Richard McFARLAND

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ESSEC Business School
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RESEARCH INTERESTS

Emotional intelligence, Neuroscience, Sales management, Supply chain management, marketing

EDUCATION

2000	Ph.D. in Marketing, Georgia Institute of Technology, United States of America
1993	Master of Business Administration, University of Arizona, United States of America
1989	B.A. in Economics, University of California, United States of America

EMPLOYMENT

Full-time academic positions

2015 - Present	Professor, ESSEC Business School, France
2011 - 2015	Associate Professor, College of Business & Economics, West Virginia University, United States of America
2007 - 2011	Associate Professor, Kansas State University, United States of America
2000 - 2007	Assistant Professor, Kansas State University, United States of America

Other affiliations and appointments

2017 - 2020	Head of the Marketing Department, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2020	2020 James M. Comer Award for the Best Contribution to Selling & Sales Management Theory
2019	Article “Automated adaptive selling” published in European Journal of Marketing has been selected by the editorial team as Highly Commended in the 2019 Emerald Literati Awards.
2016	2016 Louis W. Stern Award for the article “Supply Chain Contagion,” Journal of Marketing, 2008 (coauthored with James Bloodgood, Janice M. Payan).
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, United States of America

2008	Best Reviewer of the Year Award Journal of Personal Selling & Sales Management
2007	Winner of the CBA Outstanding Research Award, Kansas State University, United States of America
2005	Best Conference Paper Award - La Londe Conference on Communications and Consumer Behavior
2005	Winner of the Ralph Reitz Teaching Award, Kansas State University, United States of America
2005	Winner of the CBA Outstanding Research Award, Kansas State University, United States of America
2001	Finalist for Ralph Reitz Teaching Award, Kansas State University, United States of America
2001	American Marketing Association Best Sales Dissertation Award

PUBLICATIONS

Journal Articles

KIM, Y. and 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. and 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. and 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. and PARVINEN, P. (2018). Automated Adaptive Selling. *European Journal of Marketing*, 52(5-6), pp. 1037-1059.

PÖYRY, E., PARVINEN, P. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and PAYAN, J. (2008). Supply Chain Contagion. *Journal of Marketing*, 72(March), pp. 63-79.

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

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

SUE, J. and 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. and 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. and 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. and 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. and MCFARLAND, R. (1999). Anatomy of Exchange. *Journal of Marketing Theory and Practice*, 7(4), pp. 8-19.

Conference proceedings

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

Conferences

MCFARLAND, R., HARTMANN, N., HABEL, J. and 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. In: 2025 Thought Leadership on the Sales Profession Conference. Westwood.

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

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

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

MCFARLAND, R. and YENEE, K. (2019). Adapting Sales Influence Tactics Based on Customer Expertise Level. In: 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. In: 47th European Marketing Association Conference (EMAC 2018).

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

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

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

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

Press

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

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

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

PhD Supervision

2020 Y. KIM (ESSEC Business School), Thesis director