

Zachary R. Hall

Associate Professor of Marketing
Director, TCU Sales Center
Texas Christian University

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Fort Worth, TX 76129; (817) 257-5068 (e-mail: z.hall@tcu.edu)

Ph.D. Business Administration, Department of Marketing, University of Houston (2013)
Major: Marketing
Minor: Econometrics
Committee Chair: Michael Ahearne

M.B.A. Texas Tech University, Lubbock, TX (2007)
M.S.B.A. Finance, Texas Tech University, Lubbock, TX (2007)
B.B.A. Marketing, Texas A&M University, Corpus Christi, TX (2004)

ACADEMIC APPOINTMENTS

2019 – Present **Texas Christian University**
Associate Professor (with Tenure)
Director, Sales Center

2013 – 2019 **Texas Christian University**
Assistant Professor
Director of Operations, Sales Center

RESEARCH INTEREST

Buyer-Seller Relationships, Negotiation, Sales Education and Sales Force Management

REFEREED JOURNAL ARTICLES

- Pourmasoudi, Mohsen, Phillip Wiseman, **Zachary R. Hall**, and Michael Ahearne (2024), “Enabling Comparability of Responses in International Sales Force Surveys: Evidence from a Cross-Sectional Survey of Salespeople and Sales Managers” *Journal of International Marketing*.
- Pourmasoudi, Mohsen, Michael Ahearne, **Zachary R. Hall**, and Partha Krishnamurthy (2022), “The Impact of the Information Revolution on the Classical Sales Model” *Journal of Personal Selling and Sales Management*, 57 (6), 1076-1094.
- James M. Comer Award for Best Contribution to Selling and Sales Management - 2023
- Wiseman, Phillip, Michael Ahearne, **Zachary R. Hall** and Seshadri Tirunillai (2022), Onboarding Salespeople: Socialization Approaches” *Journal of Marketing*. <https://doi.org/10.1177/00222429221076437>
- Atefi, Yashar, Michael Ahearne, Sebastian Hohenberg, **Zachary R. Hall**, and Florian Zettelmeyer (2020), “Open Negotiation: The Back-End Benefits of Salespeople’s Transparency in the Front End” *Journal of Marketing Research*, 57(6):1076-1094. <https://doi.org/10.1177/0022243720951153>
- Mullins, Ryan, Raj Agnihotri and **Zachary R. Hall** (2020) “The Ambidextrous Sales Force: Aligning Salesperson Polychronicity and Selling Contexts for Sales-Service Behaviors and Customer Value”, *Journal of Service Research*.

Bommaraju, Raghu, Michael Ahearne, **Zachary R. Hall**, Seshadri Tirunillai and Son Lam (2018), “The Impact of Mergers and Acquisitions on the Sales Force,” *Journal of Marketing Research*, Vol. 55(2) 254-264.

Bruno Lussier and **Zachary R. Hall** (2018), “Cooperation in B2B relationships: Factors that influence customers’ perceptions of salesperson cooperation,” *Industrial Marketing Management*, Vol 69 209-220. (equal contribution).

Hall, Zachary R., Ryan Mullins, Niladri Syam, and Jeffrey Boichuk (2017), “Generating and Sharing of Market Intelligence in Sales Teams: An Economic Social Network Perspective,” *Journal of Personal Selling and Sales Management*, Vol. 27(4) 298-312 (equal contribution).

Hall, Zachary R., Michael Ahearne, and Harish Sujan (2015), “The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson-Customer Interactions,” *Journal of Marketing*, Vol 79, No. 3, 91-109.

- AMA Sales SIG Sales Excellence in Research Award - 2016

Mullins, Ryan, Michael Ahearne, Son Lam, **Zachary R. Hall**, and Jeffrey Boichuk (2014), “Know Your Customer: How Salesperson Perceptions of Customer Relationship Quality Form and Impact Account Profitability,” *Journal of Marketing*, Vol. 78, No. 6, 38-58 (equal contribution).

