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QUALIFICATIONS

Ph. D. in Business Administration (Major: Marketing), Dr. Les Carlson (advisor), University of Nebraska–Lincoln (2014)
M.B.A. in Business Administration, University of Central Oklahoman (2006)
B.A. in Business Administration, University of Central Oklahoma (2004)

EXPERIENCE

Academic

Assistant Professor of Marketing at Ball State University (2018 – current).
Assistant Professor of Marketing at Indiana State University (2015 – 2018).
Assistant Professor of Marketing at University of Massachusetts Dartmouth (2014 – 2015).

Professional

Sr. Research Analyst, Shapard Research.
Outside Sales Representative, Azhar Physical Therapy.
Outside Sales Representative, Cutco Cutlery & Vector Marketing

RESEARCH EXPERIENCE

Refereed Articles

Zeiss, J. G., Mayer, J. M. (2023). Applying Media-Richness Concepts for the Optimization of Industrial Negotiations. *Journal of Higher Education Theory and Practice*, 22(13).

Despite increasing involvement in a global market and growing sophistication of salesperson technologies, salespeople feel unprepared to negotiate digitally and student-learning outcomes tied to digital negotiation exercises are unclear. The present study first outlines the digital negotiation role-play exercise and then compares student learning outcomes between digital and face-to-face negotiation role-plays. It answers research questions revolving around middle-range-richness mediums, i.e., digital communication tools relying mostly on text (e.g., SMS texts). The benefits of digital experiential sales negotiation exercises are uniquely important for building real-world industrial sales negotiation skills due to the complexity and quantity of negotiation messages exchanged.

Schetzle, S., Chapman, J., Zeiss, J. G., (2021). Sales Management Students Coaching Sales Students: An Experiential Learning Project used to Teach Coaching Skills and Improve Sales Presentations. *Marketing Education Review*, 31(2), 70-75.

With an increased demand for educators to improve student engagement and knowledge retentions, this paper proposes an experiential learning project for students to receive and conduct one-on-one performance coaching. The sales coaching experiential project helps professional selling students improve their sales presentations and increase their final presentation grade. This project also gives hands-on coaching training to sales management course students and allows them to receive coaching advice from industry executives.

Zeiss, J. G., Carlson, L. (2021). The Marketing System of Exchange between Regulatory and Political Entrepreneurs Engaging in Arbitrage. *Journal of Macromarketing*, 41(4), 547-569.

After receiving cease and desist letters in 2018, Bird strategically developed hospitable relationships with politicians that allowed the scooter-sharing firm to continue operating. Bird acts as a regulatory entrepreneur in seeking unfair legal treatment and the politicians brokering the legal deal as political entrepreneurs. The business models for unfairly changing or applying law represents entrepreneurial arbitrage. A mixed methods approach examines the structure of relationships between regulatory and political entrepreneurs through the Bootleggers and Baptists conceptual lens. Like Bird solving traffic and pollution problems for city leaders, Baptists served as a moral cover for illegal liquor vendors. Guided by a general systems theory, it is found that the micro-level, relational exchanges both assign value to as well as uses intellectual commodities to establish expectations guiding ongoing exchanges. Therefore, a marketing system is uncovered. This research also finds relationships structured by favors in sharp contrast to political markets governed by threats.

Zeiss, J. G., Chapman J. (2021). The Underlying States of Salesperson Product Buy-In and Product Strategy Buy-In. *Journal of Business & Industrial Marketing*, 36(6), 977-989.

Purpose- The purpose of this study is to collect data that allows researchers to capture both affective and cognitive buy-in influenced by both product and product strategy targets. Design/methodology/approach- Analysis of 13 salesperson interviews followed the cluster and axial coding of grounded theory interview protocol. Findings- This study finds two types of buy-in that are uniquely contingent on the target, and for which are influenced by both cognitive and affective states of

being. Additionally, it finds that either affective or cognitive states of being can both drive and inhibit salesperson buy-in of either target. While the targets of buy-in appear to be mutually exclusive, the cognitive nature of disconfirming evidence appears to directly inhibit both targets of buy-in while also resulting in negative affect. Research limitations/implications- Further study that uncovers the causal role of an affective state inhibiting buy-in after the introduction of disconfirming evidence is warranted. Practical implications- Managerial training and messaging approaches for achieving the two buy-in targets will likely differ or focus on only one type for efficient training. Originality/value- This study is the first to examine the simultaneous effects of the two underlying states of cognition and affect on buy-in development. It is found that the two states can influence each other to stunt buy-in. The present study contributes to sales behavior literature by allowing the possibility of a sequence of states that stunt buy-in, positioning simultaneous examination is vital to the conceptualization of buy-in.

