

KEVIN D. BRADFORD

409 SB2 Paul Merage School of Business
University of California, Irvine
Irvine, California 92617
Email: Kdbradfo@UCI.edu
Phone: (949) 824-5040

907 Cervantes Court
Irvine, CA 92617
(574) 340-6931

EDUCATION

University of Florida: Ph.D., Marketing, (December, 1999)
University of Notre Dame: MBA, (June 1991)
University of Northern Iowa: B.A., Business Management, Spanish, (June 1984)

EMPLOYMENT/EXPERIENCE

University of California, Irvine: Lecturer with Potential for Security, (2016 - present)
University of Notre Dame: Associate Professional Specialist, (2008 - 2016)
University of Notre Dame: Assistant Professor of Marketing, (1999 - 2008)
University of Illinois: Visiting Faculty, (2006 - 2007)
International Business Machines: Client Relationship Manager, (1991 - 1995)
Payless Cashways, Inc.: Inside Store Manager, (1984 - 1989)

DISTINCTIONS, FELLOWSHIPS, HONORS AND AWARDS

- Excellence in Sales Scholarship Award from the American Marketing Association Sales Special Interest Group for my article, "Relationship Selling and Sales Management: A Relationship Marketing Perspective" (with B. Weitz), *Journal of the Academy of Marketing Science*, Winter 1999.
- Davidson Award Honorable Mention for the Best article in *Journal of Retailing* 2004 for my article, "Managing Conflict to Improve the Effectiveness of Retail Networks" (with B. Weitz and A. Stringfellow).
- The American Marketing Association Faculty Consortium in Professional Selling and Sales Management, 1999.
- Business Advisory Council: Mendoza College of Business, University of Notre Dame, 1995-1999.

- Minority Fellowship: University of Florida, 1995-1997.
- Minority Fellowship: University of Notre Dame, 1990-1991.
- President: MBA class of 1991, University of Notre Dame.
- Athletic Scholarship: University of Northern Iowa, Basketball, 1979-1984.
- Captain: Basketball, University of Northern Iowa; 1982, 1983.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Sales Special Interest Group, American Marketing Association
- Sales Excellence Institute Academic Advisory Board, University of Houston, 2005 to present.

RESEARCH

Peer-Reviewed Journal Publications

Bradford, Kevin D., Goutam N. Challagalla, Gary K. Hunter, and William C. Moncrief III (2012), "Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts," *Journal of Personal Selling and Sales Management*, 32 (Fall), 41-56, DOI: <https://doi.org/10.2753/PSS0885-3134320105>.

Bradford, Kevin D., Steven Brown, Shankar Ganesan, Gary Hunter, Vincent Onyemah, Robert Palmatier, Dominique Rouziès, Rosann, Spiro, Harish Sujana, and Barton A. Weitz (2010), "The Embedded Sales Force: Connecting Buying and Selling Organizations" *Marketing Letters*, 21 (Spring) 239-253, DOI: <https://doi.org/10.1007/s11002-010-9106-1>.

Gundlach, Gregory T., Kevin D. Bradford, and William L. Wilkie (2010), "Countermarketing and Demarketing against Product Diversion: Research in the Firearm Industry," *Journal of Public Policy and Marketing*, 29 (Spring) 103-122, DOI: <https://doi.org/10.1509/jppm.29.1.103>.

Bradford, Kevin D. and Debra M. Desrochers (2010), "The Use of Scents to Influence Consumers: The Sense of Using Scents to Make Cents," *Journal of Business Ethics*, 90 (Spring), 141-153, DOI: <https://doi.org/10.1007/s10551-010-0377-5>.

Bradford, Kevin D., and Barton A. Weitz (2009), "Salesperson's Management of Conflict in Buyer-Seller Relationships" *Journal of Personal Selling and Sales Management*, 29 (Winter), 25-42, DOI: <https://doi.org/10.2753/PSS0885-3134290102>.

Bradford, Kevin D., J. Michael Crant, and Joan M. Phillips, (2009), "How Suppliers Affect Trust with Their Customers: The Role of Salesperson Job Satisfaction and Perceived Customer Importance," *Journal of Marketing Theory and Practice*, 17 (2009). 389-400, DOI:

<https://doi.org/10.2753/MTP1069-6679170406>.

