

WILLIAM H. MURPHY, PhD

**Marketing Department
University of Wisconsin-Madison**

<https://www.bus.wisc.edu/faculty/facdetails.asp?id=383>

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Academic Employment

1999 to Present

University of Wisconsin-Madison , Madison, WI

High teaching performance across Business 300 (250+ students, Intro to Marketing), Business 460 (Marketing Strategy), Business 620 (Sales Management), and Business 700 day and evening program (graduate level Marketing Management course). Effective teaching in Executive Education (Brand Building in E-Commerce; Sales Management; Pricing Concepts; Marketing for Nonmarketing Executives; Doing Business in China). Served as interim Director during 2003 launch of Center for Product Management. Active research program. Ongoing off-shore programs and research in China. Developed and guided inaugural Evening MBA China Trip (June 2007).

Received Favorite Instructor Award 2006; Dean's Academic Staff Excellence in Teaching Award 2005; MKT Professor of the Year Award 2002.

1997 to Present

**Visiting Scholar, C.E.I.B.S.; Jiaotong University,
Mingang, Shanghai, P.R.C.¹**

Launched Sales Management and Key Account Management programs for CEIBS, with now-popular open programs held in major cities across China. Activities include developing and holding company-specific programs with management groups across numerous industries. Actively leveraging closeness to executives to develop research on sales and distribution practices in China.

¹ *Financial Times* ranks CEIBS' (China Europe International Business School's) Executive Education Program as one of the world's top 50 in both open and custom programs (39th). CEIBS' Executive Education Program is Asia's highest rated international, non-degree executive education program.

1996 - 1999

**Assistant Professor
Babson College, Babson Park, MA**

Primarily using case method, taught undergraduate and graduate courses including Sales Management, Marketing Management, Marketing Strategy. Consistently rated highly by students. MCFE mentor; oversaw graduate student company-projects (Lotus, Ethnic Gourmet Foods, Inc.). Ad hoc teaching in executive education (Hartford Insurance: Vice President Program).

1995 - 1996

**Senior Lecturer
University of Auckland, Auckland New Zealand**

Taught Strategic Marketing Management in Diploma in Business program (mid-management level graduate program). Involved in developing distance learning program that included decisions regarding all program materials and televised programming (televised segments included round table forums with executives in banking and with McDonald's Managing Director and core team for New Zealand). Conducted research with executives in both New Zealand and Australia.

1988 - 1995

**Teaching Assistant, Research Assistant, Instructor
University of Wisconsin – Madison, Madison, WI**

Instructor for Business 520 (Introductory Marketing Management), Business 626 (Advanced Marketing Management), Business 620 (Sales Management), and Business 702 (graduate level Marketing Management course). Students regularly rated my performance as being in the top 30% of instructors. Taught College for Kids Summer Programs. Program Host for Management Institute executive programs.

Education

1995

Ph.D., Marketing
University of Wisconsin-Madison
Co-Chairs: Dr. Neil M. Ford and Dr. Peter A. Dacin

M.S. Marketing
University of
Wisconsin-Madison

B.A. Business
University of
Wisconsin-Whitewater

Teaching Interests

Marketing Strategy, Sales Management, Intro to Marketing, Marketing for Entrepreneurs; International Marketing, Brand Building on the Web; Special strengths include extensive teaching at executive MBA and in-house executive education programs.

Recipient of *Favorite Instructor Award* 2006

Recipient of *Dean's Academic Staff Excellence in Teaching Award* 2005

Recipient of *MKT (Mu Kappa Tau) Professor of the Year Award* 2002

Research Interests

Sales Management: Especially B2B markets, with interests spanning: Motivation via incentive programs; commitment, turnover, and sales force productivity; identifying managerial and company characteristics associated with enhanced productivity.

Ethics/Problematic Behaviors: The effects of management initiatives on behaviors; research has expanded to Canada and Mexico using MNC's sales groups.

International: Issues in effectively managing the MNC sales effort; applicability of models of national culture on design of sales practices; challenges facing Chinese executives in areas of distribution and sales.

Channels of Distribution and Relationship Management: Channel relationship development and disengagement processes; motivating channel members.

Acceptances

Murphy, William H. and Denis Leonard, "TQM - Total Quality Marketing?" accepted for *Quality World*, publication expected November Issue 2007

Murphy, William H. and Peter Dacin, "Sales Contest Research: Business and Individual Difference Factors Affecting Intentions to Pursue Contest Goals," accepted August 2007 for *Industrial Marketing Management*.

Refereed Publications

Murphy, William H. and Denis Leonard (2007), "TQM and Marketing as Natural Bedfellows: Do Senior Executives See the Connection?" in Proceedings EMAC, May.

Murphy, William H., Peter Dacin, and Neil Ford, (2004) "Increasing Sales Contest Effectiveness: The Determinants of Positive Attitude Toward Sales Contests," *Journal of the Academy of Marketing Science*, 32, 2 (Spring), 127-143.

