Richard McFARLAND

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Département: Marketing
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Pays d'origine: États-Unis

INTERETS DE RECHERCHE

Gestion de la chaîne d'approvisionnement, Gestion des ventes, Intelligence émotionnelle,

FORMATION

2000	Ph.D. en Marketing, Georgia Institute of Technology, États-Unis
1993	Master of Business Administration, Sciences de Gestion, Université d'Arizona, États-Unis
1989	B.A. en Economie, University of California, États-Unis

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2015 - Présent	Professeur, ESSEC Business School, France
2011 - 2015	Professeur associé, College of Business & Economics, West Virginia University, États-Unis
2007 - 2011	Professeur associé, Kansas State University, États-Unis
2000 - 2007	Professeur assistant, Kansas State University, États-Unis

Autres affiliations académiques

2017 - 2020	Responsable du département Marketing, ESSEC Business School, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2020	2020 James M. Comer Award for the Best Contribution to Selling & Sales Management Theory
2019	L'article intitulé «Automated Adaptive Selling», publié dans le European Journal of Marketing, a été sélectionné par l'équipe éditoriale dans la catégorie «Hautement recommandé» lors des Emerald Literati Awards de 2019.
2016	2016 Louis W. Stern Award pour l'article "Supply Chain Contagion," publié dans Journal of Marketing en 2008 (co-écrit avec James Bloodgood (Kansas State University), et Janice M. Payan (University of Northern Colorado).
2014	Best Reviewer of the Year Award - Journal of Personal Selling & Sales Management
2012	Dean's Awards of Distinction: Dean's Scholar, College of Business & Economics,

	West Virginia University, États-Unis
2008	Best Reviewer of the Year Award Journal of Personal Selling & Sales Management
2007	Gagnant du CBA Outstanding Research Award, Kansas State University, États-Unis
2005	Gagnant du Ralph Reitz Teaching Award, Kansas State University, États-Unis
2005	Gagnant du CBA Outstanding Research Award, Kansas State University, États-Unis
2005	Best Conference Paper Award - La Londe Conference on Communications and Consumer Behavior
2001	Finaliste du Ralph Reitz Teaching Award, Kansas State University, États-Unis
2001	American Marketing Association Best Sales Dissertation Award

PUBLICATIONS

Articles

KIM, Y. et MCFARLAND, R. (2024). Are you looking for something specific or just looking around? Adaptive selling on the basis of customer shopping goals in retail sales. *Journal of the Academy of Marketing Science*, 52, pp. 1780–1804.

MCFARLAND, R. et DIXON, A.L. (2021). The Impact of Salesperson Interpersonal Mentalizing Skills on Coping and Burnout: The Critical Role of Coping Oscillation. *Journal of Personal Selling and Sales Management*, 41(4), pp. 285-300.

MC FARLAND, R. (2019). A Conceptual Framework of Macrolevel and Microlevel Adaptive Selling Theory, Setting a Research Agenda, and Suggested Measurement Strategies. *Journal of Personal Selling and Sales Management*, 39(3), pp. 207-221.

MC FARLAND, R. et DIXON, A. (2019). An updated taxonomy of salesperson influence tactics. *Journal of Personal Selling and Sales Management*, 39(3), pp. 238-253.

KAPTEIN, M., MC FARLAND, R. et PARVINEN, P. (2018). Automated Adaptive Selling. *European Journal of Marketing*, 52(5-6), pp. 1037-1059.

PÖYRY, E., PARVINEN, P. et MC FARLAND, R. (2017). Generating Leads with Sequential Persuasion: Should Sales Influence Tactics Be Consistent or Complementary? *Journal of Personal Selling and Sales Management*, 37(2), pp. 89-99.

BLOODGOOD, J.M., HORNSBY, J.S., RUTHERFORD, M. et MC FARLAND, R. (2017). The Role of Network Density and Betweenness Centrality in Diffusing New Venture Legitimacy: An Epidemiological Approach. *International Entrepreneurship and Management Journal*, 13(2), pp. 525-552.

MCFARLAND, R., RODE, J. et SHERVANI, T. (2016). A Contingency Model of Emotional Intelligence in Professional Selling. *Journal of the Academy of Marketing Science*, 44(1), pp. 108-118.

MCFARLAND, R. et WHANG, Y.O. (2013). A Psychometric Analysis and Comparison of Three Competing Communication Style Taxonomies. *Journal of Selling and Major Account Management*, 13(2), pp. 26-45.

EVANS, K., MCFARLAND, R., DIETZ, B. et JARAMILLO, F. (2012). Advancing Sales Performance Research: A Focus on Five Under Researched Topic Areas. *Journal of Personal Selling and Sales Management*, 32(1), pp. 89-105.

KIM, Y., YANG, B. et MCFARLAND, R. (2011). Individual Differences and Sales Performance: A Distal-proximal Mediation Model of Self-efficacy, Conscientiousness, and Extraversion. *Journal of Personal Selling and Sales Management*, 31(4), pp. 371-381.

KIM, S., MCFARLAND, R., KWON, S., SHON, S. et GRIFFITH, D. (2011). Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework. *Journal of Marketing Research*, 48(June), pp. 603-616.

MCFARLAND, R., BLOODGOOD, J. et PAYAN, J. (2008). Supply Chain Contagion. *Journal of Marketing*, 72(March), pp. 63-79.

BLAIR, K., MCFARLAND, R. et AVILA, R. (2007). Perceiving Emotion in the Buyer-Seller Interchange: The Moderated Impact on Performance. *Journal of Personal Selling and Sales Management*, 27(2), pp. 119-132.

