

Deva Rangarajan, PhD.

Mobile : +1 765 285 5429

Email: drangarajan@bsu.edu

LinkedIn : <https://www.linkedin.com/in/devarangarajan/>

BSU Sales Center YouTube Channel: www.bit.ly/bsusalescenter

WORK EXPERIENCE

- 2017 – 2019 **Associate Professor of Marketing**
Miller College of Business, Ball State University
Muncie, Indiana
- 2016 – 2017 **Professor**
Area Marketing
Vlerick Business School (Belgium)
- 2008 – 2016 **Associate Professor**
Area Marketing
Vlerick Business School (Belgium)
- 2003 – 2008 **Assistant Professor**
Competence Center Marketing
Vlerick Leuven Gent Management School (Belgium)

EDUCATION

- 2003 **Ph.D. in Marketing**
C. T. Bauer College of Business, University of Houston
Excellence Award for Teaching by a Doctoral Student (2001)
- 1996 **Bachelor of Engineering in Mechanical Engineering**
University of Madras, India

SERVICE EXPERIENCE

- 2016 – Present **Editorial Review Board Member**, Journal of Business Research
- 2017 – Present **International Advisory Board**, California Management Review
- 2018 – Present **Director, Center for Professional Selling**
Miller College of Business, Ball State University
- 2017 – 2018 **Acting Director, Center for Professional Selling**
Miller College of Business, Ball State University

2011 – 2017

Director, Sales Excellence Center

Vlerick Business School, (Belgium)

AWARDS

IBM Faculty research Grant 2012- Changing Business Models Amongst Buyers and the Impact This has on the Selling Organization.

AMA Sales SIG Doctoral Dissertation Award awarded by the Direct Selling Educational Foundation awarded at the AMA Winter Educator's Conference, February 2003

Direct Selling Educational Foundation award for doctoral research awarded at the National Conference in Sales Management, April 2003

Doctoral Thesis Supervision

Co-Chair- Katrien Verleye

Chair- Bert Paesbrugghe

Committee- Willem Standaert

PUBLICATIONS & JOURNAL ARTICLES

Rangarajan, D. Dugan, R. Rouziou, M. Kunkle, M. (2020). People, Process, Performance: Setting an Agenda for Sales Enablement Research, forthcoming, Journal of Personal Selling and Sales Management.

Gelb, B. Rangarajan, D. Hochstein, B. Blaisdell, M. 2020. One Approach to Repeat Business: "Customer Success Managers". Rutgers Business Review. 5 (1): 13-27.

Hochstein, B. Rangarajan, D. Mehta, N. Kocher, D. 2020. An Industry/Academic Perspective on the Emerging Customer Success Phenomenon. 23 (1): 3-7.

Rangarajan, D. Peasley, M. Paesbrugghe, B. Srivastava, R. 2020. The Impact of Adverse Life Events on Salesperson Relationships with Customers. Forthcoming at Journal of Business and Industrial Marketing.

Gelb, B. Rangarajan, D. Hallikainen, H., Laukannen, T. 2019. How Big Data Can Transform Outcomes and Opportunities. Rutgers Business Review. 4(1): 46-60.

Guenzi, P. Rangarajan, D. Chaker, N. Sajtos, L. 2019. It's All in Good Humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress. Journal of Personal Selling and Sales Management. 39(4): 352-369.

Rangarajan, D. Sharma, A. Paesbrugghe, B. Boute, R. 2018. Aligning Sales and Operations Management: An Agenda for Inquiry. Journal of Personal Selling and Sales Management. 38 (2), 220-240.

Wille, L. Van Hoye, G. Weijters, B. Rangarajan, D. Carpentier, M. 2018. To Be Yourself or to Be Your Ideal Self? Potential Applicants' Perceptions of Actual and Ideal Self-Congruity. *Journal of Personnel Psychology*. 17 (3), 107-119.

Paesbrugghe, B. Sharma, A. Rangarajan, D. Syam, N. 2018. Personal selling and the purchasing function: where do we go from here? *Journal of Personal Selling and Sales Management*, 38 (1), 123-143.

Paesbrugghe, B. Rangarajan, D. Sharma, A. Syam, N. Jha, S. 2017. Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function. *Industrial Marketing Management*, 62, 171-184.

Rangarajan, D. Gelb, B. D. Vandaveer, A. 2017. Strategic personal branding-And how it pays off. *Business Horizons*. 60 (5), 657-666.

