

Cindy B. Rippé, DBA

EDUCATION

Doctorate of Business Administration in Marketing Grenoble de Management (Grenoble, France) AACSB accredited, EQUIS accredited, and AMBA accredited.	2020
Doctorate of Business Administration in Marketing Nova Southeastern University (Ft. Lauderdale, FL), Huizenga College of Business AACSB accredited.	2013
Master of Business Administration , Marketing Specialty Millsaps College (Jackson, MS), Graduate Business School AACSB accredited	2000
Bachelor of Science in Advertising University of Florida (Gainesville, FL), College of Communications	1993

ACADEMIC EXPERIENCE

<i>Senior Lecturer/Director of Terry Sales Program</i> , University of Georgia Athens, GA	2023 - Present
<i>Associate Professor of Sales/Marketing with Tenure</i> , University of North Georgia Dahlonega, GA (Tenure granted 08/2022)	2019 - 2023
<i>Assistant Professor of Marketing</i> , Flagler College, Saint Augustine, FL	2017 - 2019
<i>Assistant Professor of Marketing</i> , Tarleton State University, Stephenville, TX (Tenure-track)	2014 - 2017
<i>Visiting Professor of Marketing</i> , Tarleton State University, Stephenville, TX	
<i>Assistant Professor of Marketing</i> , Embry-Riddle Aeronautical University (ERAU), Daytona Beach, FL (Tenure-track)	2013 - 2014
<i>Full-time Business and Marketing Instructor</i> , Bryant and Stratton College, Online	2005 – 2013
<i>Various Adjunct Positions</i> (See Teaching)	2003 – 2013

RELATED INDUSTRY EXPERIENCE

<i>Director</i> , National Collegiate Sports Sales Competition,	2020 - 2021
---	-------------

- Scheduled and coordinated Zoom invitations to industry buyers and 120 sales students from 30 universities for 300 role-plays
 - Downloaded role-plays videos and emailed them to industry judges, then redistributed video and judges' feedback to the competitors
- Realtor*, Keller Williams, K Company, Miramas Group, and Carnival 2007 - 2019
- Licensed Real Estate Agent in Florida and Georgia
- Sales Rep.*, Thompson West, Richmond, VA 2006
- #1 National Specialty Rep in Region (136% of quota)
- New Business Sales Executive*, Lexis Nexis Group, Shawsville, VA 2000 – 2002
- Rated # 2 New Rep. in Region (170% quota)
- Sales Rep.*, Thompson West, Jackson, MS and Shawsville, VA 1998 – 2000
- #1 National Specialty Rep (257% of quota)
 - Rookie of the Year (1998) for Westlaw
 - President's Club Winner
- Territory Manager/Sales Rep.*, ConAgra, Jackson, MS 1996 - 1998
- Rated # 1 representative in area and # 2 in district
 - Created deals at Jitney Jungle headquarters for all 500 stores
 - Top seller of Hunt's Ketchup in the district
 - Managed 12 merchandisers across seven states
- Account Executive*, *The Clarion-Ledger*, Jackson, MS 1995 – 1996
- Salesperson of the Month (10/95 and 12/95)
- Classified Advertising Rep*, *The Gainesville Sun*, Gainesville, FL 1994 – 1995
- Employee of the Month
 - Salesperson of the Month

PUBLICATIONS

1. **Rippé, C. B.**, Smith, B., & Gala, P. (2023). A psychological examination of attachment insecurity, loneliness, and fear of missing out as drivers of retail patronage among emerging adults. *International Journal of Consumer Studies*, 47(5), 1838-1852. <https://doi.org/10.1111/ijcs.12958> (A ranking on ABDC list)
2. **Rippé, C. B.** & Cummings, S. (2023). So, you want to start a sales center? An organizational learning approach to sales center formation and growth. *Journal of Global Scholars of Marketing Science*, 22(3), 402-428. (B ranking on ABDC list)
3. Mitchell, V., **Rippé, C. B.**, & Kemp, A. (2022). Tales of the unexpected: Teaching turmoil and triumphs in times of crisis. *Journal of Marketing Education*, 44(2), 131-133. <https://doi.org/10.1177/02734753221097503> (B ranking on ABDC list)
4. **Rippé, C. B.**, Smith, B., & Weisfeld-Spolter, S. (2022). The connection of attachment and self-gifting for the disconnection of loneliness across cultures. *International Journal of Consumer Studies*, 46, 1451-1467. <https://doi.org/10.1111/ijcs.12771> (A ranking on ABDC list)