Chapman, J., Wahlers, R., Zeiss, J. G., (2020). Preparing Performance Reports for Upper Management: A Skills Building Project for Sales Management Students. *American Journal of Management*. 20(5), 39-51.

This paper presents an in-depth assignment used in sales management courses to help students develop the skills needed to prepare a formal performance report for upper management. Students are divided into district management teams and are required to prepare a company performance report for four years of their company's performance. The author provides the detailed guidelines which are given to the students to aid them in the development of the performance report. Example tables for the report, the grading process, and other information for the project are also included.

Zeiss, J. G., Carlson, L., Harvey, E. (2020). Firm Receptivity Regarding Marketplace versus Political Ties. *American Journal of Business*, 35(3-4), 129-151.

The goal of this research is to collect data that allows researchers to capture both Prior research has examined the socio-political force as simply a part of all types of environmental pressures, yet we argue that this force calls for a unique examination of marketing's role in firm responses to socio-political pressures. Understanding the degree to which firms attempt to manage forces and pressures in the external business environment is key to understanding marketing's role in impeding versus aiding public policy initiatives, and is the problem this research investigates. Using structural equation modeling, data from 71 firms demonstrate that managing the socio-political force is, in fact, distinct from managing the other four market-based forces – consumer demand, supplier power, competition, and technological shifts. Managing the socio-political force is shown to require fundamentally different skills and resources. Results suggest that firm socio-political receptivity drives attempts to influence this unique external business environmental force, in turn limiting marketplace socio-political receptivity. Furthermore, attempts to influence such a unique force relies on resource-light marketing resources, which limits resource-heavy marketing. Managing a political force with marketplace ramifications involves strategy that utilizes marketing, but is driven by relationships with social and political agents. This is truly an environmental management concept distinct from the management of the other four market-based forces. The analysis in this study demonstrates that managing another environmental force (i.e., competition force) involves different receptivity influences and marketing tactic outcomes.

Mikeska, J. G., Ball, D. Carlson, L. (2019). Uncalculated First-Party Externalities Given a Beverage Tax. *Social Science Quarterly*, 100(3), 736-748.

With many characterizing obesity as a national priority, the U.S. Government is considering a one, two, or three cents-per-ounce federal sin tax on soda products. Objective. Because prior research finds that consumers substitute equally, if not more, dangerous nicotine products with a tobacco sin tax and common alcohol-like household goods with alcohol prohibition, this research sets out to determine whether the imposition of a soda sin tax produces similar first-party externalities. Method. Adaptive conjoint analysis is utilized among respondents across several regions of the U.S., including actual soda consumers. Results. This study finds that given a soda sin tax soda consumers do not substitute healthier beverages, i.e. beverages with relatively fewer calories and grams of sugar and sodium, such as water, pure fruit juice, or unsweetened tea. Instead, soda consumers switch to other sugary beverages not considered in most legislation, such as sweetened coffees, teas, or sports drinks, or continue consuming soda at tax rates of two and three cents-per-ounce after the shock of a one cent tax wears off. Conclusion. Unlike prior research examining decreased soda consumption across a general marketplace, this research offers insight into potential externalities among the key transacting actors in such an exchange: soda consumers.

Mikeska, J. G., Walker, D., Carlson, L. (2019), Reassessing the Influence of Parents and Advertising on Children's BMI, *Journal of Current Issues & Research in Advertising*, 40(3), 275-290.

With many rendering child obesity as a national priority, researchers are calling for transformative approaches to investigating the precursors of child obesity, including persuasion, and parental and media socialization, among others.

