**Son K. Lam**

Professor of Marketing

Emily H. and Charles M. Tanner, Jr., Chair in Sales Management

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| **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

Department of Marketing, Terry College of Business

Professor of Marketing Fall 2021

Associate Professor of Marketing (with tenure) Fall 2014

Assistant Professor of Marketing 2009 – 2014

University of Houston

Research/Teaching Assistant 2005 – 2009

Department of Marketing

Bauer College of Business, Houston, TX

EDUCATION

University of Houston **Ph.D.** inMarketing. 2009

Main Campus, Houston, TX

University of Houston, **MBA** (with 4.00 GPA). 2004

Clear Lake, Houston, TX

Foreign Trade University **Master of Economics**, International Business. 2001

Vietnam **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 or project initiation

**2024**

31. **Lam, Son K.** Andrea L. Dixon, Jeff Johnson, and Karen Flaherty, “Sales Leaders as Engineers of Salesperson Networks,” forthcoming, **Industrial Marketing Management.**

30. †Ahearne, Molly, Mohsen Pourmasoudi, Yashar Atefi, and **Son K. Lam**, “Sales Performance Rankings: Examining the Impact of the Type of Information Displayed on Sales Force Outcomes,” forthcoming, **Journal of Marketing.**

**2022**

29. † Kim, Youngtak, John R. Busenbark, SeungHwan Jeong, and **Son K. Lam** (2022), “The Performance Impact of Marketing Dualities: A Response Surface Approach to Resolving Empirical Challenges,” **Journal of the Academy of Marketing Science,** 50(5), 915–940.

28. Xu, Juan, Michel van der Borgh, Edwin J. Nijssen, and **Son K. Lam** (2022) “Why Salespeople Avoid Big-Whale Opportunities,” **Journal of Marketing**, 86(5), 95–116.

27. Ahearne, Michael, Yashar Atefi, **Son K. Lam**, and Mohsen Pourmasoudi (2022) “The Future of Buyer-Seller Interactions: A Conceptual Framework and Research Agenda,” **Journal of the Academy of Marketing Science**, 50(1), 22–45. (equal contribution)

**2021**

26. **Lam, Son K.** and Michel van der Borgh (2021), “On Salesperson Judgment and Decision Making,” Commentary for the **Journal of the Academy of Marketing Science** , 49(5), 855–863.

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.

Finalist for the 2021 Sheth/Maynard Research Award.

Winner of the 2022 Excellence in Sales Research/AMA Sales Special Interest group

**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.

**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.

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).

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.

**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.

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.

**2017**

18. **Lam, Son K.,** ††Stefan Sleep, Thorsten Hennig-Thurau, Shrihari Sridhar,andAlok 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.

**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.

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).

**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.

**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).

Winner of the 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).

**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.

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.

**2012**

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

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).

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.

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.

**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.

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).

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).

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.

**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).

**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).

BUSINESS Press

BP1. Betsy Gelb, Demetra Andrews, and **Son K. Lam** (2007), “[A Strategic Perspective on Sales Promotions](http://sloanreview.mit.edu/smr/issue/2007/summer/01/),” **Sloan Management Review**, 48 (4), 93.

Book Chapters

BC2. **Lam, Son K.**, Molly Ahearne, and Michael Ahearne (2012 for 1st edition, 2022 for 2nd edition), “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.

BC1. **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.

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, 2023), “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.