5. Weisfeld-Spolter, S. and **Rippé, C. B.** (2022). I will take a large veggie pizza and a lesson about the consumer buying process. *Marketing Education Review*, 32(2), 169-176. <https://doi.org/10.1080/10528008.2022.2053333> (C ranking on ABDC list)
6. **Rippé, C. B.**, Weisfeld-Spolter, S., Yurova, Y., & Kemp, A. (2021). Pandemic pedagogy for the new normal: Fostering perceived control during COVID-19. *Journal of Marketing Education*, 43(2), 260-276. <https://doi.org/10.1177/0273475320987287> (Recipient of "2021 Honorable Mention for Outstanding JME Article of the Year") (B ranking on ABDC list)
7. **Rippé, C. B.**, Weisfeld-Spolter, S., & Yurova, Y. (2020). Selling-to-teach: A didactical look at the natural integration between teaching and selling. *Journal of Marketing Education*, 42(3), 284-303. <https://doi.org/10.1177/0273475320946828> (B ranking on ABDC list)
8. **Rippé, C. B.** (2020). Engaging Generation Z and helping hurricane victims with a marketing project. *Marketing Education Review*, 30(2), 82-88. <https://doi.org/10.1080/10528008.2019.1646141> (C ranking on ABDC list)
9. Vince, M., **Rippé, C. B.**, & Kemp, A. (2020). Special issue call for papers: Tales of the unexpected: Teaching turmoil and triumphs in times of crisis. *Journal of Marketing Education*, 42(2), 191. <https://doi.org/10.1177/0273475320923210> (B ranking on ABDC list)
10. **Rippé, C. B.** & Coker, K.K. (2020). Better together: Teaching innovations. *Marketing Education Review*, 30(2), 81. <https://doi.org/10.1080/10528008.2019.1646141> (C ranking on ABDC list)
11. **Rippé, C. B.**, Smith, B., & Weisfeld-Spolter, S. (2019). Anxiety attachment and avoidance attachment: Antecedents of self-gifting. *Journal of Consumer Marketing*, 36(7), 939-947. <https://doi.org/10.1108/JCM-11-2018-2949> (A ranking on ABDC list)
12. Smith, B., **Rippé, C. B.**, & Dubinsky, A.J. (2019). Loneliness as impetus, isolation as inertia: Reporting cheating peers in business school. *Journal of Education for Business*, 94(8), 1-12. <https://doi.org/10.1080/08832323.2019.1575789> (C ranking on ABDC list)
13. **Rippé, C. B.**, Smith, B., & Dubinsky, A.J. (2018). Lonely consumers and their friend the retail salesperson. *Journal of Business Research*, 92, 131-141. <https://doi.org/10.1016/j.jbusres.2018.07.013> (A ranking on ABDC list)
14. **Rippé, C.B.** & Dubinsky, A.J. (2018). Trust me, I'm a physician using sales skills: Enhancing physician-patient communication through the personal selling process. *Health Marketing Quarterly*, 34(4), 245-265. <https://doi.org/10.1080/07359683.2018.1524594> (B ranking on ABDC list)
15. Dubinsky, A.J. & **Rippé, C.B.** (2018). Work-family conflict in the salesforce redux: A compendium of antecedents. *Journal of Marketing Channels*, 25(3), 101-116. <https://doi.org/10.1080/1046669X.2019.1647909> (B ranking on ABDC list)
16. **Rippé, C.B.**, Cummins, S., Weisfeld-Spolter, S., & Yurova, Y. (2018). Congruence between course modality and professor communication: A study of pedagogical impact using sales techniques. *Journal for Advancement of Marketing Education*, 26(2), 10-21. (C ranking on ABDC list)
17. Arndt, A., **Rippé, C.B.**, & Castleberry, S. (2018). Any questions? Questioning behavior as a selling tactic for sales trainees. *Journal for Advancement of Marketing Education*, 26(2), 1-9. (C ranking on ABDC list)
18. Gala, P., **Rippé, C.B.**, Dubinsky, A.J., & Favia, M.J. (2018). Effects of menu calorie information and product image on Millennials' purchase intention. *Marketing Management Journal*, 28(2), 127-144.
19. Smith, B., **Rippé, C.B.**, & Dubinsky, A.J. (2018). India's lonely and isolated consumers shopping for an in-store social experience. *Marketing Intelligence and Planning*, 36(7), 772-736. <https://doi.org/10.1108/MIP-12-2017-0338> (A ranking on ABDC list)
20. Weisfeld-Spolter, S., Sussan, F., **Rippé, C.B.**, & Gould, S. (2018). Integrating affect, cognition, and culture in Hispanic financial planning. *International Journal of Bank Marketing*, 36(4), 726-743

