

Son K. Lam

Professor of Marketing

Terry Dean's Advisory Council Distinguished Professorship

Office

Department of Marketing
Terry College of Business
University of Georgia
C328 Benson Hall, Athens, GA30602-6258
Phone: (706) 542-4531 | Email : sonlam@uga.edu

EMPLOYMENT

University of Georgia	
Professor of Marketing	Fall 2021
Associate Professor of Marketing (with tenure)	Fall 2014
Assistant Professor of Marketing	2009 – 2014
Department of Marketing	
Terry College of Business, Athens, GA	
University of Houston	
Research/Teaching Assistant	2005 – 2009
Department of Marketing	
Bauer College of Business, Houston, TX	

EDUCATION

University of Houston Main Campus, Houston, TX	Ph.D. in Marketing. 2009
University of Houston, Clear Lake, Houston, TX	MBA (with 4.00 GPA). 2004
Foreign Trade University Vietnam	Master of Economics , International Business. 2001 Bachelor of Economics , International Business. 1996 (Valedictorian).

RESEARCH INTERESTS

Marketing strategy implementation, with an emphasis on sales management, frontline issues, and relationship marketing. Current research is focused on (1) sales management and customer relationship management from process, ambidexterity, and social network perspectives, (2) inside-outside sales force management, and (3) customer–company relationships.

PUBLICATIONS IN REFERRED JOURNALS (by publication dates)

† Denotes current UGA student coauthor at the time of submission or project initiation

†† Denotes former UGA student coauthor at the time of submission

2021

28. Xu, Juan, Michel van der Borgh, Edwin J. Nijssen, and **Son K. Lam** (forthcoming) “Why Salespeople Avoid Big-Whale Opportunities,” **Journal of Marketing**.
Accepted July 13, 2021
27. Michael Ahearne, Yashar Atefi, **Son K. Lam**, and Mohsen Pourmasoudi (forthcoming) “The Future of Buyer-Seller Interactions: A Conceptual Framework and Research Agenda,” **Journal of the Academy of Marketing Science**.
Accepted July 19, 2021
26. **Lam, Son K.** and Michel van der Borgh (forthcoming), “On Salesperson Decision Making,” Commentary for the **Journal of the Academy of Marketing Science**
Accepted Feb. 3, 2021
25. Lawrence, Justin M., Lisa K. Scheer, Andrew Crecelius, **Son K. Lam** (2021), “Salesperson Dual Agency in Price Negotiations,” **Journal of Marketing**, 85(2), 89–109.
Accepted Oct. 22, 2020

2020

24. ††Sleep, Stefan, Andrea Dixon, Thomas DeCarlo, and **Son K. Lam** (2020), “The Business-to-Business Inside Sales Force: Roles, Configurations, and Research Agenda,” **European Journal of Marketing**, 54(5), 1025–1060.
Accepted Jan. 28, 2020

2019

23. Lawrence, Justin M., Andrew Crecelius, Lisa K. Scheer, and **Son K. Lam** (2019), “When It Pays to Have a Friend on the Inside: Exploring the Contingent Effects of Buyer Advocacy on B2B Suppliers,” **Journal of the Academy of Marketing Science**, 47(5), 837–857.
Accepted June 25, 2019
22. **Lam, Son K.**, Thomas E. DeCarlo, and †Ashish Sharma (2019), “Salesperson Ambidexterity in Customer Engagement: The Role of Customer Base Characteristics,” **Journal of the Academy of Marketing Science**, 47(4), 659–680 (equal contributions).
Accepted March 28, 2019
21. Crecelius, Andrew, Justin M. Lawrence, Ju-Yeon Lee, **Son K. Lam**, and Lisa K. Scheer, (2019), “Effects of Channel Members’ Customer-Centric Structures on Supplier Performance,” **Journal of the Academy of Marketing Science**, 47(1), 56–75.
Accepted Sep. 13, 2018

2018

20. ††Sleep, Stefan, **Son K. Lam**, and John Hulland (2018), “The Sales-Marketing Integration Gap,” **Journal of Personal Selling and Sales Management**, 38(4), 371–390.
Accepted Aug. 16, 2018

19. Bommaraju, Raghu R., Michael Ahearne, Zachary R. Hall, Seshadri Tirunillai, and **Son K. Lam**, “The Impact of Mergers and Acquisitions on the Sales Force,” (2018), **Journal of Marketing Research**, 55(2), 254–264.
Accepted Oct. 21, 2017

