

# Tereza Dean

Assistant Professor of Marketing  
Department of Marketing  
Miller College of Business

Ball State University  
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## EDUCATION

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- Ph.D., Michigan State University (Marketing, Innovation), Eli Broad Graduate School of Management (2012)
- M.B.A. Central Michigan University (International Business), College of Business Administration (2004)
- B.S. in B.A. Central Michigan University (Economics, Business Administration), College of Business Administration (2002)

## ACADEMIC EXPERIENCE

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Assistant Professor of Marketing, Ball State University (2017-Present)  
Assistant Professor of Marketing, University of Kentucky (2012 - 2017)

## RESEARCH

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### Journal Articles

Griffith, David, Tereza Dean, and Goksel Yalcinkaya (2021), "Building and leveraging competence exploitation and exploration for firm new product success," *Industrial Marketing Management*, 97, p. 233-244.

Griffith, David, Tereza Dean, and Jessica Hoppner (2021), "Choices and Consequences: Recommendations for an improved understanding of cultural distance in international marketing research," *Journal of International Marketing*, 29(3), p. 23-42.

Hapke, Holly, Anita Lee-Post, and Tereza Dean (2020), "3-IN-1 Hybrid Learning Environment," *Marketing Education Review*, p. 1-8.

Dean, Tereza, Haisu Zhang, and Yazhen Xiao (2020), "Overcoming the Valley of Death: The Role of Organizational and Product Complexity in Enhancing Radical Innovation Performance," *Technovation*, p. 102160.

Dean, Tereza, David A. Griffith, and Roger J. Calantone (2018), "Reciprocal Value Sharing in Manufacturer-Retailer Relationships: The Case of New Product Introductions," *Marketing Letters*, 29(1), pp. 87-100.

Dean, Tereza, Holly Hapke, and Anita Lee-Post (2017), "Universal Design for Learning in Teaching Large Lecture Classes," *Journal of Marketing Education*, 39(1), p. 5-16.

Dean, Tereza, David A. Griffith, and Roger J. Calantone (2016), "New Product Creativity: Understanding Contract Specificity in New Product Introductions," *Journal of Marketing*, 80(2), 39-58.

### **Manuscripts Under Review**

"Leveraging customer need diversity in radical innovations through big data", with Haisu Zhang and Yazhen Xiao. *Status: under 3<sup>rd</sup> review at Journal of Business Research*

"Relationship marketing variation in multidyadic industrial channels: the case of component supplier specification", with David Griffith. *Status: under 2<sup>nd</sup> review at Industrial Marketing Management*

"The complexity of driving new product creativity within manufacturer collaborations", with David Griffith. *Status: under 1<sup>st</sup> review at Industrial Marketing Management*

### **RESEARCH PRESENTATIONS**

David Griffith, Tereza Dean, and Jessica Hoppner (2021), "Choices and Consequences: Recommendations for an improved understanding of cultural distance in international marketing research," *Research Spotlight by MSU & Texas A&M CIBERS*, webinar

Tereza Dean, David Griffith (2020), "The complexity of driving new product creativity", *Marketing Research Colloquium*, Ball State University

Tereza Dean, Haisu Zhang, and Yazhen Xiao (2019), "Leveraging customer need diversity in radical innovations through big data", *AMA Summer Marketing Conference*, Chicago, IL (this paper was also published in the conference proceedings)

Tereza Dean, Haisu Zhang, and Yazhen Xiao (2018), "Overcoming the Valley of Death: The Role of Organizational and Product Complexity in Enhancing Radical Innovation Performance", *PDMA Annual Conference*, Chicago, IL (this paper was also published in the conference proceedings)

Hapke, Holly, Lee-Post Anita, and Tereza Dean (2015), "Teaching Large Lecture in Universal Design for Learning Environments," *AMA International Collegiate Conference*

Oh, Jae-Young, Scott Ellis, Tereza Dean (2014), "The Moderating Effect of Cultural, Geographic, and Economic Distance on Team Governance: An Empirical Study of Buyer-Engineer-Supplier Teams," *DSI Annual Meeting*, Tampa, Florida