<https://doi.org/10.1108/IJBM-09-2017-0201> (Recipient of "Outstanding Paper in the 2019 Emerald Literati Awards") (A ranking on ABDC list)

21. **Rippé, C.B.**, Martinson, B., & Dubinsky, A.J. (2017). Using DISC® to facilitate instruction of adaptive selling. *Journal for Advancement of Marketing Education*. 25(2), 14-24. (Recipient of "2017-2018 Best Article of the Year Award") (C ranking on ABDC list)
22. **Rippé, C.B.**, Weisfeld-Spolter, S., Yurova, Y., Dubinsky, A.J., & Hale, D. (2017). Under the sway of the mobile device during the in-store shopping experience. *Psychology & Marketing*. 34(7), 733-752. <https://doi.org/10.1002/mar.21019> (A ranking on ABDC list)
23. **Rippé, C.B.** & Campbell, K. (2017). The sales process as a framework for witnessing. *The Journal of Biblical Integration in Business*. 20(1), 1, 57-67.
24. Yurova, Y., **Rippé, C.B.**, Weisfeld-Spolter, S., Sussan, F., & Arndt, A. (2017). Not all adaptive selling to omni-channel consumers is influential: The moderating effect of product type. *Journal of Retailing and Consumer Services*. 34, 271-277. <https://doi.org/10.1016/j.jretconser.2016.01.009> (A ranking on ABDC list)
25. **Rippé, C.B.**, Weisfeld-Spolter, S., Dubinsky, A.J., Arndt, A. & Thakar, M. (2016). Selling in an asymmetric retail world: Perspectives from India, Russia, and the US on buyer-seller information differential, perceived adaptive selling, and purchase intention. *Journal of Personal Selling & Sales Management*. 36(4), 344-362. <https://doi.org/10.1108/JCM-09-2015-1546> (A ranking on ABDC list)
26. **Rippé, C.B.**, Weisfeld-Spolter, S., Yurova, Y., and Hale, D., & Sussan, F. (2016). Guiding when the consumer is in control: The moderating effect of adaptive selling on the purchase intention of the multichannel consumer. *Journal of Consumer Marketing*. 33(6), 469-478. <https://doi.org/10.1108/JCM-09-2015-1546> (A ranking on ABDC list)
27. **Rippé, C.B.**, Weisfeld-Spolter, S., Cummins, S., & Dastoor, B. (2016). TONS: A guide to teaching on-line sales courses. *Journal for Advancement of Marketing Education Special Issue on Teaching Innovations in Sales Education*. 24(1), 1-7. (C ranking on ABDC list)
28. **Rippé, C.B.** (2015). Show and sell: Teaching sales through hands-on selling. *Marketing Education Review, Special Issue on Teaching Innovations*. 25(1), 15-19. <https://doi.org/10.1080/10528008.2015.999595> (C ranking on ABDC list)
29. **Rippé, C.B.**, Weisfeld-Spolter, S., & Yurova, Y. (2015). Is there a global multichannel consumer? *International Marketing Review*. 32(3-4), 329-349. <https://doi.org/10.1108/IMR-10-2013-0225> (A ranking on ABDC list)
30. Weisfeld-Spolter, S., **Rippé, C.B.**, & Gould, S. (2015). Impact of giving on self and impact of self on giving. *Psychology & Marketing*. 32(1), 1-14. <https://doi.org/10.1002/mar.20760> (A ranking on ABDC list)

BOOK CHAPTERS

Rippé, C.B. & Weisfeld-Spolter, S. (2019). Crafting a consistent model of instruction for teaching across modalities. In S. Brent (Ed.), *Mission-Driven Approaches in Modern Business Education* (pp. 289-305). Hershey, PA, USA: IGI Global.