Murphy, William H. (©2002; print 2004), "In Pursuit of Short-Term Goals: Anticipating the Unintended Consequences of Using Special Incentives to Motivate the Sales Force," *The Journal of Business Research*, 57, 11 (November), 1265-1275.

Murphy, William H. (1999), "Hofstede's National Culture as a Guide for Sales Practices Across Countries: The Case of a MNC's Sales Practices in Australia & New Zealand," *Australian Journal of Management*, Summer, 37-58.

Murphy, William H., and Peter A. Dacin (1998), "Sales Contests: A Research Agenda," *Journal of Personal Selling & Sales Management*, 18 (Winter), 1-16.

- Murphy, William H. and Sidney Sin-Lai Tang (1998), "Continuous Likability Measurement: A Potent Technique for Developing Effective Television Advertising," *Marketing Research*, Summer.
- Murphy, William H. and Linda Gorchaels (1996), "How to Improve Product Management Effectiveness," *Industrial Marketing Management*, 25, 47-58.
- Murphy, William H. and Ravipreet S. Sohi (1995), "Toward a Greater Understanding of Salesperson Perceptions About Sales Contests," *European Journal of Marketing*, 29 (13), 42-66.
- Murphy, William H. and Sidney Sin-Lai Tang (1993), "Executive Development Programs: Insights for Planners and Concerned Administrators," *Journal of Education for Business*, 68 (January/February), 1984-1989.

Nonrefereed Publications

- O'Connor, Jr., Thomas W., and William H. Murphy, (2002), "Career Planning in Pharmacy," a guide for Career Services Professionals in Pharmacy provided online to all Pharmacy Schools in U.S.A., *PharmacyOneSource Press*.
- Murphy, William H. (2001), "A Pharmacy Director's Nightmare – Understaffed, With Too Few Applicants, and No Clear Solution," a case study for Human Resources teaching provided online to all Pharmacy Schools in U.S.A., *PharmacyOneSource Press*.
- Murphy, William H. (2001), "An Exercise in Searching For and Choosing a Pharmacy Job That is Right for You," a classroom exercise for Human Resources teaching provided online to all Pharmacy Schools in U.S.A., *PharmacyOneSource Press*.
- Murphy, William H. (2000), "Giordana Holdings Ltd: Dealing with Challenges in Recruiting and Retaining Skilled Salespeople ," Adapted from case prepared by Swee Hoon Ang, National University of Singapore for use at CEIBS Sales Management Programs, Shanghai, P.R.C..
- Murphy, William H. (1998), "Building Strong Customer Relationships Through Partnership Selling," *Babson Entrepreneurial Review*, Spring/Summer, 3 – 4, 12.
- Murphy, William H. (1992), "WBYL/Z108 Radio Station," a case in G. A. Churchill, Jr, N. M. Ford and O. C. Walker, Jr. eds., *Sales Force Management* 4th Edition.
- Murphy, William H. (1992), "Midwest Business Forms, Inc.," a case study revision and update in G. A. Churchill, Jr, N. M. Ford and O. C. Walker, Jr. eds., *Sales Force Management* 4th Edition.
- Andrews, Jon Lee and William H., Murphy (1990), *Test Bank to Accompany Churchill, Ford, & Walker Sales Force Management*, 3rd Edition.

Work In Process

Murphy, William H., “National Culture: An Important Consideration in Determining Effective Sales Management Practices Across Countries,” final draft preparation for *The European Journal of Marketing*.

Murphy, William H., “Ethical/Unethical Behaviors to Expect When Using Special Incentives Across Countries: Insights from a MNC’s Sales Forces in Canada, Mexico, and the United States,” final preparation for submission to *International Journal of Research in Marketing*.

Murphy, William H. and Ken Matsuno, “Effectiveness of Sales Supervision: Roles of Monitoring and Supervisor-Salesperson Relationship,” Status: final preparation for submission to *Industrial Marketing Management*.

Murphy, William H., working title: “Sales Management Practices in China: Similarities and Differences Between Chinese & MNC Companies,” Status: transcripts and survey data being analyzed; first draft preparation.

Eng, Robert and William H. Murphy, working title: “Strategic Concerns of Chinese Executives Working for MNCs,” Status: transcripts from discussions with 60 executives being analyzed; first draft preparation.

Murphy, William H., working title: “Salespeople Speak Out: Opinions on Managing an Effective Sales Effort,” Status: Transcripts from 50 interviews being analyzed.