- AMA Sales SIG Sales Excellence in Research Award - 2015

Boichuk, Jeffrey, Willy Bolander, **Zachary R. Hall**, Michael Ahearne, William Zahn, and Melissa Nieves (2014), “Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership,” *Journal of Marketing*, Vol. 78 (1) 95-111 (first five authors contributed equally).

Wagner, Tillmann, Pelin Bicen, and **Zachary R. Hall** (2008), “The Dark Side of Retailing: Towards a Scale of Corporate Social Irresponsibility,” *International Journal of Retail & Distribution Management*, 36 (2), 124-142.

NON-REFEREED JOURNAL ARTICLES AND PUBLICATIONS

Ahearne, Michael, Yashar Atefi, **Zachary R. Hall**, Sebastian Hohenberg, and Florian Zettelmeyer (2019), “Information Disclosure in Negotiating with Informed Customers” Marketing Science Institute Working Paper Series, Report 19-129.

Hall, Zachary R., and Nick Lee (2019), "Taking the measure of measurement in sales research: Introduction to the special issue," *Journal of Personal Selling and Sales Management*, 39:3 201-206.

Jeffrey Boichuk, **Zachary R. Hall**, Michael Ahearne (2016), “Newly Hired Agents Who Fail Should Try, Try Again,” *Keller Center for Research*, December 2016, Vol 9, No. 1.

Hall, Zachary R. (2016), “Salesperson Effectiveness,” *AMA Journal Reader*, April 2016.

Hall, Zachary R., Michael Ahearne, and Harish Sujan (2016), “Can A Book be Judged Accurately Only by its Cover,” *Keller Center for Research*, March 2016, Vol 9, No. 1.

CONFERENCE PRESENTATIONS

“The Ambidextrous Employee: Managing for Performance,” with Ryan Mullins and Raj Agnihorti, Asia-Pacific Sales and Service Conference, Wakiki, HI, March 2018.

“Harnessing Salespeople’s Ability to Read Customers’ Emotions and Needs,” Sales Thought Leadership, HEC Paris, June 2017.

- “Cooperation in B2B Relationships: Factors that Influence Customers’ Perceptions of Salespeople’s Cooperation Efforts,” with Bruno Lussier, Winter AMA, Orlando, FL, February 2017.
- “It’s Just a Matter of Time: Identifying Time-Oriented Traits and Leadership Strategies to Achieve Ambidextrous Selling Performance in B2B Markets,” with Raj Agnihotri and Ryan Mullins, Winter AMA, Orlando, FL, February 2017.
- “Skilled Intuition and Selling Performance,” with Harish Sujan and Michael Ahearne, Academy of Marketing Science, Orlando, FL, May 2016.
- “The Impact of Mergers and Acquisitions on the Sales Force,” with Michael Ahearne, Jeffrey Boichuk, and Seshadri Tirunillai, University of Texas-Arlington PhD Research Conference, Arlington, TX, March 2016.
- “Sales Force Turnover: A Social Information Processing Perspective,” with Michael Ahearne, Jeffrey Boichuk, and Seshadri Tirunillai, Theory and Practice in Marketing, Atlanta, GA, June 2015.
- “Impact of Merger of Equals (in size but not reputation) on Sales Force,” with Raghu Bommaraju, Michael Ahearne, and Seshadri Tirunillai, Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.
- “The Impact of Social Influence on Sales Agent Turnover,” with Michael Ahearne, Jeffrey Boichuk, and Seshadri Tirunillai, Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.
- “Onboarding Dynamics in Sales: Assessing the Relative Influence of Peers and Managers on Salesperson Productivity and Turnover,” with Michael Ahearne, Jeffrey Boichuk, and Seshadri Tirunillai, Marketing Dynamics Conference, Las Vegas, NV, August 2014.
- “Improving Salesperson Intuition for Experienced and Inexperienced Salespeople,” with Michael Ahearne and Harish Sujan, AMA Winter 2014, Orlando, FL, February 2014.
- “Antecedents and Consequences of Salesperson Perceptual (In)Accuracy in Customer Relationships,” with Michael Ahearne, Ryan Mullins, Son Lam, and Jeffrey Boichuk.” AMA Winter 2013 – Sales and CRM Track, Las Vegas, NV, February 2013.
- "Expert Peers in Team Product: A Social Network Perspective," with Michael Ahearne, Niladri Syam, and Jeffrey Boichuk, Marketing Science Conference, Boston, MA, June 2012.
- “Decomposing Customer Need Knowledge: The Role of Salesperson Intuition,” with Michael Ahearne and Willy Bolander, AMA Winter 2012 – Sales and CRM Track, St. Petersburg, FL, February 2012