AWARDS AND RECOGNITIONS

Recipient of 2021 Honorable Mention for Outstanding JME Article of the Year

Rippé, C. B., Weisfeld-Spolter, S, Yurova, Y., & Kemp, A. (2021). Pandemic pedagogy for the new normal: Fostering perceived control during COVID-19. *Journal of Marketing Education*, 43(2), 260-276. <https://doi.org/10.1177/0273475320987287>

Best Paper in Conference for the 2021 *Society for Marketing Advances Conference*.

Best Paper in Cultural/Global Marketing Track for the 2021 *Society for Marketing Advances Conference*.

Rippé, C. B., Smith, B., & Weisfeld-Spolter, S. (2021). The global phenomenon of lonely and insecure self-gifters: Cross-cultural insights from the United States and India. *Society for Marketing Advances Conference*, Orlando, FL, November 3-6.

Recipient of Distinguished Teaching Award from Access-Capon Distinguished Teaching Competition. Finalist and Winner.

Rippé, C. B. (2021). Teaching from the heart: Building success stories. *Society for Marketing Advances Conference*, Orlando, FL, November 3-6.

Best Paper in Social Media Track for the 2019 *Society for Marketing Advances Conference*.

Rippé, C. B., Smith, B., & Dubinsky, A.J., & Gala, P. (2019). Lonely and insecure consumers experiencing fear of missing out (FOMO) and its effects on retail patronage. *Society for Marketing Advances Conference*, New Orleans, LA, November 6-9.

Recipient of "Outstanding Paper in the 2019 Emerald Literati Awards" Weisfeld-Spolter, S., Sussan, F., **Rippé, C.B.**, & Gould, S. (2018). Integrating affect, cognition, and culture in Hispanic financial planning. *International Journal of Bank Marketing*. 36(4), 726-743. doi: 10.1108/IJBM-09-2017-0201

Recipient of "2017-2018 Best Article of the Year Award" for *Journal for Advancement of Marketing Education*.

Rippé, C.B., Martinson, B., & Dubinsky, A.J. (2017). Using DISC® to facilitate instruction of adaptive selling. *Journal for Advancement of Marketing Education*. 25(2), 14-24.

Teaching Innovation Winner for "The calm before the storm: Helping hurricane victims with a marketing project." for the 2018 *Cengage Pride/Ferrell Innovations in Teaching Competition* at Society for Marketing Advances.

Teaching Innovation Finalist for "Engaging Gen Z and helping hurricane victims with a marketing project." for the 2018 *AccessCapon-Marketing Management Association Teaching Innovation Competition*.

Recipient of "*Engaged Faculty Award*" at Tarleton State University, College of Business Administration 2015-2016. Award given in recognition of engaged scholarship and leadership.

Teaching Innovation Finalist for "TASKED with teaching adaptive selling skills" for the 2016 *AccessCapon-Marketing Management Association Teaching Innovation Competition*.

Teaching Innovation Finalist for "Teaching students how to adaptively sell through DISC" for the 2016 *Cengage Pride/Ferrell Innovations in Teaching Competition*

Best Paper in Track (Selling, HR, and Services) and Nominee for Best Paper in Conference. Yurova, Y., **Rippé, C.B.**, Weisfeld-Spolter, S., & Sussan, F. (2015). "Not all adaptive selling to multichannel consumers is influential: The moderating effect of product type and consumer planned behavior." *Association for Consumer Research Conference*. March 2015.

Teaching Innovation Finalist for "Curricular reach across formats for teaching sales: Crafting a model of instruction" for the September 2014 *AccessCapon-Marketing Management Association Teaching Innovation Competition*.

Teaching Innovation Award Winner for "Framework for teaching sales online," *University Sales Center Alliance/National Conference on Sales Management*. April 2014.