This research utilizes a matched parent-child survey to test a multi-faceted model of child obesity, with child reports on targeted food advertising evidencing marketplace influences. Findings support the proactive role that parents assume based on their perceptions of the inappropriateness of child-targeted food marketing. While this parental response is negatively related to children's BMI, the promising relationship is attenuated by the extent of child exposure to food marketing.

Mikeska, J. G., Harrison, R., Carlson, L., Coryn, C. (2017). The Influence of Parental and Communication Style on Consumer Socialization: A Meta-Analysis. *Journal of Advertising Research*, 57(3), 319-334.

The primary purpose of this study is to determine the degree to which the FCP and PS frameworks share underlying similarity across studies by focusing on their applicability and efficacy in a consumer socialization context. In doing so, the viability of both research streams as merged bases for understanding how parents may engage in at least part of the consumer socialization process (i.e., intervening in children's media consumption) is ascertained. To that end, a meta-analysis of prior work is conducted that incorporates either FCPs or PSs as mediators of children's media consumption. The findings indicate the usefulness of viewing these two theoretical bases as sharing equitable viability (with but one exception to be noted below) as explanatory factors for consumer socialization research that has a media consumption intervention focus.

Mikeska, J. G., Harrison, R., Carlson, L. (2017). A Meta-Analysis of Parental Style and Consumer Socialization of Children. *Journal of Consumer Psychology*, 27(2), 245-256.

This meta-analysis attempts to offer an overall cumulative effect estimate of the parental style–consumer socialization relationship(s) across 73 studies examining child outcomes,

including 173 unique consumer socialization dependent variables – ranging from understanding advertising practices to weight status to theft – among approximately 200,000 child respondents. This meta-analysis offers two contributions to the consumer socialization literature. It systematically confirms the influence that parental Restrictiveness (relative to Permissiveness) has on raising children adept at positively interacting – and avoiding negative interactions – with the marketplace and related environments. Also, this meta-analysis supports prior literature's depiction of the Authoritative parenting style as especially important to these positive interactions with the marketplace, in particular among older children and psychosocial-type outcomes. Finally, this research is the first to provide a comprehensive confirmation of differences in child thinking, believing, doing, choosing not to do, feeling, etc. as attributable to different parental styles.

Mikeska, J. G., Johansen-Harvey, E. (2015). The Political CEO: An Event Study Comparing Consumer Attributions of CEO Behavior. *Social Science Quarterly*, 96(1), 76-92.

The objective of this study was to understand the attribution process consumers perform when CEOs become personally involved in politics. Tweets were analyzed both pre- and post-volitional (i.e. political CEO) and -situational (i.e. product lawsuit response) events. Our results indicate that knowledge about the CEO is linked to knowledge about the firm, and suggests that the political CEO can be a node within consumers' schemas of the firm of semantic associations. In addition, we find that consumers do distinguish between volitional events, such as CEO politics, and situational events, such as firm reactions to a product-based lawsuit. Overall, the analysis revealed CEO political disapproval led to increased negative affect following the event.

Mikeska, J. G., Friend, S., Hamwi, A., Rutherford, B., Park, J. (2015). Artificial Emotions Among Salespeople: Understanding the Impact of Surface Acting on Job Satisfaction and Organizational Commitment. *Marketing Management Journal*, 25(2), 54-70.

The present research studies workplace emotions in the sales context. In addition to extending surface acting within the sales literature, the findings contribute to personal selling and sales management literature gaps in two ways: it provides (1) insights into equivocal findings within job satisfaction models by studying the mediating role of surface acting with two offsetting variables – self-monitoring and social support – and (2) a theoretical link between display rules and salesperson emotional states through the process of surface acting. Findings demonstrate that surface acting emotions lead salespeople to experience reduced levels of job satisfaction, an important concept for salesperson retention. As some antecedents to job satisfaction in extant literature are equivocal, surface acting may play a role in these relationships procedurally. For example, while role stress is a symptom of spanning boundaries, surface acting should be considered as a boundary spanning routine. Thus, accounting for surface acting in models of workplace emotion could potentially explain additional variance in job satisfaction above and beyond that explained by the emotional state of role stress.