Tereza Dean, David Griffith, and Roger Calantone (2013), “New Product Launches and Manufacturers` Returns: The Impact of New Product decisions on Manufacturer`s Value Claimed,” *Summer AMA Educators Conference*, Boston, MA

Tereza Dean and Glenn Omura (2010), “Literature Review and Research Directions for International Entrepreneurial Marketing,” *Summer AMA Educators Conference*, Boston, MA

## **AWARDS AND HONORS**

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- Outstanding Teaching Award, Miller College of Business, Ball State University (2021)
- PDMA-UIC Doctoral Consortium Doctoral Fellow, *University of Illinois at Chicago* (2011)
- AMA-Sheth Doctoral Consortium Fellow, *Texas Christian University* (2010)
- Michigan State University Entrepreneurship Research Fellowship, (2009)
- Haring Symposium Doctoral Fellow, *Indiana University Bloomington* (2008)
- Stanley Hollander Teaching Award (2008-2009)

## **SERVICE**

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### **Journals**

- Reviewer, *Journal of Product Innovation Management* (2020)
- Reviewer, *Asia Pacific Journal of Marketing and Logistics* (2018-present)
- Reviewer, *American Journal of Business* (2018-present)
- Reviewer, *Journal of International Marketing* (2008-2016)
- Reviewer, Hong Kong Research Grant Council (2014-2018)

### **Conferences**

- Track Chair, SMA, Society of Marketing Advances Conference (2021)
- Reviewer, PDMA Annual Conference (2021)
- Session Chair, PDMA Annual Conference (2020)
- Session Chair, AMA Summer Marketing Conference (2019)
- Reviewer, AMA Summer Marketing Conference (2019)
- Co-chair Poster Session, PDMA Annual Conference (2018)
- Reviewer, PDMA Annual Conference (2018)
- Reviewer, JPIM Research Forum (2018)
- Reviewer, AMA Summer Marketing Educator`s Conference (2014)
- Reviewer, Academy of Marketing Science (2011), Research Methodology Track
- Reviewer, Academy of Marketing Science (2011), Entrepreneurial Marketing Track
- Discussant, Haring Symposium, Bloomington, IN (2008)

### **Community Engagement**

- Market Research, Branding strategy, Logo, Brand Identity document for Muncie Community Schools

**Internal Service**  
***Ball State University***

Departmental:

- Designated as Mental Health First Aid (2021)
- Chair, Faculty Search Committee (2021-present)
- Member, Chair Search Committee (2021)
- Chair, Research Symposium Committee (2019- present)
- Member, Faculty Search Committee (2018-present)
- Member, MKG Journal Ranking Committee (2017-present)
- Member, Salary Appeal Committee (2017-2019)
- Member, Curriculum Committee (2018-present)

College:

- Member, Disability Services Faculty Mentorship Program (2020)
- Member, Faculty Development Committee (2020)
- Member, MCOB Subject Pool Committee (2018-present)
- Member, Honors Committee (2018)
- Member, Social Committee (2017)

Student Organizations:

- Business Global Brigades, Advisor (2020-present)
- American Advertising Federation, Central Michigan University, Advisor (2005-2007)
- Student-run Advertising Agency, Central Michigan University, Advisor (2005-2007)

**TEACHING**

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**Ball State University**

*Undergraduate Courses*

- Marketing Strategy
- Seminar in International Business
- Introduction to International Business
- Marketing Simulation
- Advanced Marketing Research and Analytics

**University of Kentucky**

*Undergraduate Courses*

- Marketing Strategy

*Graduate Courses*

- Supply Chain Strategy
- Quantitative Business Research Methods
- Introduction to Marketing

**Michigan State University**

*Undergraduate Courses*

- Introduction to Marketing
- Entrepreneurship: Strategic Marketing Planning and Launch
- Quantitative Business Research Methods
- Managerial Marketing

***Graduate Courses***

- Pricing Profitability and Marketing Metrics (TA)

**Central Michigan University, College of Communication and Fine Arts**

***Undergraduate Courses (Adjunct Instructor)***

- Advertising Principles
- Advertising Media