

WESLEY MAXWELL FRISKE

Missouri State University
Marketing Department

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Updated: September 13, 2025

EDUCATION

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>

SELECT PUBLICATIONS

- Friske, Wesley** and Stern Neill (forthcoming), “Entrepreneurial Marketing and New Product/Service Development: A Systematic Review,” *Review of Marketing Research*.
- 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 Özpolat, (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.
- 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 and Energy Quarterly*, 67(3), 403-415.

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.

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

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

WORKING PAPERS

Friske, Wesley, and James Crick, “Coopetitive Innovation: An Investigation of Partnership Characteristics and Buzz for New Products,” in editing stage, target journal: *Strategic Entrepreneurship Journal*.

Friske, Wesley, Hoelscher, Seth A., Misra, Shekhar, and Ruixiang Song, “Customer-Centric CSR: Conceptual Development, Application, and Marketing Implications,” in data analysis stage, target journal: *Journal of Marketing*.

CONFERENCE PRESENTATIONS

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

Friske, Wesley and Michael Obal (August 2024), “COVID-19 Restrictions and SME-Customer Relationships.” Paper presented at the 2024 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.” Paper presented at the 2024 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.” 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

- Marketing-Entrepreneurship Interface (SME Marketing Strategy, Innovation)
- Macromarketing (Sustainability, Marketing Systems)

SERVICE TO THE DISCIPLINE

- Editor-in-Chief
Journal of Research in Marketing and Entrepreneurship 2024 – Present
- Associate Editor
Journal of Research in Marketing and Entrepreneurship 2023 – 2024
- Special Issue Editor
Journal of Research in Marketing and Entrepreneurship 2023 – 2025
- Editorial Advisory Board
International Small Business Journal 2023 – Present
- Vice Chair: Early Career Membership and Communications
AMA’s Entrepreneurial Marketing Special Interest Group 2019 – Present
- Advisory Board Member
Global Research Conference on Marketing and Entrepreneurship 2022 – Present
- Session Chair
AMA Summer Educators’ Conference 2021, 2016
AMA Winter Educators’ Conference 2018

TEACHING EXPERIENCE

Missouri State University (MSU), *College of Business*, Marketing Department

- Marketing Research (MKT 360)

- Marketing Analytics (formerly Advanced Marketing Research, MKT 570/670)
- Research Issues and Problems: Marketing (MKT 596)
- Seminar in Marketing Research (MKT 790)
- Consumer Behavior (formerly Consumer Market Behavior, MKT 351)

HONORS AND AWARDS

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| ▪ Endowed Chair in the College of Business, MSU | 2024 – Present |
| ▪ Public Affairs Award in Research, MSU | 2023 |
| ▪ Maurice Holland Award, <i>RTM</i> | 2023 |
| ▪ Abdul Ali Promising Research Award, GRCME | 2023, 2018 |
| ▪ Outstanding Reviewer, <i>JRME</i> | 2022 |
| ▪ Outstanding Scholarly Activity Award: Empirical Paper, MSU | 2019 |
| ▪ Outstanding Reviewer Award, <i>ECRA</i> | 2013 |
| ▪ Best Poster Award, SIOP Annual Conference | 2010 |