Wang, Qiong, Kevin D. Bradford, Jun Xu, and Barton A. Weitz (2008), “Creativity in Buyer-Seller Relationships: The Role of Governance” *International Journal of Research in Marketing*, 25 (Spring), 109-118, DOI: <https://doi.org/10.1016/j.ijresmar.2007.12.006>.

Bradford, Kevin D., Gregory T. Gundlach, and William L. Wilkie (2005), “Countermarketing in the Courts: The Case of Marketing Channels and Firearm Diversion,” *Journal of Public Policy and Marketing*, 24 (Fall), 284-298, DOI: <https://doi.org/10.1509/jppm.2005.24.2.284>

- Used by the Vice President of the United States, Joe Biden, and his committee on gun control to develop recommendations on gun control to the President of the United States.

Bradford, Kevin D., Barton A. Weitz, and Anne Stringfellow (2004), “Managing Conflict to Improve the Effectiveness of Retail Networks,” *Journal of Retailing*, 80, 181-195, DOI: <https://doi.org/10.1016/j.jretai.2003.12.002>.

- Davidson Award Honorable Mention for the Best Article

Weitz, Barton A. and Kevin D. Bradford (1999), “Personal Selling and Sales Management: A Relationship Marketing Perspective,” *Journal of the Academy of Marketing Science*, 27 (Spring), 241 – 254, DOI: <https://doi.org/10.1177/0092070399272008>.

- 11th most cited article from the *Journal of the Academy of Marketing Science* for articles published between 1998 to 2004 (See Zinkhan, George M., (2005), “Scientific Status and Knowledge Use: Two Perspectives”, *Journal of the Academy of Marketing Science*, 33, 3, 251-253.
- Received the “Excellence in Sales Scholarship Award” from the American Marketing Association Sales Special Interest Group.

Peer-Reviewed Book Chapter

Bradford, Kevin D. and Barton A. Weitz (2012), “Salesperson Effectiveness: A Behavioral Perspective,” in *Handbook of Business to Business Marketing*, Gary L Lilien and Ragdeep Grewal eds. Elgar, 417-434.

Professional Book Chapter

Bradford, Kevin D. (2013) “An Investigation into Firearms and Common Good: The Introduction to a Meaningful Discussion about Solutions,” in *Marketing and the Common Good*, Patrick E. Murphy and John F. Sherry eds. Routledge Press, 212-230.

Research in Progress

Bradford, Kevin D. Lucy Lui, Barton A. Weitz, and Jun Xu “Harnessing Internal Support to Enhance Customer Relationships: The Role of Networking, Helping, and Relationship Orientation.” Submitted to *Industrial Marketing Management* in March 2017.

Bradford, Kevin D. Yongmei, Lui, and Jun Xu “A Review and Extension of The Salesperson’s Role as Internal Coordinator of Company Resources to Address Customer Opportunities:

Internal Influence Processes.” To be submitted to Journal of Personal Selling and Sales Management in September of 2017.

Bradford, Kevin D. “Fear and Firearms: An Exploration of Sources of Fear in Rural and Urban Communities.” Data collection underway, to be submitted in February 2018 to Journal of macro Marketing.

OTHER PUBLICATIONS: COMMENTARIES/ESSAYS

- “Gunmakers, Help Keep Weapons out of Criminals’ Hands.” CNN.com, January 30, 2013 at <http://www.cnn.com/2013/01/30/opinion/bradford-gun-marketing/>.