MCFARLAND, R. et KIDWELL, B. (2006). An Examination of Instrumental and Expressive Traits on Performance: The Mediating Role of Learning, Prove, and Avoid Goal Orientations. *Journal of Personal Selling and Sales Management*, 26(Spring), pp. 143-159.

MCFARLAND, R., CHALLAGALLA, G. et SHERVANI, T. (2006). Influence Tactics for Effective Adaptive Selling. *Journal of Marketing*, 70(October), pp. 103-117.

PAYAN, J. et MCFARLAND, R. (2005). Decomposing Influence Strategies: Argument Structure and Dependence as Determinants of the Effectiveness of Influence Strategies in Gaining Channel Member Compliance. *Journal of Marketing*, 69(July), pp. 66-79.

PAYAN, J.M. et MCFARLAND, R. (2005). The Effects of Influence Strategies and Dependence on Satisfaction. *Journal of Marketing Channels*, 13(1), pp. 3-20.

SUE, J. et MCFARLAND, R. (2005). Consumer Attribution: The Moderating Effect of Culture in an International Services Context. *Asian Journal of Marketing (SING)*, 11(1), pp. 5-13.

BLOODGOOD, J. et MCFARLAND, R. (2004). New Product Innovations: A Comparison of the Risks and Rewards of Offering New Products and Brand Extensions. *The Journal of Business and Entrepreneurship*, 16(2), pp. 23-36.

MCFARLAND, R., DALSEM, S.V. et SHEU, C. (2004). Developing interactive advertising strategies on the internet as a function of consumer knowledge, ability, and involvement. *International Journal of Internet Marketing and Advertising*, 1(3), pp. 300.

MCFARLAND, R. (2003). Crisis of Conscience: The Use of Coercive Sales Tactics and Resultant Felt Stress in the Salesperson. *Journal of Personal Selling and Sales Management*, 23(Fall), pp. 311-325.

MCFARLAND, R., CHALLAGALLA, G. et ZENOR, M.J. (2002). The Effect of Single and Dual Sales Targets on Sales Call Selection: Quota versus Quota and Bonus Plan. *Marketing Letters*, 13(2), pp. 107-120.

ANDERSON, W.T., CHALLAGALLA, G.N. et MCFARLAND, R. (1999). Anatomy of Exchange. *Journal of Marketing Theory and Practice*, 7(4), pp. 8-19.

Actes d'une conférence

KIM, Y. et MCFARLAND, R. (2018). Feeling Versus Reasoning. The Significant Interaction Between Salespeople's Influence Tactics and Customers' Shopping Goals. Dans: *2018 AMA Summer Academic Conference Proceedings. Big Ideas and New Methods in Marketing*. American Marketing Association (AMA).

Conférences

MCFARLAND, R., HARTMANN, N., HABEL, J. et KWIATEK, P. (2025). Communication Intelligence in Professional Selling: A Conceptual Framework for the use of AI in Sales: State of the Art, Critical Gaps, Research Directions, and Managerial Recommendations. Dans: 2025 Thought Leadership on the Sales Profession Conference. Westwood.

YENNE, K. et MCFARLAND, R. (2020). The Bigger, the Better? How the Feeling of Confinement Affects Salience in Product Quality Versus Product Price. Dans: Association of Consumer Research Conference. September 2020. Paris.

MCFARLAND, R. et YENEE, K. (2020). Adapting Rational Sales Influence Tactics Across Expertise Levels. Dans: Global Sales Science Institute Conference. Montpellier.

YENEE, K. et MCFARLAND, R. (2019). Selling to Experts and Novices: Adapting Rational Sales Influence Tactics to Customer Expertise Levels. Dans: American Marketing Association Summer Educators' Conference. Chicago.

MCFARLAND, R. et YENEE, K. (2019). Adapting Sales Influence Tactics Based on Customer Expertise Level. Dans: European Marketing Association Conference. Hamburg.

MCFARLAND, R. (2018). Is It Personal or Just Business?: Examining the Use of Personal Appeals in Professional Buyer-Seller Relationships. Dans: 47th European Marketing Association Conference (EMAC 2018).

KIM, Y. et MCFARLAND, R. (2018). The Bigger, the Better? The Influence of Store Spaciousness on the Salience of Product Attributes in Consumer Product Evaluations. Dans: 2018 American Marketing Association (AMA) Summer Academic Conference.

MCFARLAND, R. et SEGGIE, S. (2018). The Logic of Failure vs. Supply Chain Agility. Dans: 2018 Institute for the Study of Business Markets (ISBM) Academic Conference.

MCFARLAND, R. et NELSON, C. (2016). A Model of Trust Recovery in the Buyer-Seller Dyad. Dans: European Marketing Academy Conference (EMAC) 2016.

MCFARLAND, R. et NELSON, C. (2015). Developing a Model of Trust Repair and Breach of Trust in the Buyer-Seller Dyad. Dans: 5th Biennial Enhancing Sales Force Productivity Conference.

Presse

MCFARLAND, R. (2019). Selling in the Digital Age: How Personalized Sales Tactics can be Automated Online. *ESSEC Knowledge*.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

Depuis 2016	Journal of Personal Selling and Sales Management
2016 - 2022	Journal of Retailing
2015 - 2019	Journal of Marketing

Supervision de thèses / HDR

2020 Y. KIM (ESSEC Business School), Directeur de thèse