2017

18. **Lam, Son K.**, ††Stefan Sleep, Thorsten Hennig-Thurau, Shrihari Sridhar, and Alok Saboo (2017), “Leveraging Frontline Employees’ Small Data and Firm-Level Big Data in Frontline Management: An Absorptive Capacity Perspective,” **Journal of Service Research**, 20(1), 12–28.
Invited, peer-reviewed paper for the Special Issue on Organizational Frontline Research.
Accepted Oct. 12, 2016

2016

17. Gillespie, Erin A., Stephanie M. Noble, and **Son K. Lam** (2016), “Extrinsic versus Intrinsic Approaches to Managing a Multibrand Salesforce: When and How They Work?” **Journal of the Academy of Marketing Science**, 44(6), 707–725.
Accepted Feb. 1, 2016

16. DeCarlo, Thomas E., and **Son K. Lam** (2016), “Identifying Hunters and Farmers in the Sales Force: A Dispositional–Situational Framework,” **Journal of the Academy of Marketing Science**, 44(4), 415–439 (equal contributions, Lead Article).
Accepted Jan. 8, 2015

2015

15. †Sleep, Stefan, Sundar Bharadwaj, and **Son K. Lam** (2015), “Walking a Tightrope: The Joint Impact of Customer and Within-Firm Boundary Spanning Activities on Perceived Customer Satisfaction and Team Performance,” **Journal of the Academy of Marketing Science**, 43(4), 472–489.
Accepted May 28, 2014

2014

14. Mullins, Ryan, Michael Ahearne, **Son K. Lam**, Zachary Hall, Jeff Boichuk (2014), “Know Your Customer: How Salesperson Perceptions of Customer Relationship Quality Form and Impact Account Profitability,” **Journal of Marketing**, 78(6), 38–58 (equal contributions)*
Accepted Aug. 17, 2014

*Winner of 2014 Excellence in Sales Research/AMA Sales Special Interest group

13. Ahearne, Michael, **Son K. Lam**, and Florian Kraus (2014), “Performance Impact of Middle Managers’ Adaptive Strategy Implementation: The Role of Social Capital,” **Strategic Management Journal**, 35(1), 68–87 (equal contributions).
Accepted Sep. 26, 2012

2013

12. Ahearne, Michael, **Son K. Lam**, Babak Hayati, and Florian Kraus (2013), “Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective,” **Journal of Marketing**, 77(September), 37–56.
Accepted March 5, 2013

11. **Lam, Son K.**, Michael Ahearne, Ryan Mullins, Babak Hayati, and Niels Schillewaert (2013), “Exploring the Dynamics of Antecedents to Consumer–Brand Identification with a New Brand,” **Journal of the Academy of Marketing Science**, 41(2), 234–252.
Accepted Jan. 16, 2012

2012

10. **Lam, Son K.** (2012), “Identity-Motivated Marketing Relationships: Research Synthesis, Controversies, and Research Agenda,” **AMS Review**, 2(2/4), 72–87.
Accepted Oct. 1, 2012

9. Kraus, Florian, Michael Ahearne, **Son K. Lam**, and Jan Wieseke (2012), “Toward a Contingency Framework of Interpersonal Information Sources in Organizational Identification Diffusion,” **Organizational Behavior and Human Decision Processes**, 118(2), 162–178 (equal contributions).
Accepted March 26, 2012

8. **Lam, Son K.**, Michael Ahearne, and Niels Schillewaert (2012), “A Multinational Examination of the Symbolic–Instrumental Framework of Consumer–Brand Identification,” **Journal of International Business Studies**, 43(4), 306–331.
Accepted Oct. 20, 2011

7. Flaherty, Karen, **Son K. Lam**, Nick Lee, Jay P. Mulki, and Andrea L. Dixon (2012), “Social Network Theory and the Sales Manager Role: Engineering the Right Relationship Flows,” **Journal of Personal Selling & Sales Management**, 32(1), 29–40.
Accepted June 22, 2011

2010

6. **Lam, Son K.**, Michael Ahearne, Ye Hu, and Niels Schillewaert (2010), “Resistance to Brand Switching When a Radically New Brand Is Introduced: A Social Identity Theory Perspective,” **Journal of Marketing**, 74(December), 128–146.
Accepted Mar. 16, 2010