PRESENTATIONS

Peer-Reviewed Presentations

- Presenter and Organizer of Special Session; *American Marketing Association Summer Educators’ Conference*, Session Title: “Internal Selling and the Intra-Organizational Coordination of Resources: The Past, Present, and Future.” San Francisco, CA, Summer 2017. (panelist with Willy Bolander, Yongmei Liu, Jim Narus, Christopher R. Plouffe, and Michelle D. Stewart), 2017.
- Presenter and Organizer of Special Session; *Consumer Culture Theory Conference*, Session Title: “Firearms in America: Meaning Creation and Transference.” Anaheim, CA, Summer 2017.” (panelist with David K. Crockett, Terrance H. Witkowski, and Marcus Giesler), 2017.
- Presenter: “Evolution of the Culture of Firearms in the United States.” *Consumer Culture Theory Conference*, Tucson, Arizona, 2013.
- Session Leader and Presenter: “Distribution of Firearms in the United States,” *Consumer Culture Theory Conference*, Tucson, Arizona, 2013.
- Presenter, Coordinator, and Discussant; *Marketing and Public Policy Conference*, Session Titled: “Research and Public Policy Perspectives on Risky Consumption Behavior Among Adolescents”, (presentation with Brennan Davis), 2010.
- Panelist: *Winter Educator’s Conference of the American Marketing Association*, Session entitled "Violence and Marketing: Positive Intentions/Negative Externalities", (with G. Gundlach and W. Wilkie), 2009.
- Presenter: “Predicting Relationship-Building Behaviors in a Sales Environment: The Unique Contributions of the Big Five and Proactive Personality,” In J. M. Crant and S. Ohly (Chairs), Antecedents of Proactive Behavior: The role of person-centered variables. *Symposium presented at the meeting of the Society for Industrial and Organizational Psychology*; with J. M. Crant, 2006.
- Discussant: *Winter Educator’s conference of the American Marketing Association*, Inter-

Organizational Relationship track, 2005.

- Presenter and panel discussant: "Process and Behavior," *Winter American Marketing Association's Educator's Conference Special Session: New Frontiers in Managing Customer Relationships*, Relationship Marketing Special Interest Group, 2005.
- Presenter: "Integrating Social Initiatives and Marketing Strategy"; "Safeguarding Against the Diversion of Harmful Products: Experiences From the Firearm Industry," *Marketing Science Institute Conference*; with Gregory T. Gundlach, 2003.
- Presenter: "Demarketing and Countermarketing Against Prohibited Customers: Experiences From the Firearm Industry," *Marketing and Public Policy Conference*, with G. Gundlach, 2003.
- Discussant: *Winter Educator's Conference of the American Marketing Association*; Consumer Behavior track, 2002.
- Presenter: "An Analysis of the Distribution of Handguns: An Inter-Industry Comparison of Responsibility," *American Marketing Association's Winter Educator's Conference*, with G. Gundlach, 2002.
- Panelist: "Past, Present, and Future Directions in Selling and Sales Management Research and Practice: Perspectives from our Special Interest Group Award Winners," *American Marketing Association Summer Educator's Conference*, Special Session, 2000.
- Presenter: "Conflict Management in Buyer Seller Relationships," *Sales Management Educator's Conference*, 1999.
- Presenter: "Conflict Management in Buyer Seller Relationships," *Winter American Marketing Association's Educator's Conference*, 1998.
- Presenter: "Conflict in Buyer Seller Relationships," *Haring Symposium at the University of Indiana*, 1998.

Invited Scholarly Presentations

- Invited Presentation: "Is the Gun Problem a Marketing Issue?" University of Notre Dame; *Conference on Research in Marketing's Role in Public Policy at the University of Notre Dame*, 2011.
- Invited Presentation: "An Investigation into Antecedents and Consequences of Deviant Consumption Behavior of Adolescent: A Socialization Perspective," University of Notre Dame; *Sharing Scholarship Series*, 2010.
- Invited Presentation: *Erin Anderson Conference on Business To Business Marketing*; Session Entitled, The Salesperson's Role in Business to Business Relationships, Presentation entitled "Salesperson's Relationship Orientation and the Effective Management of Buyer Seller Relationships", (with B. Weitz, L. Lui, and J. Xu), 2008.
- Invited Presentation: *Erin Anderson Conference on Business To Business Marketing*; Session Entitled, The Salesperson's Role in Business to Business Relationships, Presentation entitled "An Exploration of Salespersons' Internal Selling Behaviors and their Relationships with External Selling Success", (with B. Weitz, L. Lui, and J. Xu), 2008.