Teaching Award Winner, "Outstanding Commitment to Students and Passion for Teaching." *ERAU Delta Chi*, April 2014

Finalist for "Best Sales Teaching." *Sales Educator's Academy*, May 2012.

Recipient of "Distinguished Instructor" and "Exemplar" Ratings at Bryant and Stratton College, 2006 – 2013

GRANTS AWARDED

1. 2022-2023. Grant at the University of North Georgia, Distilling it Down: How UNG Values Led to World-Class Spirits. \$1,000. Competitive grant
2. 2016-2017. Organized Research Grant at Tarleton State University: Lonely consumers' retail store experience with the salesperson. \$10,000. Competitive grant (Principal Investigator)
3. 2016-2017. Faculty Development Grant at Tarleton State University: \$750. Competitive grant. (Principal Investigator)
4. 2015-2016. Course Re-Design Development Grant at Tarleton State University: Transferring professional selling into an online format. \$1500. Competitive grant (Principal Investigator)
5. 2015. Scholarship of Teaching and Learning Grant at Tarleton State University: Creating chameleon sellers. \$750. Competitive grant (Principal Investigator)
6. 2014-2015. Faculty Development Grant at Tarleton State University: \$750. Competitive grant. (Principal Investigator)
7. 2014. Ignite Research Grant at Embry-Riddle Aeronautical University: Using DISC sales profile to teach students how to sell. \$700. Competitive grant (Principal Investigator)
8. 2013-2014 Center for Learning and Teaching Excellence at Embry-Riddle Aeronautical University: Show and sell: Teaching sales through hands-on selling. \$1500. Competitive grant (Principal Investigator)

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. ***Rippé, C. B.** (2021). Teaching from the heart: Building success stories. *Society for Marketing Advances Conference*, Orlando, FL, November 3-6. (Recipient of Distinguished Teaching Award from Access-Capon Distinguished Teaching Competition.)
2. ***Rippé, C. B.**, Smith, B., & Weisfeld-Spolter, S. (2021). The global phenomenon of lonely and insecure self-gifters: Cross-cultural insights from the United States and India. *Society for Marketing Advances Conference*, Orlando, FL, November 3-6. (Recipient of Best Paper in Conference and Best Paper in Cultural/Global Marketing Track.)
3. *Cummings, S. & ***Rippé, C.B.** (2021). Staring a sales center: Advice from peers. *Marketing Educators Association*, Virtual, April 9-10.
4. ***Rippé, C.B.**, Werle, Carolina, & Pruskiyamim, A. (2020). Attachment style and loneliness as determinants of self-gifting: An abstract. *Academy of Marketing Science*, Virtual, December 14-19.
5. Pruskiyamim, A., Werle, C., & ***Rippé, C.B.** (2020). Hungry for social support during COVID-19 pandemic, but eating unhealthy food instead. *Society for Marketing Advances Conference*, Virtual, November 4-7.
6. ***Rippé, C.B.** (2019). Teaching moment: Chocolate? Yes, please! I'll participate! *Society for Marketing Advances Conference*, New Orleans, LA, November 6-9.
7. ***Rippé, C. B.**, Smith, B., & Dubinsky, A.J., & Gala, P. (2019). Lonely and insecure consumers experiencing fear of missing out (FOMO) and its effects on retail patronage. *Society for Marketing*