5. **Lam, Son K.**, Florian Kraus, and Michael Ahearne (2010), “The Diffusion of Market Orientation throughout the Organization: A Social Learning Theory Perspective,” **Journal of Marketing**, 74(September), 61–79 (equal contributions).
Accepted Feb. 18, 2010
4. Ahearne, Michael, **Son K. Lam**, John E. Mathieu, and Willy Bolander (2010), “Why Are Some Salespeople Better at Adapting to Organizational Change?” **Journal of Marketing**, 74(May), 65–79 (first three authors contributed equally).
Accepted Oct. 28, 2009
3. Ahearne, Michael, Scott B. MacKenzie, Philip M. Podsakoff, John E. Mathieu, and **Son K. Lam** (2010), “The Role of Consensus in Sales Team Performance,” **Journal of Marketing Research**, 47(June), 458–469.
Accepted Apr. 16, 2009

2009

2. Wieseke, Jan, Michael Ahearne, **Son K. Lam**, and Rolf Van Dick (2009), “The Role of Leaders in Internal Marketing,” **Journal of Marketing**, 73(2), 123–145 (first three authors contributed equally).
Accepted Apr. 28, 2008

2008

1. Brown, Steven P. and **Son K. Lam** (2008), “A Meta-Analysis of Relationships Linking Employee Satisfaction to Customer Responses,” **Journal of Retailing**, 84(3), 243–255 (Lead article; Top Ten Best Cited Articles 2007–2011).
Accepted June 2, 2008

BUSINESS PRESS

- BP1. Betsy Gelb, Demetra Andrews, and **Son K. Lam** (2007), “A Strategic Perspective on Sales Promotions,” **Sloan Management Review**, 48 (4), 93.

BOOK CHAPTERS

- BC2. **Lam, Son K.** (2015) “Market Sensing and Competitive Intelligence Systems,” in *Market Sensing Today*, Melvin Prince and Constantinos-Vasilios Priporas, eds. New York: Business Expert Press, 43–60.
- BC1. Michael Ahearne and Son K. Lam (2012), “Sales Force Performance: A Typology and Future Research Priorities,” in *Elgar/ISBM Business-to-Business Marketing Handbook*, Gary L. Lilien and Rajdeep Grewal, eds. Cheltenham: Edward Elgar Publishing, 496–520.

OTHER PUBLICATIONS

- O2. Ulaga, Wolfgang, Thomas Ritter, Sundar Bharadwaj, Michael Brady, Gary Bridge, Douglas Herman, Ming-Hui Huang, **Son K. Lam**, Rusty Martin, Lisa Scheer, and Michel van der Borgh, (2018), “Data-Driven Disruption in Organizational Frontlines: Research Priorities for Academic-Industry Collaboration,” *Organizational Frontline Research Symposium*, Whitepaper.
- O1. **Lam, Son K.** and Clay Vorhees (2014), “CVs, Packets, and Positioning”, in *AMA Transitions Guide: Navigating the Progression from Doctoral Student to Marketing Professor*, AMA/Doctoral Student Special Interest Group, 17–20.

ACADEMIC CONFERENCE, INVITED PRESENTATIONS/PROCEEDINGS

(* denotes conference presentations that have a published counterpart, ** denotes invited presentations)

1. Yashar Atefi, Michael Ahearne, Molly Ahearne, **Son K. Lam**, and Mohsen Pourmasoudi, “Sales Force Performance Rankings, Information Displayed, And Performance Improvement”, the 43rd Annual ISMS Marketing Science Conference, June 3 –5, 2021, hosted by Simon Business School, the University of Rochester (virtual event).
2. Jeong, SeungHwan, John R. Busenbark, †Youngtak Kim, and **Son K. Lam**, “Organizational Ambidexterity: From Conceptualizations to Empirical Tests,” 2019 SMS (Strategic Management Society) Annual Conference, Minneapolis, Oct. 19–22, 2019.
3. **Lam, Son K., “Collecting Social Network Data Using Surveys,” Invited Presentation, 2nd Marketing Strategy Consortium, Indiana University, Bloomington, IN, Mar. 29–30, 2019.
4. Jeong, SeungHwan, John R. Busenbark, †Youngtak Kim, and **Son K. Lam**, “Organizational Ambidexterity: From Conceptualizations to Empirical Tests,” Winter AMA Conference, Austin, TX, Feb. 22–24, 2019.
5. **Lam, Son K.**, John R. Busenbark, and †Youngtak Kim, “Organizational Ambidexterity: From Conceptualizations to Empirical Tests,” JAMS-BI Thought Leaders’ Conference, BI-Norwegian Business School, Oslo, Norway, June 3–5, 2018.
6. **Lam, Son K., “Writing the Result and Discussion Section,” Invited Presentation, 1st Marketing Strategy Symposium, Columbia, U. of Missouri, Mar. 21–23, 2018.
7. Sleep, Stefan, Andrea Dixon, Thomas DeCarlo, and **Son K. Lam**, “Inside Out versus Outside In: An Exploration of the Current Landscape of Inside Sales Forces,” Winter AMA, Special Session, New Orleans, Louisiana, Feb. 23–25, 2018.
8. *Crecelius, Andrew, Lawrence, Justin M., Ju-Yeon Lee, **Son K. Lam**, and Lisa K. Scheer, “Customer-Centric Buying Organizations and Its Impact of Selling Firms”, Winter AMA, Special Session, New Orleans, Louisiana, Feb. 23–25, 2018.