Editorial Review Boards

1998 - Present *Journal of Personal Selling & Sales Management* (editorial staff)

1997 - Present *Industrial Marketing Management*

Professional Affiliations

1993 - European Marketing Academy

1991 - American Marketing Association

Academic Presentations and Scholarship

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| May, 2003 | Murphy, William H., "China and the New Face of Distribution: A Dynamic Uncertain Future Facing Chinese Executives," EMAC, 29 th Annual Conference; Glasgow, Scotland |
| April, 2000 | Leadership Skills workshop; Presented to leadership team of Dalsin & Son, Inc., Las Vegas, Nevada |
| January, 1999 | University of Chicago Executive Education Center; Presenter and Discussant on Marketing with a Quality Focus; Chicago, Illinois |
| May, 1998 | EMAC, 27 th Annual Conference Presenter/in Proceedings; Stockholm, Sweden |
| July, 1997 | University of Chicago Executive Education Center; Presenter and Discussant on Marketing with a Quality Focus; Chicago, Illinois |
| May, 1997 | EMAC, 26 th Annual Conference Presenter; Warwick, England |
| January, 1997 | National Roofing Contractor Association Presenter on Quality and Customer Closeness; Chicago, Illinois |
| August, 1996 | Academy of Management Presenter/in Proceedings; Cincinnati, Ohio |
| Spring, 1996 | University of Western Sydney (May) Doctoral Seminar Presentation; Sidney, Australia |
| Winter, 1996 | Winter AMA Presenter/in Proceedings; St. Petersburg, Florida |
| Fall, 1995 | NZ Marketing Educators Conference Presenter; Wellington, New Zealand |
| Summer, 1994 | Marketing Education Institute Instructor/Presenter; University of Wisconsin, Madison |
| May, 1993 | EMAC 22 nd Annual Conference Presenter/in Proceedings; Aarhus, Denmark |

Executive Education/Service

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| August 2007 | Session Leader for Meet the Editors of Non-AMA Journals – Tips on Getting Published |
| 2006; 2007 | University of Wisconsin-Madison Executive Education: <i>Doing Business in Greater China</i> |
| 2002 – present (2X annually) | University of Wisconsin-Madison Executive Education: <i>Marketing Concepts for Non-Marketing Executives</i> |
| 2000 – present (2X annually) | University of Wisconsin-Madison Executive Education: <i>Marketing Communications: A Focus on Brand Building on the Web</i> |
| 1998 - present | CEIBS Executive Programs in <i>Sales Management, Key Account Management, Marketing</i> ; Jiaotong University, Mingang, Shanghai, P.R.C. |
| 1998 - present | CEIBS <u>Custom Program</u> provider for clients; programs in sales management, key account management, marketing, brand building on web for clients in Beijing, Shanghai, Hong Kong, Shenzhen, Guangzhou |
| 2003 | University of Wisconsin-Madison Executive Education: <i>Pricing Frameworks and Applications</i> |
| 2003 | University of Wisconsin-Madison Executive Education: Custom Program in Brand Building on the Web for TSI |
| 2003 | Mentor/Faculty Advisor for Thesis preparation by Honors student, George Meredith. Thesis: “The Process for Sales Territory Realignment” |
| 2001 | Mentor to university colleague pursuing a Post-Graduate Certificate in Teaching & Learning in Higher Education from the Institute of Educational Technology, School of Education, The Open University |
| 2001 | University of Wisconsin-Madison Executive Education: Business-to-Business e-Marketing |
| 2000 - 2002 | University of Wisconsin-Madison Executive Education: Sales Management Basics |
| 1995 | Assisted in editing The Product Manager’s Handbook, NTC Publishing, by Linda Gorchels |
| 1995 | Keynote Speaker for Eli Lilly National Sales Meeting; Auckland, New Zealand |

Awards and Honors

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| 2006 | Favorite Instructor Award |
| 2005 | Dean's Academic Staff Excellence in Teaching Award |
| 2002 | MKT Professor of the Year |
| 1998 | Research Grant; Competitive Grant Awarded by Babson College Board of Research for work in the area of improving sales practices across countries. |
| 1997 | Research Grant; Competitive Grant Awarded by Babson College Board of Research for work focused on model development and empirical analysis of the effects of special incentives. |
| 1997 | Course Release; Release granted for work examining problematic behaviors caused by short-term incentives in the sales setting. |
| 1994 | U.S. Badminton National Team Member |

Industry Consulting and Seminar Clients

AstraZeneca Pharmaceuticals; Shanghai, P.R.C.

Novartis Pharmaceuticals; Shenzhen, P.R.C.

3M; St. Paul, Minnesota; Auckland, New Zealand; Sydney, Australia

Aventis Pharmaceuticals; Shanghai, P.R.C.

China Life Insurance Company, Direct Affiliate of Guangdong Branch, P.R.C.

Dalsin & Son, Inc., St. Paul, Minnesota

Eli Lilly National Sales Meeting; Auckland, New Zealand

National Roofing Contractor Association; Chicago, Illinois

Ping An Insurance Company, Shanghai, P.R.C.; Shenzhen, P.R.C.

Roche Pharmaceuticals; Shanghai, P.R.C.

Sinochem, Shanghai, P.R.C.