- Advances Conference*, New Orleans, LA, November 6-9. (Recipient of Best Paper in Social Media Track.)
8. ***Rippé, C. B.**, Smith, B., & Dubinsky, A.J., & Gala, P. (2019). Attachment theory as the sage illuminating the connection amid loneliness and FOMO. *Association for Consumer Research Conference*. Atlanta, GA, October 17-20.
 9. ***Rippé, C.B.** (2018). The calm before the storm: Helping hurricane victims with a marketing project. *Society for Marketing Advances Conference*, West Palm, FL, October 31- November 3. (Teaching Innovation Winner.)
 10. Smith, B., ***Rippé, C.B.**, & Dubinsky, A.J. (2018). Not only the lonely: Isolated students also don't snitch on cheating peers. *Society for Marketing Advances Conference*, West Palm, FL, October 31- November 3.
 11. ***Rippé, C.B.** (2018). Engaging Gen Z and helping hurricane victims with a marketing project. *Marketing Management Association Fall Educator's Conference*, Kanas City, MO, September 19-21.
 12. ***Rippé, C.B.**, Smith, B., & Dubinsky, A.J. (2018). Retail salesperson's influence on India's lonely consumer. *Association of Marketing Theory and Practice Conference*, Ponte Vedre, FL, March 14-17.
 13. Gala, P., **Rippé, C.B.**, & *King, R. (2017). Seeing is not believing: Millennial's healthful menu evaluation. *American Marketing Association Summer Conference*, San Francisco, CA, August 4-6.
 14. **Rippé, C.B.**, *Cummins, S., Weisfeld-Spolter, S., & Yurova, Y. (2017). Using the sales process as an instructional tool to improve student perceptions of instructor responsiveness, pedagogical affect, and likelihood to enroll: An abstract. *Academy of Marketing Science Annual Conference*, Coronado Island, CA, May 24-26.
 15. ***Rippé, C.B.**, McDermott, S., & Riggs, J.F. (2017). Trust me, I'm a healthcare provider using sales skills. *Association for Marketing & Healthcare Research*, Park City, UT, March 1-4.
 16. ***Rippé, C.B.** (2016). Teaching moment: Using DISC to categorize students for teaching success. *Society for Marketing Advances Conference*, Atlanta, GA, November 2-5.
 17. ***Rippé, C.B.**, Weisfeld-Spolter, S., Yurova, Y., & Hale, D. (2016). How can the salesperson connect with the customer when the customer is connected to the phone? *Society for Marketing Advances Conference*, Atlanta, GA, November 2-5.
 18. ***Rippé, C.B.** (2016). Teaching students how to adaptively sell through DISC. *Society for Marketing Advances Conference*, Atlanta, GA, November 2-5.
 19. ***Rippé, C.B.** (2016). TASKED with teaching adaptive selling. *Marketing Management Association Fall Educator's Conference*, Providence, RI, September 14-16.
 20. *Sussan, F., Weisfeld-Spolter, S., **Rippé, C.B.**, & Gould, S. (2016). A sub-regional cultural perspective on Hispanic financial planning. *American Marketing Association Summer Conference*, Atlanta, GA, August 5-7.
 21. ***Rippé, C.B.** (2016) Using DISC as a sales training tool. *Academic OASIS – Palm Beach International Academic Conference*, West Palm Beach, FL, May 26-28.
 22. **Rippé, C.B.**, Yurova, Y., Weisfeld-Spolter, S., *Sussan, F., & Hale, D. (2016). Does the salesperson have the Midas touch? The moderating effect of adaptive selling on the purchase intention of the multichannel consumer. *American Marketing Association Winter Conference*, Las Vegas, NV, February 26-28.
 23. ***Rippé, C.B.** & Fournier, C. (2015). Engage students in your own course by embracing learning MOOCs. *Marketing Management Association Fall Conference*, San Juan, Puerto Rico, September 16-18.
 24. *Fournier, C., **Rippé, C.B.**, Minouflet, P., Moser, F., & Serrat, M. (2015). Learning and acquiring skills in sales management: A MOOC experience. *The Academy of Marketing Science World Marketing Congress*, Bari, Italy, July 14-18.