9. **Lam, Son K.**, Andrea Dixon, and Thomas E. DeCarlo, “On Internal Selling Process,” Thought Leadership on the Sales Profession Conference, Paris, France, May 30–June 1, 2017.
10. **Lam, Son K.**, Andrea Dixon, and Thomas E. DeCarlo, “On Internal Selling Processes,” Winter AMA, Orlando, Florida. Feb. 17–19, 2017.
11. Lawrence, Justin M., Lisa K. Scheer, and **Son K. Lam**, “Salespeople as Double Agents: The Complexities of Salespeople’s Customer Advocacy and Value Based Selling in the Salesperson-Customer-Seller Firm Triad,” Winter AMA, Orlando, Florida. Feb. 17–19, 2017.
12. ****Lam, Son K.** “Starting Your Career Strong (or Not),” Invited Presentation for the ISBM Ph.D. Student Camp, Atlanta, Georgia. August 2-4, 2016.
13. ***Lam, Son K.**, Hari Sridhar, Thorsten Hennig-Thurau, Alok Saboo, and Stefan Sleep, “Big Data and Frontline Employee Management,” [revision version], 2nd Organizational Frontlines Research Symposium. Florida State University, Tallahassee, Florida. March 3–5, 2016.
14. ***Lam, Son K.**, Hari Sridhar, Thorsten Hennig-Thurau, Alok Saboo, and Stefan Sleep, “Big Data and Frontline Employee Management,” Winter AMA, Las Vegas, Nevada, Feb. 26–28, 2016.
15. **Lam, Son K.**, Karen Flaherty, and Andrea L. Dixon, “Sales Managers’ Networking Engineering Behavior,” Invited Presentation, University of California – Riverside, Feb. 17, 2016.
16. ***DeCarlo, Thomas E.**, and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” Arizona State University, invited presentation, April 24, 2015.
17. ***Lam, Son K.**, Hari Sridhar, Thorsten Hennig-Thurau, Alok Saboo, and Stefan Sleep, “Big Data and Frontline Employee Management,” 1st Organizational Frontlines Research Symposium. Oklahoma State University, Stillwater, OK. April 16–18, 2015.
18. **Lam, Son K.**, Karen Flaherty, and Andrea L. Dixon, “Sales Managers’ Networking Behavior: An Empirical Test,” 1st Organizational Frontlines Research Symposium. Oklahoma State University, Stillwater, OK. April 16–18, 2015.
19. **Lam, Son K.** “Salesperson Perception: A Critical Review of Methodological Approaches,” Winter AMA, Special Session on Empirical Issues in Studying Frontline Employees. San Antonio, TX. Feb. 13–15, 2015.
20. ****Lam, Son K.** “How to Write Managerial Implications,” Winter AMA, Invited Presentation for the Pre-Conference Event, San Antonio, TX. Feb. 13–15, 2015.
21. ***DeCarlo, Thomas E.**, and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” Texas Christian University, invited presentation, Sep. 5, 2014.
22. ***DeCarlo, Thomas E.**, and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” ISBM B2B Marketing Conference, San Francisco, CA. July 30–31, 2014.