- Invited Presentation: *International Conference on Marketing and Development*, Session entitled, Ethical Issues and Distributive Justice in Macromarketing: Present and Future, Part II; Presentation entitled “Countermarketing and Demarketing Against Product Diversion: Research in the Firearm Industry,” (with G. Gundlach and W. Wilkie) 2007.
- Invited Presentation: “Managing Conflict to Improve the Effectiveness of Retail Networks,” *Winter Educator’s Conference of the American Marketing Association*, with Barton A. Weitz and Anne Stringfellow, 2006.
- Invited Presentation: “Countermarketing and Demarketing against Product Diversion: Forensic Research in the Firearm Industry,” “*Sharing Scholarship Series*” at the Coggin College of Business at the University of North Florida, 2005.
- Invited Presentation: “How Salesperson Job Satisfaction Affects Buyer-Seller Relationships: The Role of Supplier Commitment and Extra-Role Behavior,” University of Illinois, Urbana, 2005.
- Invited Presentation: “Contemporary Research in Sales - The Emerging Focus on Teams,” *Summer American Marketing Association’s Educator’s Conference*; Selling and Sales Management Special Interest Group Special Session, 2004.
- Invited Presentation: "The Key Role of Tacit Knowledge in Buyer Seller Relationships: An Explorative Study," University of Houston, 2003.
- Invited Presentation: "Safeguarding Against the Diversion of Harmful Products: Experiences From the Firearm Industry," University of Notre Dame; *Sharing Scholarship Series*, 2003.
- Invited Presentation: “Safeguarding Distribution Channels Against Diversion: A Marketing Based Framework,” *Midwest Marketing Educator’s Conference* at Ohio State University, with G. Gundlach, 2003.
- Invited Panel Discussant: “Marketing and Society Research at the University of Notre Dame,” *Midwest Marketing Camp*, University of Illinois, with W. Wilkie, G. Gundlach, E. Moore, D. Desrochers, and J. Phillips, 2002.
- Invited Presentation: University of Notre Dame: Ethics Week Presentation “Sales People and Ethics, An Examination of Cheating Behavior,” 2001.
- Invited Presentation: “Conflict in Buyer Seller Relationships,” Bauer College of Business at the University of Houston, 2001.
- Invited Presentation: University of Northern Iowa, “Value of the Personal Selling Function in Corporations,” 2001.

Professional Presentations

- Invited Speaker and Presenter: “Panel Discussion on Work-Life Balance;” Mock Interviewer;” and “Faculty Advisor in Research Roundtable.” *Marketing Doctoral Student Association Conference*, Chicago, 2012.
- Invited Panelist: “Dissertation to Publication,” *Ph.D. Project Marketing Doctoral Students Association*; San Diego, California, 2009.
- Presenter and panel discussant: *PH.D. Project’s Marketing Doctoral Student Association*, “Dissertation to Publication,” 2008.

- Presenter and panel discussant: *PH.D. Project's Marketing Doctoral Student Association*, "Dissertation to Publication," 2006.

Community Presentations

- Invited Speaker: Michiana American Marketing Association, "Sales People and Ethics; An Examination of Cheating Behavior," 2001.
- Speaker: National Sales Convention for Lock Joint and Tube, Inc., Personal Selling in the New Millennium: Challenges and Consequences, 2000.

TEACHING

Courses Taught	Level	School(s)	Times Taught
Core Courses			
Consumer and Industrial Buying Behavior	Under	Notre Dame	33
Strategic Marketing Management	Under	Notre Dame	9
Executive Sales Management	MBA	Notre Dame	6
Professional Selling in Business Markets	Under	Notre Dame, Illinois	6
Consumer Behavior	MBA	Notre Dame	5
Professional Selling in Business Markets	MBA	Notre Dame	4
Sports Marketing	Under	Notre Dame	4
Sales Management	Under	Notre Dame	2
Sales Management	Under	Florida	1
Business to Business Marketing Management	MBA	Notre Dame	1
Principles of Marketing	Under	Notre Dame	1
Sales Management	Under	UC, Irvine	1
Marketing Research	Under	UC, Irvine	1
Marketing Research	MBA	UC, Irvine	1
Marketing Research	Fully Employed MBA (FEMBA)	UC, Irvine	1
Marketing Strategy	MBA	UC, Irvine	1
Sales Management	FEMBA	UC, Irvine	1
Off-Load and Specialty			
Trends in Consumer Behavior and Marketing	Exec Ed	Notre Dame	4
Independent Studies	Under	Notre Dame	2
Summer Short Courses:			
- Marketing Management	MBA	Notre Dame	2
- Marketing Strategy for Non- Profit Orgs.	Masters in Non-Profit Admin	Notre Dame	2
Introduction to Marketing	Under	Illinois	1
Business Marketing Management	Under	Illinois	1