25. ***Rippé, C.B.**, Shao, C., & Dubinsky, A.J. (2015) Homework: Helping the outside salesperson balance work and home. *Marketing Management Association Spring Conference*, Chicago, IL, March 25-27.
26. Yurova, Y., ***Rippé, C.B.**, Weisfeld-Spolter, S., & Sussan, F. (2015). Not all adaptive selling to multichannel consumers is influential: The moderating effect of product type and consumer planned behavior. *Association for Consumer Research Conference*. Miami, FL, March 4-7. (Best Paper in Selling, HR, and Services Track.)
27. ***Rippé, C.B.** (2014). Curricular reach across formats for teaching sales: Crafting a model of instruction. *Marketing Management Association Fall Educator's Conference*, San Antonio, TX, September 17-19.
28. ***Rippé, C.B.** (2014). Framework for teaching introductory sales online. *The National Conference in Sales Management*, Miami, FL, April 9-13. (Teaching Innovation Award Winner.)
29. ***Rippé, C.B.**, Weisfeld-Spolter, S., & Yurova, Y. (2014). Salesperson's influence on the global multichannel consumer. *The National Conference in Sales Management*, Miami, FL, April 9-13.
30. *Yurova, Y., **Rippé, C.B.**, & Weisfeld-Spolter, S. (2014). Testing mediation effects in PLS PM models: Full or partial mediation? *The Southwest Decision Sciences Institute*, Dallas, TX, March 12-14.
31. ***Rippé, C.B.** (2012). Conceptualizing multichannel consumer and salesperson interactions. *The Academy of Marketing Science World Conference*, Atlanta, GA, August 28-31.
32. ***Rippé, C.B.** (2012). Channeling the salesperson channel to reach B2MCC: An examination of perceived control, domain expertise, and trust for the multichannel consumer sale of a high-tech product. *The National Conference in Sales Management*, Indianapolis, IN, March 15-18.
33. ***Rippé, C.B.** (2012), Students, will you be my friends? Using Facebook to sell to your students (especially Millennials). *The National Conference in Sales Management*, Indianapolis, IN, March 15-18.
34. ***Rippé, C.B.** & Hale, D. (2012). Multichannel consumers and the altered sales environment. *The National Conference in Sales Management*, Indianapolis, IN, March 15-18.

*Presenting Author

INVITED PRESENTATIONS

Invited to present *Journal for Advancement of Marketing Education's* 2017-18 Best Article of the Year, "Using DISC® to facilitate instruction of adaptive selling." *Marketing Management Association Fall Educator's Conference*, Kanas City, MO, September 19-21, 2018.

REFEREED PANEL PRESENTATIONS

1. Agnihotri, R., Lee, S., Marshall, G., **Rippé, C.B.**, Rodgers, S., and Pitt, L. (2022). Meet the editors. Special Session for *Society for Marketing Advances Conference*, Charlotte, NC, November 2-6.
2. Paul, P., Duverger, P., and **Rippé, C.B.** (2018). How to excel as a conference or journal paper reviewer. Special Session for *Marketing Management Association Fall Educator's Conference*, Kanas City, MO, September 19-21.
3. Erffmeyer, R.C., Castleberry, S.B., Wood, J.A., and **Rippé, C.B.** (2014). Teaching sales online: How to go the distance. Special Session for *Society for Marketing Advances Conference*, New Orleans, LA, November 4-8.

POSTER PRESENTATIONS

1. **Rippé, C.B.**, Werle, C.O.C., & Yamim, A. (2019). When loneliness increases self-gifting: The moderation of attachment style. *Association for Consumer Research Conference*. Atlanta, GA, October 17-20. (Refereed).
2. **Rippé, C.B.** (2016). Using DISC to teach adaptive selling skills. *Scholarship of Teaching and Learning, Cohort II Poster Presentation Evening*, Stephenville, TX, January 20.
3. **Rippé, C.B.**, Weisfeld-Spolter, S., Yurova, Y., and Sussan, F. (2014). Expanding channel options influence on consumer control in the retail store. *Association for Consumer Research North American Conference*, Baltimore, MD, October 23-26. (Refereed).

NON-REFEREED CONFERENCE PRESENTATIONS

Rippé, C.B. (2015). Hey, Students, will you be my friends? Using Facebook to sell and engage Millennial students in multiple modalities. *Texas Social Media Conference*. Ft. Worth, TX, November 6.

NON-REFEREED PUBLICATIONS

Rippé, C.B. (2020). The secret to balance is unbalance: Lessons learned from a working mom with two doctorates, *The Doctoral Knowledge Community, N12* (Summer), 11.

Rippé, C.B. (2008). Using rubrics to improve teaching, learning, and retention in distance education, *Online Classroom*, 3-5.

AUDIO PODCAST GUEST

Homes, M. (Host). (2022, August 25). *Preparing students for university sales competitions with Cindy Rippé and Beth Driscoll* [Audio podcast]. <https://open.spotify.com/episode/5sW8VjdVBNxIsJ8lyFUbDf>.