23. *Gillespie, Erin A., Stephanie M. Noble, and **Son K. Lam**, “Symbolic, Economic, and Human Resource Drivers of Salesperson Performance: Process and the Role of Experience,” ISBM B2B Marketing Conference, San Francisco, CA. July 30–31, 2014.
24. Lai, Christine, **Son K. Lam**, and Michael Ahearne, “Formal and Informal Communications in Sales Teams,” Thought Leadership on the Sales Profession Conference, Columbia University, NY, June 10–11, 2014.
25. *DeCarlo, Thomas E., and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” Wachovia Distinguished Scholars Series, Florida State University, Invited Presentation. May 30, 2014.
26. *DeCarlo, Thomas E., and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” University of Texas at Arlington, Invited Presentation, May 9, 2014.
27. ****Lam, Son K.**, Panel Member, “Starting Your Career Strong: Advice from a Panel of MSI Young Scholars,” Invited Presentation, AMA, Boston, MA, Aug. 9–11, 2013.
28. ****Lam, Son K.** and Andrea Dixon, “Social Network Theory,” Invited Presentation, AMA Faculty Consortium in Selling and Sales Management, Fort Worth, Dallas, TX, June 12–14, 2013.
29. ****Lam, Son K.** and Anssi Tarkainen, “HLM (Hierarchical Linear Modeling),” Invited Presentation, AMA Faculty Consortium in Selling and Sales Management, Fort Worth, Dallas, TX, June 12–14, 2013.
30. **Lam, Son K.** and John Hulland, “Dyadic Analysis in Research on Sales Management and Personal Selling,” Special Session on Research Methods, AMA Winter 2013 – Sales and CRM Track, Las Vegas, Feb. 15–17, 2013.
31. *Mullins, Ryan, Michael Ahearne, **Son K. Lam**, Jeff Boichuk, and Zachary Hall, “Antecedents and Consequences of Salesperson (In)accuracy in Relationship Quality Perception,” AMA Winter 2013 – Sales and CRM Track, Las Vegas, Feb. 15–17, 2013.
32. *Sleep, Stefan, Bharadwaj, Sundar, and **Son K. Lam**, “Walking a Tightrope: The Joint Impact of Customer and Within-Firm Boundary Spanning Activities on Customer Satisfaction and Team Performance,” AMA Winter 2013 – Sales and CRM Track, Las Vegas, Feb. 15–17, 2013.
33. **Lam, Son K.**, “My Research Profile,” MSI Young Scholars, Park City, UT, Jan. 10–13, 2013.
34. *Sleep, Stefan, Sundar Bharadwaj, and **Son K. Lam**, “Sales Teams’ Boundary Spanning Activities,” Advances in B2B Marketing, Institute for the Study of Business Markets, Chicago, IL, August 15–16 2012.
35. Sleep, Stefan and **Son K. Lam**, “Customer Experience Decomposition,” Academy of Marketing Science Annual Conference, New Orleans, LA, May 16–19, 2012.

36. Kraus, Florian, Till Haumann, Michael Ahearne, Jan Wieseke, and **Son K. Lam**, “When Sales Managers and Salespeople Disagree in the Appreciation for their Firm: The Phenomenon of Organizational Identification Tension,” AMA Winter 2012 – Sales and CRM Track, St. Petersburg, FL, Feb. 17–19, 2012.
37. ***Lam, Son K.**, “Identity-Motivated Marketing Relationships: A Critical Review,” CIARG Conference, Philadelphia, September 8–10, 2011.
38. **Lam, Son K.**, “Testing Cross-Level Interactions in HLM,” Special Session on Survey Research, AMA/Sheth Doctoral Consortium, Oklahoma State University, OK, June 15–18, 2011.
39. **Lam, Son K.**, Young Scholar Special Session, AMA/Sheth Doctoral Consortium, Oklahoma State University, OK, June 15–18, 2011.
40. *Flaherty, Karen, **Son K. Lam**, Nick Lee, Jay P. Mulki, and Andrea L. Dixon “Sales Network Engineering: The Evolution of the Traditional Sales Manager,” Academy of Marketing Science Preconference, Miami, FL, May 24, 2011.
41. ***Lam, Son K.**, “The Application of Social Identity Theory in Marketing Research,” AMA Winter 2011 – Sales and Relationship Track, Austin, TX, Feb. 18–20, 2011.
42. ***Lam, Son K.**, Michael Ahearne, Ryan Mullins, Babak Hayati, and Niels Schillewaert, “What Sizzles May Turn Brittle: A Longitudinal Examination of Antecedents to Customer–Brand Identifications,” AMA Winter 2011 – Sales and Relationship Track, Austin, TX, Feb. 18–20, 2011.
43. **Lam, Son K.**, Young Scholar Special Session on “Career Management,” Society for Marketing Advances Conference, Atlanta, GA. Nov. 3–6, 2010.
44. *Kraus, Florian, Michael Ahearne, **Son K. Lam** and Jan Wieseke “Organizational Identification Diffusion Among Frontline Employees: Relative Strength of Interpersonal Influencers,” 7th International Conference of the Corporate Identity/ Associations Research Group (CIARG), Leibniz University of Hannover, Germany, Oct. 1–3, 2010.
45. **Lam, Son K.**, Baylor University/ Journal of Personal Selling and Sales Management Research Symposium, Research Fellow, Waco, TX, Sept. 16–17, 2010.
46. *Ahearne, Michael and **Son K. Lam**, “Sales Force Performance: A Typology and Future Research Priorities,” ISBM B2B Marketing Handbook Mini-Conference, Harvard, Boston, MA, Aug. 13, 2010.
47. **Lam, Son K.**, Young Scholar Special Session, AMA/Sheth Doctoral Consortium, Texas Christian University, Fort Worth, Dallas, Texas, June 2-5, 2010.
48. **Lam, Son K.**, “The Application of Social Identity Theory in Marketing Research,” 3rd Georgia Research Symposium, Georgia State University, Atlanta, GA. April 30, 2010.

