

Katerina E. Hill

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Department of Marketing and Management
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Academic Experience

Assistant Professor of Marketing and Director, R.M. “Bob” Wood Center for Sales Leadership

Arkansas State University, University, AR, June 2015 – Present

Assistant Professor of Marketing and Assistant Director of the Sales Center

The University of North Alabama, Florence, AL, June 2014 – May 2015

Graduate Teaching and Research Assistant

The University of Mississippi, University, MS, August 2010 – May 2014

Education

Ph.D. in Business Administration, University of Mississippi

Major: Marketing, May 2014

Title: “There is No ‘I’ in Team: An Investigation of Team Dynamics in the Buyer-Seller Interaction”

Committee Members: Victoria Bush (Chair), Douglas Vorhies, Hua Chen, and Christopher Thomas (Management)

Masters of Business Administration, Millsaps College

Emphasis: Marketing, July 2008

Bachelor of Science, Mississippi University for Women

Major: Business/Marketing, May 2005

Honors: Magna Cum Laude

Publications

Hill, Katerina, Matthew Hill, and G.W. Kelly, “Do Market Share and Demand Uncertainty Influence the Relation Between Advertising Expenditures and Shareholder Value?”, *Journal of Business Research*, Forthcoming.

Chaker, Nawar, Andrea Dixon and **Katerina Hill**, “The Path to Sales Center Leadership: Key Differences Between Academic and Practitioner Leaders,” *Journal of Marketing Education*, Forthcoming.

Beauchamp, Chuck, Michelle Beauchamp, and **Katerina Hill**, “Integrating the Capital IQ Platform into Retail Education”, *Business Education Innovation Journal*, Forthcoming.
Hill, Katerina, Matthew Hill, Lorenzo Preve, and Virginia Sarria-Allende, “International Evidence On the Relation Between Trade Credit and Financial Credit”, *Managerial Finance*, 2019, 44:4, pp. 484-498.

Mello, John, Melodie Philhours and **Katerina Hill**, “Warning Signs for Forecasting Consumer-Induced Shortages,” *Foresight: International Journal of Applied Forecasting*, 2018, 51, pp. 17-23.

Hill, Katerina, Victoria Bush, Robert King, and Douglas Vorhies (2017), “Performing Under Pressure: Winning Customers Through Improvisation in Team Selling,” *Journal of Relationship Marketing*, 16:4, pp. 227-244.

Gillespie, Erin, **Katerina Hybnerova**¹, Stephanie Noble, and Carol Esmark (2016), “A Tangled Web: Views of Deception from the Customer’s Perspective,” *Business Ethics: A European Review*, 25:2, pp. 198-216.

Bush, Victoria, Lifeng Yang, and **Katerina Hill** (2015), “The Ambivalent Consumer: A Sequential Investigation of Response Amplification in Buyer-Seller Encounters,” *Journal of Marketing Theory and Practice*, 23:4, pp. 402-414.

Under Review

Hill, Katerina and Michael Walsh, “Best Practices: Attracting Student to Professional Selling”

- Revise and resubmit, *Journal of Selling* (April 2020)

Beauchamp, Charles, Michelle Beauchamp, **Katerina Hill**, and Matthew Hill, “Advertising’s Monetary Contribution to Shareholder Value”

- Revise and resubmit, *Marketing and Management Journal* (November 2019)

Works in Progress

Hill, Katerina, Karen Yanowitz, and Chad Whatley, “A Sales Approach To Co-Curricular Learning: Training Students To Be Communicators,” Targeted towards the *Journal of Selling* by September 2020. Have collected three semesters of student data, pre-training, immediately post training, and post preview day. Have also received a grant for this research in February 2019

¹ Hybnerova is my maiden name

Hill, Katerina, Building Students' Confidence in Sales: A Semester Long Sales Competition Approach," Targeted towards *Journal of Selling* by September 2020. Have collected two semesters of student data and working on the manuscript.

Hill, Katerina, John Mello and Melodie Philhours, "Out of Ammo: Consumer-Initiated Scarcity of Guns and Ammo," continuing our theoretical work on consumer induced scarcity. *Targeted towards the Journal of Marketing Theory and Practice*.

Hill, Katerina, "Team Intelligence Composition of Sales Teams and the Impact on the Buyer Decision Making Process: A Probit Model Approach." Targeted toward the *Journal of Selling*

Hill, Katerina, Victoria Bush, Robert King, "Improving Buyer-Selling Interaction Outcomes through Sales Team Composition and Intelligence" targeted for submission to *Journal of Personal Selling and Sales Management*. Already collected data.