Work under Review

“Consumer improvisation: Expert insights and future research direction.” with Kesha Coker and Pia Albinsson, third round under review, *Journal of Business Research*.

“Validity as Mediating the Academic Scholarship-Practitioner Consumption Relationship,” with Erik Nesson, under review, *Marketing Science*.

“Curvilinear Firm Decisions to Incorporate Marketing Tactics into Political Strategy,” with Les Carlson, under review, *Journal of Public Policy & Marketing*.

Work-in-progress

“Marketing Capability & Remarkably Capable Female Contentpreneurs given NIL public policy,” with Amit Saini, IRB application.

“Meta-analysis of Gender Sample Biases Across Studies of Marketing Managers,” with Elise Johansen-Harvey, idea cultivation.

“Rejection Heuristics Across Top Marketing & Sociology Academic Journals,” with Keith Gaddie, idea cultivation and data visioning.

“Media Richness’ Influence on Relational Outcomes in Digital Negotiations,” with Mark Mayer and Brigitte Fernandes, analyzing data, targeting *Journal of Personal Selling & Sales Management*.

“Practitioner Adoption of Scholarly Work in Marketing,” with Kesha Coker, Scott Molander, and Joseph Zeiss, targeting *Marketing Science*.

“Consumer Improvisation: Scale Development and Testing,” with Kesha Coker, and Pia Albinsson, target TBD.

What’s a Brand Apology Worth?” with Kesha Coker and Reza Houston, targeting *Journal of Business Ethics*.

“From Determinism to Incrementalism to Sequentialism: Environmental Management of the Socio-Political Force,” with Les Carlson, target TBD.

“We Inspire, Justify Methodology, and Help Practitioners Develop Theory: Manuscript Citation Location Analysis” targeting *Journal of the Academy of Marketing Science*.

Other Publications

Rapp, Justine M. and Jessica Mikeska (2014), "A Critical Perspective on Corporate Social Responsibility," Chapter 18 in Ronald Paul Hill and Ryan Langan (Eds.), *Handbook of Research on Marketing and Corporate Social Responsibility*. Edward Elgar Publishing.

Presentations

Association of Marketing Theory & Practice (2020a, 2020b)
Marketing Management Association Conference (2020)
National Conference in Sales Management (2016)
Summer American Marketing Association Conference (2015)
Winter American Marketing Association Conference (2012, 2013)
Marketing & Public Policy (2012, 2013a, 2013b)
Marketing & Public Policy Workshop and Doctoral Seminar (2012)
Haring Symposium (2014)
Mittelsteadt Symposium, University of Nebraska-Lincoln (2012)
Research Forum, Sustenance, Safety & Community Spring Graduate
Research Fair, University of Nebraska-Lincoln (2013)
Marketing Communications Strategy course, University of Nebraska-
Lincoln (2012a, 2012b)
Marketing and Society seminar, University of Nebraska-Lincoln
(2013)

TEACHING EVALUATIONS (1-5 scale, italics indicate online section)

Ball State University, 4.1 average evaluation

Sem.	Descp.	Mean of all	% Respond	Sem.	Descp.	Mean of all	% Respond
Spring 2023	325, Prof Selling	3.64	16.67%	<i>Spring 2021</i>	<i>325, Prof Selling</i>	<i>3.88</i>	<i>53.57%</i>
Spring 2023	325, Prof Selling	4.87	31.58%	<i>Fall 2020</i>	<i>325, Prof Selling</i>	<i>3.19</i>	<i>63.64%</i>
Spring 2023	425, Prof Selling	4.04	39.13%	<i>Fall 2020</i>	<i>325, Prof Selling</i>	<i>3.6</i>	<i>50.00%</i>
Fall 2022	325, Prof Selling	3.75	28.00%	<i>Fall 2020</i>	<i>325, Prof Selling</i>	<i>4.36</i>	<i>62.50%</i>
Fall 2022	325, Prof Selling	3.62	16.00%	Spring 2020	325, Prof Selling	4.45	60.87%
<i>Fall 2022</i>	<i>635, Sales Mng</i>	<i>3.16</i>	<i>40.00%</i>	Spring 2020	325, Prof Selling	3.71	42.86%
<i>Spring 2022</i>	<i>625, Sell, Negotiation</i>	<i>3.86</i>	<i>100.00%</i>	Fall 2019	325, Prof Selling	4.44	22.73%
Spring 2022	425, Adv. Prof Selling	4.05	88.24%	Fall 2019	325, Prof Selling	4.11	31.82%
Spring 2022	325, Prof Selling	4.11	75.00%	Fall 2019	325, Prof Selling	4.55	47.62%
<i>Fall 2021</i>	<i>635, Sales Mng</i>	<i>4.25</i>	<i>90.91%</i>	Spring 2019	325, Prof Selling	4.3	35.71%
Fall 2021	425, Adv. Prof Selling	4.26	80.00%	Spring 2019	325, Prof Selling	4.6	25.00%
Fall 2021	325, Prof Selling	4.3	70.83%	Fall 2018	325, Prof Selling	4.01	38.71%
<i>Spring 2021</i>	<i>425, Adv. Prof Selling</i>	<i>4.27</i>	<i>77.42%</i>	Fall 2018	325, Prof Selling	4.52	26.47%