HONORS & AWARDS

**Research Awards/Recognitions**

* Emily H. and Charles M. Tanner, Jr., Chair in Sales Management 2023–now.
* Named one of the top five 2024 Outstanding Area Editors for the *Journal of the Academy of Marketing Science*.
* Marketing Science Institute (MSI) Scholar 2022
* Terry Dean’s Advisory Council Distinguished Professorship, September 2019–2023.
* 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
* Honorable Mention, 2010 John A. Howard/AMA Best Dissertation Award

**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)

ACADEMIC CONFERENCE, INVITED PRESENTATIONS/PROCEEDINGS

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

1. Rand, William, Manuel Chica Serrano, **Son K. Lam**, and Michel Van der Borgh, “Salesperson Prospecting: An Agent-Based Modeling Approach,” Special Session on Frontline Dynamics, Winter AMA, St. Pete, Florida. Feb. 23-25, 2024.
2. **Lam, Son K.**, “Transitioning to Sales Excellence,” Invited Presentation. Ton Duc Thang University, HoChiMinh City, Vietnam. Dec. 22, 2023.
3. **Lam, Son K.**, “Publishing in High Quality Journals,” Invited Presentation. University of Economics in HoChiMinh City, International School of Business, Vietnam. Dec. 21, 2023.
4. **Lam, Son K.**, “When Does Sales Performance Predict Turnover,” Invited Presentation, Oregon State University. Oct. 20, 2023.
5. **Lam, Son K.**, “Leading through Service: How to Be A Better Reviewer of Sales Papers,” Expert Panel, Sales SIG, Summer AMA, San Francisco, Aug. 4–6, 2023.

1. **Lam, Son K.**, “My Research Profile,” Marketing Science Institute (MSI) Scholar 2023 Conference. Charleston, South Carolina, Jan. 3–6, 2023.
2. Sharma, Ashish, Jeff S. Johnson, Scott B. Friend, and **Son K.** **Lam**, “The Role of Frontline Employees’ Warmth and Competence in Building and Leveraging the Revenue Impact of Customer Knowledge,” Invited Presentation, Penn State University, Oct. 21, 2022.
3. Shi, Huanhuan and **Son K. Lam**, “Growth Modeling: Opportunities and Challenges,” Expert Workshop Series, Summer AMA, Chicago, Aug. 12–14, 2022.
4. Molly Ahearne, Yashar Atefi, **Son K. Lam**, and Mohsen Pourmasoudi, “Enhancing the Effectiveness of Sales Performance Rankings on Dashboards,” Winter AMA, Las Vegas, Feb. 18–20, 2022.
5. Molly Ahearne, Yashar Atefi, **Son K. Lam**, and Mohsen Pourmasoudi, “Enhancing the Effectiveness of Sales Performance Rankings on Dashboards,” Southeast Marketing Symposium, Athens, Georgia, Mar. 31– Apr. 2, 2022.
6. Lam, Son K., Molly Ahearne, and Michael Ahearne, “Sales Force Performance: A Typology and Future Research Priorities,” ISBM Conference Presentation, Aug. 13, 2021. Virtual event.
7. Atefi, Yashar, 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).
8. 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.
9. \*\***Lam, Son K.**, “Collecting Social Network Data Using Surveys,” Invited Presentation, 2nd Marketing Strategy Consortium, Indiana University, Bloomington, IN, Mar. 29–30, 2019.
10. 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.
11. **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.
12. **\*\*Lam, Son K.**, “Writing the Result and Discussion Section,” Invited Presentation, 1st Marketing Strategy Symposium, Columbia, U. of Missouri, Mar. 21–23, 2018.
13. 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.
14. \*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.
15. **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.
16. **Lam**, **Son K.,** Andrea Dixon, and Thomas E. DeCarlo, “On Internal Selling Processes,” Winter AMA, Orlando, Florida. Feb. 17–19, 2017.
17. 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.
18. **\*\*Lam**, **Son K.** “Starting Your Career Strong (or Not),” Invited Presentation for the ISBM Ph.D. Student Camp, Atlanta, Georgia. August 2-4, 2016.
19. **\*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.
20. **\*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.