National Conference Proceedings

Hill, Katerina and Hannah Dunton, "Advanced Sales Competition and Mentoring" (April 2020) National Conference in Sales Management, Norfolk, VA.

Hill, Katerina, "Best Practices: Attracting Students to Professional Selling," Fall 2019 University Sales Center Alliance Conference, Whitewater, WI (University of Wisconsin-Whitewater).

Hill, Katerina, Andrea Dixon, and Nawar Chaker, "Sales Center Director Profiles," Spring 2019 University Sales Center Alliance Conference, Fort Myers, FL.

Hill Katerina, Shannon Cummins, and Daniel Herlache, "Teaching Sales Online and the Implications to the Discipline," Spring 2018 University Sales Center Alliance Conference. Toledo, OH (University of Toledo).

Hill, Katerina, Melodie Philhours, and John Mello, "Consumer Persistence and Creativity in the Face of Extreme Shortage" 2017 Annual Society for Marketing Advances (SMA) Conference 55th year (Consumer Behavior Track), Louisville, KY.

Hill Katerina and Shane Hunt "Improving Buyer-Seller Interaction Outcomes through Sales Team Composition and Intelligence", June 2015, Georgia Tech: 5th Enhancing Sales Force Productivity Conference (**invited**), Atlanta, GA.

National Presentations

Katerina Hybnerova and Riley Dugan (2014), "Waking the Social Animal inside the Selling Team: The Effect of Social Media Usage on Team Selling" scheduled to present a Special Session, SMA Conference, New Orleans, Louisiana.

Hybnerova, Katerina, and Victoria Bush (2013), “The Intelligent Influence: In Search of Intelligent Salespeople and the Implications for Buyer-Seller interactions,” Poster Session, AMA Summer Educator’s Conference, Boston, Massachusetts.

Hybnerova, Katerina, and Erin Gillespie (2011), “A Tangled Web: Views of Deception from the Customer’s Perspective,” Southeastern Marketing Symposium.

Honors

AMA – Sheth Foundation Doctoral Consortium Fellow, 2013

Teaching Experience

Category Management – Fall 2016

Professional Selling – Fall 2017, Spring 2017

Sales Planning and Management – Spring 2016, Spring 2017

Advanced Sales – Spring 2016, Fall 2017

Marketing – Full 2015 and Spring 2016, Spring 2017

Graduate Level Strategic Marketing – Fall 2015

Sales Management – Spring 2015

Retailing – Fall 2014

Consumer and Market Behavior – Fall 2014 and Spring 2015

Integrated Marketing Communications – Fall 2014 and Spring 2015

Entrepreneurial Marketing – Summer 2014

Personal Selling, Sales Management – Fall and Spring 2013/2014

(Instructor and course rating for Fall 2013 and Spring 2014: 4.87/5, 4.92/5)

Personal Selling – Summer 2011 (Instructor and course rating: 4.81/5)

Academic Service

USCA (University Sales Center Alliance) – Associate Member (2016-present); On the Membership Committee (2018-present) - Co Chair of the Social Committee (2019-

AMA (American Marketing Association) – Member (2011-present)

SMA (Society for Marketing Advances)- Vice Chair for the *Sales Sig* – (*Spring 2020*)

Journal of Selling – Reviewer (Fall 2019-present)

European Journal of Marketing – in training to be on the Editorial Review Board – (Spring 2019 – present)

Journal of Personal Selling and Sales Management – Reviewer and abstract writer (2018-present)

Journal for Advancement of Marketing Education – Reviewer (2018-present)

Global Sales Science Institute – Reviewer - (2019-present)

NASP (National Association for Sales Professionals)

NCSM (National Conference in Sales Management)

SEF (Sales Education Foundation)

PSE (Pi Sigma Epsilon)

National Conference in Sales Management Ad Hoc Reviewer (2015-2016)

Society for Marketing Advances - Panelist (2014)

American Marketing Association Summer Educators' Conference - Ad Hoc Reviewer (2011-2013)

Southeastern Marketing Symposium Conference – Panelist (2011)

Professional Affiliations

Jonesboro Chamber of Commerce
American Marketing Association
Society for Marketing Advances

Past Employment

Marketing Director, Memphis Metro JVC Inc. (2009-2014)
Marketing and Public Relations Associate, JVA Marketing Group (2008-2009)
Bank Branch Manager, Regions Bank (2007-2008)
Assistant Branch Manager, Trustmark Bank (2006-2007)
Management Development Associate, Trustmark Bank (2005-2006)

Personal

Languages: Fluent in Czech and Slovak