Independent Study	Under	University of California, Irvine	1
-------------------	-------	----------------------------------	---

RECORD OF SERVICE

Service to the Profession

- Planning committee: *Consumer Culture Theory Conference*, in Anaheim, CA, July 9th – 12th.
- Editorial Board Member: *Academy of Marketing Studies Journal*, July 2017 to present.
- Reviewer: *Journal of Macromarketing*, 2015 to present.
- Reviewer: Summer Educator's Conference of the American Marketing Association, Sales, Sales Management, and Front-Line Employee Issues, 2016 to 2017
- Faculty Advisor: Marketing Doctoral Student Association, 2011 to present.
- Reviewer: *Journal of Marketing*, 2007 to present.
- Reviewer: *Journal of the Sports Management*, 2010 to 2013.
- Reviewer: *Journal of Retail and Consumer Services*, 2011 to 2012.
- Reviewer: *Journal of Personal Selling and Sales Management*, 2002 to 2011.
- Reviewer: *Marketing Science Institute's* 2011 Alden G. Clayton Doctoral Dissertation Proposal Competition
- Editorial Review Board: *Journal of Marketing Theory and Practice*, 2010-2011.
- Reviewer: *Journal of the Academy of Marketing Science*, 2002 to 2010.
- Reviewer: *Journal of Personal Selling and Sales Management*, 2010.
- Reviewer: *International Journal of Conflict Management*, 2009
- Reviewer: Marketing and Public Policy Conference, 2008.
- Reviewer: *Journal of Business Ethics*, 2008.
- Reviewer: *Journal of Retailer and Consumer Services*, 2007.
- Reviewer: *Journal of Business Research*, 2002 to 2005.
- Resident Faculty: Emerging Scholars Research Consortium, Stepping Forward in the Marketing and Society Field, 2009.
- Reviewer: Marketing and Public Policy Conference, 2009 to 2012.
- Reviewer: American Marketing Association Winter Educator's Conference, 2003 to 2006.
- Reviewer: Summer Educator's Conference of the American Marketing Association Competitive Papers, 2005.
- Reviewer: National Conference of Sales Management, 2001.
- Reviewer: Research Conference on Relationship Marketing, 2004.
- Reviewer: Society of Marketing Advances Conference, 2003.
- Session Chair: Marketing and Public Policy Conference, 2009.

- Session Chair: Winter Educator's Conference of the American Marketing Association, Winter 2006.
- Session Chair: Summer Educators Conference of the American Marketing Association, 2002.
- Session Chair: Marketing and Public Policy Conference, 2001.
- Session Chair: Winter Educator's Conference of the American Marketing Association, 2001.
- Session Chair: Summer Educator's Conference of the American Marketing Association, 2000.

Service to University Athletics Programs

- Faculty Recruiting Advisor: University of California, Irvine Women's Basketball team, 2016 to 2017
- Faculty Recruiting Advisor: University of Notre Dame Football team, 2000-2015.
- Faculty Recruiting Advisor: University of Notre Dame Men's Lacrosse team, 2000-2015.
- Faculty Recruiting Advisor: University of Notre Dame Basketball team, 2009-2014.
- Faculty Mentor: Marketing student and varsity athlete, Faculty mentor program sponsored by the Athletic Department, 2003 to 2005
- Faculty Recruiting Advisor: University of Notre Dame Women's Softball team, 2004-2005.
- Faculty Recruiting Advisor: University of Notre Dame Women's Basketball team 2003-2004.
- Faculty Speaker and Guest; Football Orientation, 2013.
- Faculty Panelist: Notre Dame Student-Athlete Winter Boot Camp, 2011 and 2012

Clubs and Student Engagement

- Faculty Advisor: University of California, Irvine Undergraduate Marketing Club, 2017 to present.
- Faculty Advisor: University of Notre Dame Undergraduate Marketing Club, 2005 to 2015.
- Faculty Advisor: University of Notre Dame MBA Marketing Club, 1999 to 2006.
- Coordinator and Chair: Proctor and Gamble, Notre Dame Leadership Camp, 2010 to present.
- Coordinator of Marketing Career Development and Job Fair, 2012 and 2013.