Verleye K. Gemmel P. Rangarajan D. 2016. Engaged Customers as Job Resources or Demands for Frontline Employees? *Journal of Service Theory and Practice*. 26 (3): 363-383.

Dubois Gelb B. Rangarajan D. 2014. Employee Contributions to Brand Equity. *California Management Review*, 56 (Winter): 95-112.

Verleye K. Gemmel P. Rangarajan D. 2014. Managing Engagement Behaviors in a Network of Customers and Stakeholders: Evidence from the Nursing Home Sector. *Journal of Service Research*, 17(1): 68-84.

Muyllle S. Dawar N. Rangarajan D. 2012. B2B Brand Architecture. *California Management Review*, 54 (Winter): 58-71.

De Clercq D. Rangarajan D. 2008. The role of perceived relational support in entrepreneur-customer dyads. *Entrepreneurship Theory and Practice*, 32(4): 659-683.

Srivastava R. Rangarajan D. 2008. Understanding the salespeople's "feedback-satisfaction" linkage: What role does job perceptions play? *Journal of Business and Industrial Marketing*, 23(3): 151-160

Weijters B. Rangarajan D. Falk T. Schillewaert N. 2007. Determinants and outcomes of customers' use of self-service technology in a retail setting. *Journal of Service Research*, 10(1): 3-21.

Jones E. Chonko L. Rangarajan D. Roberts J. 2007. The role of overload on job attitudes, turnover intentions, and salesperson performance. *Journal of Business Research*, 60(7): 663-671.

Vandaele D. Rangarajan D. Gemmel P. Lievens A. 2007. How to govern business services exchanges: contractual and relational issues. *International Journal of Management Reviews*, 9(3): 237-258.

De Wulf K. Schillewaert N. Muylle S. Rangarajan D. 2006. The role of pleasure in web site success. *Information and Management*, 43(4): 434-446.

Rangarajan D. Jones E. Wynne C. 2005. Impact of sales force automation on technology-related stress, effort, and technology usage among salespeople. *Industrial Marketing Management*, 34(4): 345-354.

Rangarajan D. Chonko L. Jones E. Roberts J. 2004. Organizational variables, sales force perceptions of readiness for change learning, and performance among boundary-spanning teams: a conceptual framework and propositions for research. *Industrial Marketing Management*, 33(4): 289-305.

WORKING PAPERS

Sharma, A. Rangarajan, D. Paesbrugghe. (2020). Increasing Resilience by Creating an Adaptive Sales Force. *Industrial Marketing Management* (Conditional Accept)

Dugan, R., Rangarajan, D., Bolander, W. C., Davis, L., Pullins, E., Deeter-Schmelz, D. Le Bon, J. Agnihotri, R. (2020). Sales Management, Education, and Scholarship Across Cultures: Highlights and Reflections from the 2019 American Marketing Association Special Session on Global Sales Research. *Journal of Personal Selling and Sales Management* (Conditional Accept)

Hochstein, B. Rangarajan, D. Nagel, D. Pratt, A. The Customer Success Manager: A Dynamic Relationship Marketing Approach to Addressing Service-Sales Ambidexterity and Interface Configuration Challenges. Invited revision to the 3rd round at *Journal of Marketing*

Rangarajan, D. Hochstein, B. Nagel, D. Lyngdoh, T. Sales Complexity and Value Appropriation: A Taxonomy of Sales Situations. Submitted 2nd round at *European Journal of Marketing*

Chaker, N. Hochstein, B. Rangarajan, D. Nagel, D. Hartmann, N. Transitioning from Reactive to Proactive Strategy and Tactics: Customer Success Management and the Modularization of Frontline Roles. Invited 2nd round submission at *Journal of Service Research*

Paesbrugghe, B. Sharma, A. Rangarajan, D. Lyngdoh, T. Evaluation of the Salesperson by the Procurement Function: Implications for the Evolving Role of the Salesperson. Invited 2nd round submission at *Journal of Personal Selling and Sales Management*

CONFERENCE PRESENTATIONS

Rangarajan D. 2016. What Keeps Sales Managers Up at Night? Paper accepted to be presented at the Global Sales Science Institute Conference, June 3-June 5, Birmingham, UK

Paesbrugghe B. Rangarajan D. 2015. The End of Avoiding Procurement in a Buyer-Seller Relationship: A Qualitative Study from an Empowered Buyer's Perspective. Paper presented at

EMAC 2015 - 44th Annual Conference of the European Marketing Academy, May 26-29, Leuven, Belgium.

