Perceived Credibility of Online Consumer Reviews: An Investigation across Three Service Categories.” Poster presented at the 2010 Academy of Marketing Science Annual Conference, Portland, OR.
- Li, Andrew, Bagger, Jessica, and Wesley Friske (April 2010), “Social Desirability: New Insights from a Novel Context” (featured at the top-rated poster session). Poster presented at the 2010 Annual Conference of the Society for Industrial and Organizational Psychology, Atlanta, GA.

## **RESEARCH INTERESTS**

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- Marketing-Entrepreneurship Interface
- Innovation (New Product/Service Development)
- Macromarketing (Sustainability, Marketing Systems)

## **SERVICE TO THE DISCIPLINE**

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Member: Entrepreneurial Marketing SIG Board (2019-Present)

Reviewer: *Electronic Commerce Research and Applications* (2012-Present),  
*Entrepreneurship Theory and Practice* (2020-Present), *International Small*

*Business Journal* (2021-Present), *Journal of Business Research* (2019-Present), *Journal of Consumer Marketing* (2015-2022), *Journal of Product Innovation Management* (2022-present), *Journal of Macromarketing* (2022-Present), *Journal of Marketing Theory and Practice* (2020-Present), *Journal of Research in Marketing and Entrepreneurship* (2018-Present)

Reviewer: ACME Annual Conference (2021), AMA Summer Educators' Conference (2023, 2022, 2021, 2020, 2015), AMA Winter Educators' Conference (2021, 2020, 2018, 2015), AMS Annual Conference (2014), AMS World Conference (2022), GRCME (2023, 2022, 2021), SMA Annual Conference (2018, 2012), SMA Dissertation Proposal Competition (2022, 2017)

Session Chair: AMA Summer Educators' Conference (2021, 2016), AMA Winter Educators' Conference (2018)

## **TEACHING EVALUATIONS**

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Missouri State University, *College of Business*, Marketing Department

- Marketing Research, Marketing Analytics  
Spring 2023 4.12/5.00
- Marketing Research, Marketing Analytics  
Fall 2022 4.42/5.00
- Marketing Research, Marketing Analytics, Research Issues and Problems: Marketing  
Spring 2022 4.53/5.00
- Marketing Research, Marketing Analytics  
Fall 2021 4.48/5.00
- Marketing Research, Advanced Marketing Research, Seminar in Marketing Research,  
Research Issues and Problems: Marketing  
Spring 2021 4.46/5.00
- Marketing Research, Advanced Marketing Research, Seminar in Marketing Research,  
Research Issues and Problems: Marketing  
Fall 2020 4.48/5.00
- Marketing Research, Advanced Marketing Research, Seminar in Marketing Research  
Spring 2020 N/A
- Marketing Research, Consumer Behavior, Research Issues and Problems: Marketing  
Fall 2019 4.48/5.00

- Marketing Research, Advanced Marketing Research, Seminar in Marketing Research  
Spring 2019 4.48/5.00
- Marketing Research, Seminar in Marketing, Research Issues and Problems: Marketing  
Fall 2018 4.54/5.00
- Marketing Research, Advanced Marketing Research, Research Issues and Problems:  
Marketing  
Spring 2018 4.61/5.00
- Marketing Research, Consumer Behavior, Research Issues and Problems: Marketing  
Fall 2017 4.52/5.00
- Marketing Research, Advanced Marketing Research, Seminar in Marketing Research,  
Research Issues and Problems: Marketing  
Spring 2017 4.57/5.00
- Marketing Research, Consumer Behavior  
Fall 2016 4.57/5.00
- Marketing Research, Consumer Behavior, Research Issues and Problems: Marketing  
Spring 2016 4.53/5.00
- Marketing Research, Consumer Behavior  
Fall 2015 4.56/5.00

## **HONORS AND AWARDS**

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Outstanding Reviewer, JRME	2022
Outstanding Scholarly Activity Award: Empirical Paper, MSU	2020
Distinguished Research Award, IGBR	2018
Abdul Ali Promising Research Award, GRCME	2018
Doctoral Student Teaching Award, TTU	2015
Sheth Doctoral Consortium Representative, AMA	2014
Outstanding Reviewer Award, ECRA	2013
Doctoral Student Research Award, TTU	2013
Best Poster Award, SIOP Annual Conference	2010