49. *Kraus, Florian, Michael Ahearne, **Son K. Lam**, and Jan Wieseke “Organizational Identification Diffusion Among Frontline Employees: Relative Strength of Interpersonal Influencers,” AMA Winter 2010 – Sales and Relationship Track, New Orleans, LA, February 19–22, 2010.
50. ***Lam, Son K.**, “Customer-Brand Identification and Perceived Value: A Multinational Examination,” 6th International Conference of the Corporate Identity/ Associations Research Group (CIARG), Stony Brook University – Southampton, NY. May 23-25, 2009.
51. *Kraus, Florian, Michael Ahearne, **Son K. Lam**, and Jan Wieseke, “Organizational Identification Diffusion Among Frontline Employees: All Roads Lead to Rome?” The Houston Conference in Selling and Sales Management, Houston, TX, April 2-4, 2009.
52. *Ahearne, Michael, **Son K. Lam**, John E. Mathieu, and Willy Bolander “Salesperson Goal Orientation and Adaptation to Workplace Intervention,” AMA Winter 2009 – Sales and Relationship Track, Tampa, FL, February 20–23, 2009.
53. ***Lam, Son K.**, “Customer-Brand Identification as a Sustainable Competitive Advantage: A Multinational and Longitudinal Examination,” Society for Consumer Psychology (SCP), SCP Dissertation Proposal Award Special Session, San Diego, CA, February 2009.
54. ***Lam, Son K.**, “Customer-Brand Identification as a Sustainable Competitive Advantage: A Multinational and Longitudinal Examination,” UH Annual Marketing Ph.D. Symposium, University of Houston, April 2008.
55. ***Lam, Son K.**, “The Role of Culture in Consumer-Brand Identification: A Multinational Examination,” AMA Winter 2008 – Consumer Behavior Track, Special Session, Austin, TX. February 2008.
56. **Lam, Son K.**, “The Interfaces between Marketing and Other Functions: Perspective-Taking as the Mediator of Integrating Mechanisms and Integration Outcomes,” AMA Summer 2007 – Marketing Strategy Track, Washington DC, August 2007.
57. *Wieseke, Jan, Michael Ahearne, **Son K. Lam**, and Rolf van Dick “Building Organizational Identification of Customer-Contact Employee: A Multi-Level Examination,” Society for Industrial and Organizational Psychology (SIOP) Annual Conference, NY, April, 2007.
58. **Lam, Son K.**, “Excessive Customer-Oriented Behavior in Sales,” AMA Winter 2007 – Sales and Relationship Track, San Diego, CA. February 2007.

HONORS & AWARDS

Research Awards/Recognitions

- Terry Dean’s Advisory Council Distinguished Professorship, September 2019–now.
- Named one of the Outstanding ERB Members, *International Journal of Research in Marketing*, 2021.
- Named one of the Best Reviewers, *Journal of Marketing*, 2020.

- Named one of the top five 2019 Outstanding Area Editors for the *Journal of the Academy of Marketing Science*.
- Ranked No. 26 (tied) among the top 34 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2010–2019.
- Ranked No. 18 (tied) among the top 34 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2009–2018.
- Ranked No. 24 (tied) among the top 37 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2008–2017.
- Ranked No. 29 (tied) among the top 30 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2007–2016.
- 2015 Terry College of Business Outstanding Research Award
- Ranked No. 9 among the top 50 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2010–2014.
- Ranked No. 8 among the top 50 marketing scholars worldwide in research productivity in American Marketing Association premier journals in 2009–2013.
- Marketing Science Institute (MSI) Young Scholar 2013
- Coauthor of one of the 10 most cited articles in the *Journal of Retailing* from 2007-2011
- 2011 AMA/Sheth Foundation Doctoral Consortium at Oklahoma State University, Faculty Fellow
- 2010 Emerging Scholar Award from the Society for Marketing Advances
- Honorable Mention, 2010 John A. Howard/AMA Best Dissertation Award
- Young Scholar Faculty Fellow, 45th AMA/Sheth Foundation Doctoral Consortium held at Texas Christian University, Fort Worth, Dallas, Texas, June 2-5, 2010
- Dean's Award for Academic Excellence, Bauer College of Business, University of Houston, 2009
- 1st Place winner in the 2008 Dissertation Proposal Competition sponsored by the AMA Relationship Marketing SIG and the Center for Business and Industrial Marketing of Georgia State University
- 1st Prize Winner of the 2008 Emory Marketing Institute Best Doctoral Dissertation Proposal Award
- 2nd Prize Winner of the 2008 ACR/Sheth Foundation Best Dissertation Proposal Competition
- Honorable Mention Recipient of the 2008 Society for Consumer Psychology Best Dissertation Proposal Competition

