

Eli Jones

**Impact Statement: Research, Teaching, and Service:  
Summary of Accomplishments from 2020 to 2025**

My research and teaching duties positively impact society by educating the next generation of business leaders and current business leaders on how to generate sales revenue and retain Business-to-Business customers professionally and ethically. The breadth of my service duties encompasses service to my discipline and service to my university, college, and department. I strive to be a good citizen to all the above constituent groups.

I am a Dean Emeritus, a Professor of Marketing, and the Peggy Mays Eminent Scholar Chair at Texas A&M University. I held esteemed leadership roles in business and academia. For 13 years, I served as Dean of Mays Business School at Texas A&M, Dean of the Sam M. Walton College of Business at the University of Arkansas, and Dean of the E. J. Ourso College of Business at Louisiana State University. Before then, I served as an associate dean for executive education and the founding executive director of the Sales Excellence Institute at the University of Houston, a start-up center.

**From January 2020 until January 2025, I accomplished the following.**

- Completed my first five-year term as Dean of Mays Business School and was renewed by the Provost to serve another five-year term. Because of a family crisis, I stepped down as dean and returned to the faculty in the Department of Marketing, effective June 1, 2021.
- From March 2020 until May 31, 2021, I led Mays Business School through COVID-19.
- **Mays Business School surpassed its Lead by Example Capital Campaign goal by achieving 147% of the stretch goal set in 2012.** We raised more than \$205 million versus the goal of \$139 million during the university's \$4 billion capital campaign. The goal was established in 2012, and the campaign was officially announced in November 2015, the same year I returned to Mays Business School. The capital campaign ended on **December 31, 2020.**

**PEER-REVIEWED ACADEMIC PUBLICATIONS (2020-2025)**

- Sharma, Amalesh, Tarun K. Sharma, Wyatt A. Schrock, and Eli Jones (2025), "Salesperson Pricing Discretion: Exploring the Contingent Effects and Customer Outcomes," Journal of the Academy of Marketing Science. **A journal. The paper was accepted on February 17, 2025.**
- Kemp, Elyria, Nwamaka A. Anaza, McDowell Porter III, Cassandra Denise Davis, and Eli Jones (2024), "Prioritizing Wellness Amidst the Hustle and Grind: A Framework for Supporting the Mental Health of B2B Sales Professionals," Journal of Personal Selling and Sales Management, November. **The premier journal in Sales and Sales Management.**
- Mangus, Stephanie, Huanhuan Shi, Judith Garretson-Folse, Eli Jones, and Hari Sridhar (2024), "Communicating with B2B Buyers after "Dropping the Ball": Using Digital and Non-Digital Communication Formats to Recover from Salesperson Transgressions" International Journal of Research in Marketing Vol. 41, Issue 2, June. **A- journal.**
- Mangus, Stephanie, Eli Jones, Judith Anne Garretson Folse, and Shrihari Sridhar (2023), "We Are Not on the Same Page: The Effects of Salesperson Trust Overestimation on Customer Satisfaction and Relationship Performance," Industrial Marketing Management. **Supporting journal.**

- Mangus, Stephanie, Dora Bock, Judith Anne Garretson Folse, and Eli Jones (2022), "The Comparative Effects of Gratitude and Indebtedness in B2B Relationships," Industrial Marketing Management. **Supporting journal**.
- Vieira, Valter Afonso, Eli Jones, Valter da Silva Faia, Juliano Domingues da Silva, and Leticia Fernandes de Negreiros (2022), "The Moderating Role of Self-Efficacy in the Relationship between Control Systems and Sales Performance," Journal of Personal Selling & Sales Management," February. **The premier journal in Sales and Sales Management**.
- Mangus, Stephanie, Eli Jones, Judith Anne Garretson Folse, and Shrihari Sridhar (2020), "The Interplay between Business and Personal Trust on Relationship Performance in Conditions of Market Turbulence," Journal of the Academy of Marketing Science, March. **A journal**.
- Mangus, Stephanie, Dora Bock, Eli Jones, and Judith Anne Garretson-Folse (2020), "Examining the Effects of Mutual Information Sharing and Relationship Empathy: A Social Penetration Theory Perspective." Journal of Business Research, 109, 375-384. **Supporting journal**.

Several of the author teams reflected above invited me to help them publish, which I find incredibly fulfilling at this career stage as a senior scholar. One of my coauthors is a former doctoral student, and others are mentees.

### **BOOKS**

Co-authored or solo-authored three professional books on leadership and personal development: *Making Differences Work* (2024), *Run Toward Your Goliaths: The Study Guide* (2023), and *Run Toward Your Goliaths* (2021).

### **TEACHING**

I prepped two versions of a new course in 2022: Strategic Sales Leadership. I teach one version at the Masters level and the other at the undergraduate level (two sections). In prepping the course, I focused on three overarching learning goals: Communication Skills (orally and written), Critical Thinking/Problem-Solving, and Teamwork/Collaboration Skills. I also carefully embedded peer-to-peer learning. My syllabus explicitly mentions these learning goals and methods.

**Methodology.** My students apply the concepts in each chapter by analyzing and writing solutions to case studies on an individual basis, as well as in teams. The team assignments involve teaching a chapter to the other students (peer-to-peer learning). I grade the team assignments by focusing on their oral communication skills and technical competence in the subject matter. I model what I expect by teaching the textbook's first six chapters of thirteen total chapters. Additionally, toward the end of the semester, each team contacts a senior sales leader to interview them on their companies' sales leadership practices. Then, the teams role play as sales leadership consultants to apply what they have learned over the semester, and the rest of the class and I role play as the companies' senior leaders. This assignment adds a high-impact experiential learning experience. I treat this assignment as a final oral examination. To ensure relevance, I incorporate my research and past leadership experiences into the course and bring in four to five guest speakers each semester to reinforce the concepts taught in the course. The speakers are sales leaders (vice presidents and retired senior sales leaders of major companies) in my professional network.

## **AWARDS AND HONORS**

From a research, teaching, and service perspective, I am humbled and honored to have received prestigious national and international awards for my contributions to marketing education, the sales and sales management discipline, and my community and profession. These awards include the highly-regarded American Marketing Association **(AMA)-Irwin-McGraw-Hill Distinguished Marketing Educator Award (2022)**, the **Academy of Marketing Science (AMS) Cutco/Vector Distinguished Marketing Educator Award (2022)**, and the **Society for Marketing Advances (SMA) Taylor & Francis/Routledge Distinguished Scholar Award (2024)**, which recognizes those who have left indelible marks in marketing and who have blazed trails for future generations. I was selected to be an **AMA Fellow in 2022** for significant contributions to marketing research, theory, and practice. Lastly, I am proud to have received the **Mays Business School's Outstanding Alumnus Award** in **2022**.