Service by Mentoring

- Faculty Advisor/Mentor, University of California, Irvine Undergraduate Black Gentleman's Club Breakfast Meetings, 2016 to present.
- Faculty Mentor: Bridges Program for Minority Students, 2007 to 2017.
- Faculty Representative: Spring Visitation Weekend for Recruiting High Potential Undergraduate Students, 2010 to 2012.

- Guest Speaker: Siegfried and Farley Hall Discernment Dinner, 2010.
- Faculty Mentor: Student International Business Council, NBA Project, 2010-2011.
- Faculty Speaker: University of Notre Dame MBA Marketing Boot Camp, sponsored by career development, 2009 to 2012.
- Faculty Facilitator: University of Notre Dame Mendoza College of Business MBA Student Orientation, 2007 and 2008.
- Panelist: Mendoza College of Business Undergraduate Diversity Weekend, 2003 to 2009.
- Faculty Facilitator: University of Notre Dame Mendoza College of Business MBA Student Orientation, 2009.
- Panelist: MBA Program Fall Open House, 2009
- Faculty Facilitator: University of Notre Dame Mendoza College of Business School Sophomore Orientation, 2007.
- Panelist: Mendoza College of Business “Orientation to Business” sessions, Spring Visitation Weekend, 2005 and 2006.
- Panelist: Mendoza College of Business MBA Diversity Weekend, 2003 and 2004.
- Faculty Speaker; Alumni Hall; Fireside Chat with Professors; 2013.
- MBA Workshop Invited Faculty Presenter, 2012.

Service to the Department, College, and University

- Hiring Committee for Director of External Relations and Development, Paul Merage School of Business, 2017.
- Grant Proposal Team Member for Innovative Learning Technology Initiative for Paul Merage School of Business, Summer of 2017.
- Honesty Committee Chair; Mendoza College of Business, 2013 to 2014.
- University Representative for University of Notre Dame Nights, Notre Dame Alumni Clubs, 2003 to present, Santa Barbara, California, Pittsburgh, Pennsylvania, Buffalo, New York, Mobile, Alabama, Knoxville, Tennessee, Denver, Colorado, West Palm Beach, Florida, Greensboro, North Carolina, Wichita, Kansas,
- Member: Faculty Learning Community Committee on Diversity, University of Notre Dame, 2006.
- Member: University of Notre Dame Valedictorian Selection Committee, 2004 to 2006.
- Member: University of Notre Dame, Mendoza School of Business, MBA Marketing Curriculum Committee, 2005.
- Member: Search Committee, University of Notre Dame, Mendoza School of Business School, Raymond W. & Kenneth G. Herrick Chair, 2005.
- Member: Faculty Learning Community Committee on Diversity, University of Notre Dame, 2003 to 2006.
- Member: University of Notre Dame, Mendoza School of Business, MBA Marketing

Curriculum Committee, 2005.

- Member: Search Committee, University of Notre Dame, Mendoza School of Business School, Raymond W. & Kenneth G. Herrick Chair, 2005.
- Member: Faculty Learning Community Committee on Diversity, University of Notre Dame, 2003 to 2006.
- Member: University of Notre Dame Athletic Director Search Committee, 1999-2000.
- Participant: Knowledge Management Strategy Meeting for MBA and Executive Business Programs, 1999 – 2000.
- Member: Advisory Committee on Academic and Student Life, Spring of 2002.
- Coordinator: 1991 University of Notre Dame MBA 10 year reunion, 2001.

Service in the Community

- Board of Directors: 100 Black Men of Greater South Bend, Vice President of Operations, 2014 to 2016.
- Board of Directors: Community Foundation of Saint Joseph County, Grants Committee member, 2009.
- Board of Directors: Center for Hospice and Palliative Care, Inc., South Bend, IN., 2001 to 2005.
- Board of Directors: Healthwin Hospital, South Bend, IN., 2002 to 2005.
- President: Board of Directors, Veritas Academy Charter School, South Bend, IN. 2003 to 2005.
- Vice President: Board of Directors, Veritas Academy Charter School, South Bend, IN., 2002.

* * * * *