Research Grants

- MSI Young Scholar Research Grant 2015 (Grant # 4-1909, \$8,000)
- FY2020 Provost International Travel Funds, \$1,600 (for the BI-JAMS Thought Leaders' Conference in London, UK, June 9–12, 2020). Returned due to conference cancellation.
- FY2018 Provost International Travel Funds, \$1,600 (for the BI-JAMS Thought Leaders' Conference in Oslo, Norway, June 3–5, 2018)
- Georgia Power Foundation Inc., Developing Scholar Summer Research Support 2013-2018, Terry College of Business, University of Georgia
- UGA Provost Research Grant, Summer 2014 (\$5,000)

- Sarah H. Moss Fellowship, Summer 2013, University of Georgia (\$2,800)
- UGA Provost Research Grant, Summer 2013 (\$5,000)
- Georgia Power Foundation Inc., Developing Scholar Summer Research Support 2012-2013, Terry College of Business, University of Georgia (\$30,000)
- UGA Provost Research Grant, Summer 2012 (\$5,000)
- Georgia Power Foundation Inc., Developing Scholar Summer Research Support 2011-2012, Terry College of Business, University of Georgia (\$30,000)
- Sarah H. Moss Fellowship, Summer 2011, University of Georgia (\$2,700)

Service Recognition

- Voted by UGA Class of 2014 graduates as a person who has contributed greatly to their career development, December 8, 2014 (UGA Career Center)

TEACHING INTERESTS AND EXPERIENCE

Teaching interests:

Marketing Strategy, International Marketing
B2B Marketing, Sales Management, Marketing Analytics

Courses taught:

C.T. Bauer College of Business, University of Houston
Undergraduate Program: B2B Marketing, Electronic commerce
Terry College of Business, University of Georgia
Undergraduate Program: Marketing Strategy
Graduate Program: Marketing Strategy (Master of Marketing Research program)
Ph.D. Program: Relationship Marketing Theories and Models
Marketing Strategy II (Strategy Implementation)

SERVICES

Area Editor	<i>Journal of the Academy of Marketing Science</i> July 2017- now Guest AE, <i>International Journal of Research in Marketing</i>
Editorial Board	<i>Journal of Marketing</i> 2015 – now <i>Journal of the Academy of Marketing Science</i> 2016 – now <i>Journal of Retailing</i> 2015 – now <i>International Journal of Research in Marketing</i> 2015 – now <i>Journal of Personal Selling and Sales Management</i> 2011 – now <i>Journal of Business-to-Business Marketing</i> 2015 – now
Ad hoc Reviewer	<i>Journal of Marketing</i> 2009 – 2015 <i>Journal of Marketing Research</i> 2009 – now <i>Management Science</i> 2017 – now <i>Journal of Consumer Research</i> 2019 – now <i>Journal of Retailing</i> 2011 – 2014 <i>Journal of the Academy of Marketing Science</i> 2015

Journal of Service Research 2015 – now
Journal of Personal Selling and Sales Management 2010 – 2011
Journal of International Business Studies 2011– now
International Journal of Research in Marketing 2011– 2015
Industrial Marketing Management 2017 – now

AMA

Conference Co-Chair, Winter AMA, Feb. 2019
Area Editor, Summer AMA, Aug. 2021 (Sales/B2B Track)
Area Editor, Winter AMA, Feb. 2018 (Sales/HR Track)
Area Editor, Winter AMA, Feb. 2017 (Sales/HR Track)
Co-chair, Summer AMA, Aug. 2015 (Brand Management Track)
Track Chair, Summer AMA, Aug. 2013 (Sales/CRM Track)
Track Chair, Winter AMA, Feb. 2012 (Sales/CRM Track)
Co-chair, Summer AMA, Aug. 2011 (Sales Management Track)