Indiana State University, 4.2

BUS 100, Introduction to Business

MKG 445, Business Negotiations

MKG 545, Business Negotiations, MBA

MKG 630, Business Negotiations, Professional MBA

University of Massachusetts Dartmouth, 3.9

MKG 311, Principles of Marketing

MKG 490, Personal Selling

University of Nebraska-Lincoln, 3.9

MKG 341, Principles of Marketing

MKG 443, Consumer Behavior

MKG 435, Sports Marketing

MKG 345, Marketing Research

RECOGNITIONS

Featured submission, Digital Showcase, (campus-wide) Teaching and Technology Summit, Ball State University (March 2023).

Outstanding Graduate Research Assistant Award, College of Business Administration, University of Nebraska-Lincoln, 2013-2014. (April 2014).

Award for Excellence in Research by a Graduate Student, University of Nebraska-Lincoln, Marketing Department, 2012-2013 (May 2013).

Baker Award for Excellence in Service by a Graduate Student, University of Nebraska-Lincoln, Marketing Department, 2011-2012 (May 2012).

Nominator of Student Winner per the Character Council, “Franco’s List”, University of Nebraska-Lincoln (November 2013).

Invited Special Guest, Athletic Department Student Athlete Recognition Banquet, University of Nebraska-Lincoln, Instructor Invitee on Behalf of Student Athlete (March 2012).

SERVICE

Member, University, Council on the Environment (COTE), Ball

State University, August 2019 – present.

Member, Academy for Sustainability Curriculum Committee, Ball State University, August 2019 – present.

Sales Competition Coach, Department/program, Center for Professional Selling, Ball State University, August 2018 – present.

Member, College, Marketing Social Committee, Ball State University, August 2018 - present.

Member, Department/program, Marketing Journal Ranking Committee, Ball State University, August 2018 - present.

Member, Department/program, Salary Consideration Committee, Ball State University, August 2020 - present.

Member, Department/program, Undergraduate Curriculum Committee, Ball State University, August 2022 - present.

Member, University, MCOB Assurance of Learning, Ball State University, August 2022 – present.

Member, University, MCOB Strategic Planning, Ball State University, August 2022 – present.

Member, Abstracts Board, *Journal of Personal Selling & Sales management*, July 2020 – present.

Member, Review Board, *Journal of Managerial Issues*, September 2015 – present.

Reviewer, *Marketing Education Review*, December 2020.

Reviewer, *Journal of Consumer Behavior*, May 2010.

Reviewer, American Marketing Association Winter Conference, August 2011.

Reviewer, Marketing & Public Policy Conference, January 2012.

Reviewer, American Marketing Association Winter Conference, August 2012.

Reviewer, *Journal of Consumer Behavior*, May 2012.

Reviewer, *Journal of Public Policy & Marketing*, May 2012 – present.

Reviewer, Marketing & Public Policy Conference, January 2013.

Reviewer, American Marketing Association Summer Conference, March 2013.

Reviewer, Marketing & Public Policy Conference, January 2014.

Reviewer, Marketing & Public Policy Conference, January 2015.