21. **Lam, Son K.,** Karen Flaherty, and Andrea L. Dixon, “Sales Managers’ Networking Engineering Behavior,” Invited Presentation, University of California – Riverside, Feb. 17, 2016.
22. \*DeCarlo, Thomas E., and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” Arizona State University, invited presentation, April 24, 2015.
23. **\*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.
24. **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.
25. **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.
26. **\*\*Lam**, **Son K.** “How to Write Managerial Implications,” Winter AMA, Invited Presentation for the Pre-Conference Event, San Antonio, TX. Feb. 13–15, 2015.
27. \*DeCarlo, Thomas E., and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” Texas Christian University, invited presentation, Sep. 5, 2014.
28. \*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.
29. \*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.
30. 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.
31. \*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.
32. \*DeCarlo, Thomas E., and **Son K. Lam**, “Hunters and Farmers in the Sales Force,” University of Texas at Arlington, Invited Presentation, May 9, 2014.
33. **\*\*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.
34. **\*\*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.
35. **\*\*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.
36. **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.
37. \*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.
38. \*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.
39. **Lam, Son K.**, “My Research Profile,” MSI Young Scholars, Park City, UT, Jan. 10–13, 2013.
40. \*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.
41. Sleep, Stefan and **Son K. Lam**, “Customer Experience Decomposition,” Academy of Marketing Science Annual Conference, New Orleans, LA, May 16–19, 2012.
42. 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.
43. **\*Lam, Son K.**, “Identity-Motivated Marketing Relationships: A Critical Review,” CIARG Conference, Philadelphia, September 8–10, 2011.
44. **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.
45. **Lam, Son K**., Young Scholar Special Session, AMA/Sheth Doctoral Consortium, Oklahoma State University, OK, June 15–18, 2011.
46. \*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.
47. **\*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.
48. **\*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.
49. **Lam, Son K**., Young Scholar Special Session on “Career Management,” Society for Marketing Advances Conference, Atlanta, GA. Nov. 3–6, 2010.
50. \*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.
51. **Lam, Son K.**, Baylor University/ Journal of Personal Selling and Sales Management Research Symposium, Research Fellow, Waco, TX, Sept. 16–17, 2010.
52. \*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.
53. **Lam, Son K.**, Young Scholar Special Session, AMA/Sheth Doctoral Consortium, Texas Christian University, Fort Worth, Dallas, Texas, June 2-5, 2010.
54. **Lam, Son K.**, “The Application of Social Identity Theory in Marketing Research,” 3rd Georgia Research Symposium, Georgia State University, Atlanta, GA. April 30, 2010.
55. \*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.
56. **\*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.
57. \*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.
58. \*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.
59. **\*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.
60. **\*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.
61. **\*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.
62. **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.
63. \*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.
64. **Lam, Son K.**, “Excessive Customer-Oriented Behavior in Sales,” AMA Winter 2007 – Sales and Relationship Track, San Diego, CA. February 2007.