Rangarajan D. Boute R. Weijters B. Paesbrugge B. 2015. Sales and Operation Integration: Role of Collaboration and Alignment. Paper presented at GSSI 2015- June 11-13, Hiroshima, Japan.

Verleye K. Gemmel P. Rangarajan D. 2012. Designing Service Interfaces in Co-Creation Situations. Paper presented at La Londe Conference, May 29-June 1, France.

Verleye K. Gemmel P. Rangarajan D. 2011. Why indirect customers deserve managers' attention: a quantitative and qualitative study on indirect customer engagement behavior. Paper presented at QUIS Conference 2011, New York.

Rangarajan D. Muylle S. 2005. Sales team effectiveness: A conceptual model. Paper presented at 34th EMAC Annual Conference 2005, May 24-27, Milan, Italy.

Schillewaert N. Weijters B. Rangarajan D. 2005. An Attitudinal Model of Self-Service Technology: Moderating Effects of Social Demographics. Paper presented at 34th EMAC Annual Conference 2005, May 24-27, Milan, Italy.

Rangarajan D. Srivastava R. 2004. Role of job perceptions on the feedback satisfaction linkage. Paper presented at National Conference in Sales Management (NCSM), April 14-17, Reno, NV, United States.

Rangarajan D. 2003. Salesperson Usage of Technology: Going Beyond TAM. Paper presented at American Marketing Association Sales SIG, February 13-15, Orlando, Florida, United States.

Rangarajan D. 2003. Impact of sales force automation technology on salespeople: role of stress. Paper presented at National Conference in Sales and Sales Management, April 10-12, Cincinnati, Ohio, United States.

Rangarajan D. 2002. A Dual Process Model of Technology Adoption by the Sales Force. Paper presented at National Conference in Sales Management, April 4-6, Atlanta, Georgia, United States.

Rangarajan D. Jones E. 2001. Antecedents of Sales Team Effectiveness. Paper presented at 2001 National Conference in Sales Management, March 29-31, Dallas, TX, United States.

CASE STUDIES

Rangarajan D. Paesbrugge B. 2015. The Rise and Rise of Compressor Technique Service Division. Internal case developed for Atlas Copco internal training

De Cock F. Rangarajan D. 2012. Value Added Services at ABC Industries - Part B. ECCH Case Study. Reference no. 512-019-1 (C) + 512-018-8 (TN).

De Cock F. Rangarajan D. 2012. Value Added Services at ABC Industries - part A. ECCH Case Study. Reference no. 512-018-1 (C) + 512-018-8 (TN).

Rangarajan D. 2012. Distributor Management at Atlas Copco. ECCH Case Study. Reference no. 512-027 (C) + 512-027-8 (TN).

Rangarajan D. Lubner G. 2011. Delivering Exceptional Service: The Belron® Experience. ECCH Case Study. Reference no. 511-080-1 (C) + 511-080-8 (TN).

Muyllé S. Rangarajan D. Dom A. 2007. 3M Automotive Aftermarket Division. ECCH Case Study. Reference no. 508-009-1 (C) + 508-009-8 (TN).

PUBLICATIONS & BOOK CHAPTERS

Rangarajan D. Baert C. Debruyne M. 2019. Product orientation to solution orientation: A Journey. In Future Focused Strategic Marketing, edited by Echambadi R. and John-Mariadoss B.

Muyllé S. Rangarajan D. 2005. Electronische aan- en verkoop: blind date? In Management Jaarboek 2005. 83 -85.

Rangarajan D. Muyllé S. 2005. Enkel prijs brengt geld in het laatje. In Management Jaarboek 2005.

Muyllé S. Rangarajan D. 2004. Sales teams: één voor allen, allen voor één!. In Management Jaarboek 2004. 62 -64.

UNDERGRADUATE AND MBA TEACHING

Involved in designing curriculum:

Services Marketing

Customer Experience Management

Sales Strategy

Business to Business Marketing (B2B Marketing)

Professional Selling

Sales Management

Customer Relationship Management

Sales Technology

EXECUTIVE TEACHING

Involved in training programs and workshops for:

- Industrial Manufacturers: 3M, Atlas Copco, AGC Glass, Johnson Controls, Philips, Siemens, Doosan, Tessengerlo, IVECO, SUN Microsystems, Tele Atlas, Vesuvius, ArcelorMittal.

- Financial Institutions: SWIFT, Dexia, BNPParibas Fortis, AXA, ING, KBC.

- Medical: Johnson and Johnson ASP, Capsugel, Medtronic, GSK.