INVITED TALKS

- Moderator, “Technology and AI”, 2025 The Thought Leadership on the Sales Profession Conference, UCLA.
- Invited Panelist, “Future Research Directions.” 2018 AMA Faculty Consortium ~ New Horizons in Selling and Sales Management
- Invited Panelist, “Managing the Early Stages of Your Research Program.” 2016 AMS Doctoral Consortium, Orlando, FL, May 2016.
- Invited Panelist, “Experiments, Field Experiments and Beyond.” 2016 AMS Doctoral Consortium, Orlando, FL, May 2016.

2013 HEC's Workshop on Key Account Management, Paris, France, July 2013.

Invited Panelist, "Natural Experiments, Field Experiments, and Experimental Simulations in Sales." 2013 AMA Faculty Consortium: New Horizons in Selling & Sales Management, Fort Worth, TX, June 2013.

Invited Panelist, "Methodological Issues and Challenges in Sales Research: Research Design, Data Collection, and Data Analysis." AMA Winter 2013 – Sales SIG Special Session, Las Vegas, NV, February 2013.

TEACHING PROGRAM

Teaching Philosophy

My teaching philosophy is simple. I am passionate about providing my students with skills that will make them successful in their future career(s). My approach to teach is experiential. Particularly, I treat the classroom as an opportunity for students to fail and learn from this failure. In doing so, students learn lifelong lessons, learn to apply the concepts and material, and can hit the ground running in their careers.

Undergraduate

Sales Practicum (MARK 40770) – 4 Times
Consultative Selling (MARK 40273) – 15 Times
Marketing Management (MARK 30153) – 11 Times

Graduate

Persuasion and Influence (MARK 70970) – 6 times

Study Abroad – Italy (BUSI 70623) – 2 Times
Spring 2018, Spring 2019

Executive Education

Persuasion: Influencing Co-Workers & Customers I & II
2-day module for Strategic Marketing Essential

The Power of Persuasion: Mastering Influence in Your Organization
Co-taught with Dr. Eric Yorkston

Ruhr University Bochum - Germany

MS Sales

International Sales Module on Persuasion – 2 Times

University of Houston

Undergraduate

Consultative Selling (Previously Advanced Professional Selling) – 3 Times

Selected Topics in Marketing: Sales Research Practicum, co-taught with Michael Ahearne

SERVICE

Texas Christian University

- Director, Sales Center (2019-present)
- Dean's Advisory Committee (Aug 2025-present)
- Dean's Advisory Committee (Aug 2021 - May 2022)
- Director of Operations, Sales Center (2018-2019)
- Chair, Sales Center design (2014-2017)
- Sales curriculum committee chair (2015, 2016)
- Undergraduate curriculum committee – Marketing Department (2015, 2016)
- Recruiting committee – Marketing Department (2014, 2015, 2018)

National Conference Leadership

- Co-Chair of the 2019 AMA Winter Educators' Conference Sales Track (with Jessica Ogilvie Ahearne)
- Fellow, 2016 AMS Doctoral Consortium
- Co-Chair of the 2015 AMA Winter Educators' Conference Sales Track (with Michael Ahearne)

Conference Volunteer Work

- Student volunteer, Marketing PhD Doctoral Symposium, University of Houston 2011-2013
- Industry panelist selection officer, Thought Leadership on the Sales Profession, Harvard Business School, 2012

Editorial Duties

Editorial Review Board

Journal of Academy of Marketing Science

Journal of Personal Selling and Sales Management

Editor

Special Issue on Measurement in Sales - *Journal of Personal Selling and Sales Management*