Strategy/ISBM Domain

University of Texas-Austin, 3rd Marketing Strategy Consortium,
April 2–5, 2020, Faculty Counselor
Indiana University, 2nd Marketing Strategy Consortium, March 29–
30, 2019. Faculty Counselor
University of Missouri, 1st Marketing Strategy Consortium,
March 21–23, 2018. Faculty Counselor
ISBM Ph.D. Student Camp – Camp Advisor, August 2018
ISBM Ph.D. Student Camp – Camp Advisor, August 2016
ISBM Ph.D. Student Camp – Camp Advisor, August 2014
ISBM Doctoral Dissertation Competition 2019, Reviewer
ISBM Doctoral Dissertation Competition 2016, Reviewer
ISBM Doctoral Dissertation Competition 2012, Reviewer
ISBM Doctoral Dissertation Competition 2011, Reviewer
ISBM Doctoral Dissertation Competition 2010, Reviewer

Competitions

Sales SIG Dissertation Competition 2019, Committee Member
John A. Howard Doctoral Dissertation Competition 2019, Reviewer
John A. Howard Doctoral Dissertation Competition 2013, Reviewer
John A. Howard Doctoral Dissertation Competition 2012, Reviewer
MSI/Clayton Dissertation Proposal Competition 2015, Reviewer
Mary Kay Doctoral Dissertation Competition 2014, Reviewer
PDMA Doctoral Dissertation Competition 2011, Reviewer

Conference Reviewer

Summer AMA 2008, 2012, 2014, 2016 Conferences
Winter AMA 2009, 2013 Conferences
Society for Consumer Psychology 2010 Conference

International services

Dissertation Committee
• Co-supervisor: Juan Xu, Eindhoven University of Technology,
the Netherlands (2019-now)
Doctoral dissertation examiner
• 2016, Miriam Guenther: “The Role of Social Networks for the

Management and Performance of Frontline Employees,” The University of Melbourne, Australia.

- 2016, Erik Waltré: “Leadership in High Failure Jobs,” Erasmus Research Institute of Management, the Netherlands.
- 2015, M.A. (Maren) Vos: “Industrial Firms and Modularity: The Role of the Customer-Facing Functions,” Eindhoven University of Technology, the Netherlands.
- 2011, G.A.H. van der Heijden: “Service Failure as A Source of Innovation: How Frontline Employee Behaviors Benefit the Generation of New Product and Service Ideas,” Eindhoven University of Technology, the Netherlands.

UGA

FY2020 Sarah H. Moss Fellowship Selection Committee, 04/’19.

Active Learning Summer Institute, 2nd Cohort, Summer 2018

FY2019 Sarah H. Moss Fellowship Selection Committee, 04/’18.

UGA Study Abroad & Foreign Exchange Committee

Fall 2010 – Spring 2017

Faculty Advisor, UGA Master in Marketing Research 2009 – now

(MMR Projects with: Eli Lilly 2009, Home Depot 2010, Vistakon 2011, Eli Lilly 2012, USPS 2013, Merck 2016, Merck 2017, Merck 2018)

College

Terry College of Business, Research Award Committee Fall 2018

Terry College of Business, Research Award Committee Fall 2017

Terry College of Business, Research Award Committee Fall 2016

Terry Institute for Leadership Advancement Applicant Selection

Spring 2016

Marketing Department

Faculty Concerns Committee Member 2018–2019

Marketing Doctoral Program Subcommittee Fall 2015-now

Marketing Department Recruiting Committee Member, 2017-2018

Marketing Department Recruiting Committee Member, 2016-2017

Marketing Department Recruiting Committee Member, 2015-2016

Marketing Department Recruiting Committee Member, 2014-2015

Marketing Department Recruiting Committee Member, 2012-2013

Marketing Department Recruiting Committee Member, 2011-2012

Marketing Department Recruiting Committee Member, 2009-2010

Sales Competition Judge 2010

Dissertation committee member

- University of Georgia (on-going): Youngtak Kim
- University of Georgia, 2018: Ashish Sharma
- University of Missouri, Columbia, 2017: Justin Lawrence
- University of Georgia, 2015: Stefan Sleep

INDUSTRY EXPERIENCE

Export Coordinator and Senior Training Officer	2002-2003
Key Account Manager and Export Manager	1996-2002
BinhTien Imex Corp., Pte., Ltd., HoChiMinh City, Vietnam	

MISCELLANEOUS

Citizenship: American.

Languages spoken: English, Vietnamese, Chinese