TEACHING INTERESTS AND EXPERIENCE

**Teaching interests:**

Marketing Strategy, International Marketing

B2B Marketing, Sales Management, Sustainability, 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)

**Active learning experience:**

Active Learning Summer Institute, 2nd Cohort, Summer 2018. UGA.

**Executive programs:**

Customer centricity (Companies: Veritiv, Huber).

**Study abroad programs:**

Italy 2017; Czech Republic and Austria 2019; Chile 2022; Spain and Morocco 2023; Australia and New Zealand 2024, Business in Southeast Asia – Vietnam Fall 2024.

**Sample students’ testimonies:**

“I was in your 4900-course last semester, and I had no idea how useful it would be until now. I just started my Master of Marketing, and a large part of our program is case analysis. At the onset of the program, our first case is the hardest one we will receive, and we were given one night to complete it. Because of what you taught me, our professor said my analysis was the best in the class. I feel like I'm one of the only students truly prepared for what I am learning and doing. I am beyond grateful for your expertise and help in preparing me for this journey. I hope you are doing well and wish you all the best in the future. Thank you so much.” (Undergraduate, Spring 2024)

“I was just reflecting on some of the memories I have from our study abroad program a few years back, and I wanted to say thank you for making the experience so fun and memorable and for helping me start my career by recommending me for the MMR program at UGA. I am so grateful for the experiences I've had at UGA and I owe a lot of it to the way you supported me and taught me. I just wanted to reach out to let you know that I am thankful for your impact on me.” (Undergraduate and MMR student, 2022)

“This truly is a five-star seminar!” (Doctoral student, 2018)

SERVICES

Developmental Editor *Journal of Marketing* 2023 *–* now

Area Editor *Journal of the Academy of Marketing Science July* 2017 *–* now

*International Journal of Research in Marketing Nov.* 2021 *–* now

Editorial Board *Journal of Marketing* 2015 – now

*Journal of the Academy of Marketing Science* 2016 – now

*Journal of Retailing* 2015 – now

*International Journal of Research in Marketing* 2015 – now

*Journal of Personal Selling and Sales Management* 2011 – now

*Journal of Business-to-Business Marketing* 2015 – now

Ad hoc Reviewer *Journal of Marketing Research* 2009 – now

*Management Science* 2017 – now

*Strategic Management Journal* 2022 – now

*Journal of Consumer Research* 2019 – now

*Journal of Service Research* 2009 – now

*Journal of International Business Studies* 2011– now

*Journal of Product Innovation Management* 2019 –now

*Marketing Letters 2023 – now*

*Industrial Marketing Management* 2017 – now

*European Journal of Marketing* 2020 – now

AMA Area Editor, Summer AMA, Aug. 2021 (Sales/B2B Track)

Conference Co-Chair, Winter AMA, Feb. 2019

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 Georgia, 5th Marketing Strategy Consortium, June 5–7, 2023. Faculty Counselor

Texas A&M University, 4th Marketing Strategy Consortium,   
June 27–29, 2022. Faculty Counselor

University of Texas-Austin, 3rd Marketing Strategy Consortium, April 2–5, 2020. Faculty Counselor (virtual event)

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 2022

ISBM Ph.D. Student Camp – Camp Advisor, August 2021 (virtual)

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

Competitions AMS Review Conceptual Paper Competition, 2023, Reviewer

Org. Frontline Research (OFR) Competition, 2023, Reviewer

MSI/Clayton Dissertation Proposal Competition 2022, Reviewer

ACR/Seth Dissertation Award 2021, Reviewer

Sales SIG Dissertation Competition 2020, Committee Member

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

ISBM Doctoral Dissertation Competition 2022, Reviewer

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

Conference Reviewer Summer AMA 2008, 2012, 2014, 2016 Conferences

Winter AMA 2009, 2013 Conferences

International services Dissertation committee

* 2019–2021, Co-supervisor: Juan Xu, Eindhoven University of Technology, the Netherlands.

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 FY2024 Sarah H. Moss Fellowship Selection Committee, 05/’23.

FY2023 Sarah H. Moss Fellowship Selection Committee, 05/’22.

FY2022 Sarah H. Moss Fellowship Selection Committee, 05/’21.

FY2021 Sarah H. Moss Fellowship Selection Committee, 05/’20.

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

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

UGA Study Abroad & Foreign Exchange Committee

Fall 2010 – Spring 2017, AY 2021, AY 2022, AY 2023

Faculty Advisor, UGA Master in Marketing Research

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

College Terry Tenure and Promotion Committee Fall 2023

MBA Program Review Committee 2021

Terry College of Business, Research Award Committee Fall 2022

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 Assurance of Learning Fall 2022–now

Faculty Concerns Committee Member 2018–2019

Marketing Doctoral Program Subcommittee Fall 2015-Fall 2021

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, 2024: Sakshi Babar
* University of Georgia, 2022: Youngtak Kim
* University of Georgia, 2022: Seoyoung Kim
* University of Georgia, 2021: Kaushik [Krishnamurthy Jayaram](https://uga.elements.symplectic.org/viewobject.html?cid=3&id=1545312)
* 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