Reviewer

Journals

European Journal of Marketing

Industrial Marketing Management

International Journal of Marketing

Journal of Marketing

Journal of Marketing Communications

Journal of Marketing Theory and Practice

Journal of Personal Selling and Sales Management

Journal of Service Research

Conferences

- American Marketing Association Summer Educators' Conference, San Francisco, 2017.
- Academy of Marketing Sciences 2016 AMS Annual Conference, Orlando, 2016.
- American Marketing Association Winter Educators' Conference, Chicago, 2015.
- American Marketing Association Winter Educators' Conference, Las Vegas, 2013.
- Society for Marketing Advances' Conference, Hilton Head, 2013.
- American Marketing Association Winter Educators' Conference, St. Petersburg, 2012.

AWARDS AND HONORS - SUMMARY

Teaching

- 2023 American Marketing Association Sales SIG Teaching Award
- 2023 TCU Clark Society Endowed Faculty Award - Nominee
- 2022 TCU Clark Society Endowed Faculty Award - Nominee
- 2021 TCU Clark Society Endowed Faculty Award - Nominee
- 2021 TCU Wassenich Award for Mentorship - Nominee
- 2020 TCU Wassenich Award for Mentorship - Nominee
- 2019 TCU Wassenich Award for Mentorship – Nominee
- 2018 Neeley School of Business - Innovation in Teaching Award
- 2013 UH Teaching Excellence Award for top graduate student instructor
- 2012 UH Teaching Excellence Award for top graduate student instructor

Research

- 2024, Top 50 Research Productivity over past 10 years, AMA
- 2023 James M. Comer Award for Best Contribution to Selling and Sales Management
- 2021 AMA Sales SIG Excellence in Research Award
- 2019 MSI's Young Scholar
- 2016 AMA Sales SIG Excellence in Research Award
- 2015 AMA Sales SIG Excellence in Research Award
- 2015 Bauer "A Hit" Research Team Award
- 2014 Winner of the AMA Sales SIG Dissertation Competition
- 2013 Finalist for Mary Kay Dissertation Competition
- 2012 Winner of the AMA Sales SIG Dissertation Proposal Competition

Service

- 2022 Neeley Service Award
- 2020 Neeley Promise Award

Other

- 2023 Top 50 Undergraduate Business Professor in America, Poets and Quants
- 2012 C.T. Larry R. Furman Scholarship for outstanding academic achievement, UH
- 2011 University Sales Education Foundation Research Grant (\$5,000) for "Intuition's Role in Improving Salesperson Performance and Efficiency"
- 2011-2013 Presidential Graduate Fellowship, UH
- 2011 C.T. Robert and Ruth Scholarship for outstanding academic achievement, UH
- 2004 Jones-Hewitt Graduate Fellowship for outstanding academic achievement, awarded to 4 graduates students across all programs and disciplines, TTU
- 2004 SBC Graduate Fellowship for outstanding academic achievement, TTU
- 2004-2007 Texas Tech Rawls Scholar for outstanding academic achievement, TTU
- 2006 William Wagley Graduate Finance Scholarship for the most outstanding graduate student, TTU
- 2004 Most Outstanding Graduating Student, TAMU-CC
- 2004 Kennedy Foundation Scholarship for the most outstanding business student, TAMU-CC

EMPLOYMENT HISTORY:

- Associate Professor, Texas Christian University, Fort Worth, TX (2019-present).
- Assistant Professor, Texas Christian University, Fort Worth, TX (2013-present).
- Research Assistant / Instructor, University of Houston, Houston, TX (2011-2013).
- Financial/Pricing Analyst, United Supermarkets, Lubbock, TX (2009- 2010).
- Sales & Marketing Manager, Perceptive Sciences Corporation, Austin, TX (2007-2009).
- Graduate Assistant, Marketing Department, Texas Tech University, Lubbock, TX (2005-2007).
- Supervisor of Marketing & Intramurals, Texas A&M University, Corpus Christi, TX (2002-2005).