

Bitty Balducci

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EDUCATION

PhD	Doctor of Philosophy in Marketing Minor: Statistics	University of Missouri 2020
MBA	Master of Business Administration Emphasis: Marketing	University of Montana 2016
BSBA	Bachelor of Science in Business Administration Major: Marketing	University of Missouri 2011

APPOINTMENTS

ACADEMIC

Assistant Professor of Marketing 2020-Present
Washington State University, Pullman, WA

HONORARY

Affiliated Researcher 2020-Present
Reynolds and Reynolds Sales Leadership Institute, Texas A&M, College Station, TX

RESEARCH

Research Interests: Sales, naturalistic frontline interactions, sales force management, B2B, unstructured data analysis (acoustic, text), natural language processing

PUBLICATIONS

Balducci, Bitty and Detelina Marinova (2018), “Unstructured Data in Marketing,” *Journal of the Academy of Marketing Science*, 46(4), 557-590.

*Finalist, JAMS Best Paper Award

*Winner, Sastri Mantrala Best Research Paper Award

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Balducci, Bitty, Detelina Marinova, and Jagdip Singh “Voice in Frontline Interactions,” preparing for submission to *Journal of Marketing* in September 2020.

*Essay 1 of dissertation

*Winner, OFR Young Scholar Award

Richins, Marsha and **Bitty Balducci** “Visualization Ability, Anticipatory Savoring Tendency, and the Elaborations that Sustain Product Desire,” preparing for submission to *Psychology & Marketing* in October 2020.

Balducci, Bitty, Detelina Marinova, and Jagdip Singh “The Role of Voice in Salesperson Lead Calling Effectiveness,” working paper. Target: Journal of Marketing Research, (data collection complete, analysis and writing underway).

*Essay 2 of dissertation

*Winner, *ISBM Doctoral Dissertation Competition*

*Winner, *AMA Sales SIG Doctoral Dissertation Proposal Competition*

Balducci, Bitty “Salesperson Voice as a Tool for Persuasion During Transactional Sales Interactions,” working paper. Target: Journal of Marketing, (conceptualization phase).

CONFERENCE EXPERIENCE

Conference Presentations

Balducci, Bitty*, Detelina Marinova, Jagdip Singh (2020), “Voice in Frontline Interactions,” *Organizational Frontline Research Symposium*: San Diego, CA.

Balducci, Bitty*, Detelina Marinova, Jagdip Singh (2018), “The Role of Voice in B2B Cold Calling Effectiveness,” *Institute for the Study of Business Markets*: Boston, MA.

Other Conference Experience

Member, Academic/Practitioner Team, *4th Annual OFR Symposium (2018)*: New Orleans, LA

Co-authored MSI Whitepaper: “Advancing Frontlines Research in Academic-Practitioner Collaboration: An Agenda for Future Research”

Discussant, *27th Annual Robert Mittelstaedt Doctoral Symposium (2018)*: Lincoln, NE

TEACHING

Teaching Interests:

- Sales Management, Professional Sales, Sales Analytics, Marketing Management
- Managerially focused courses at both undergraduate and MBA levels

Teaching Experience:

Washington State University

Professional Sales

Fall 2020 (UG, 30 students)

Composite Score:

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University of Missouri

Sales Management

Spring 2020 (UG, 19 students)

Fall 2019 (UG, 31 students)

Spring 2019 (UG, 31 students)

Composite Score:

4.88/5.00

4.09/5.00

4.76/5.00

Retail Marketing

Fall 2018 (UG, 32 students)

4.31/5.00

SERVICE

Ad-Hoc Reviewer, *Journal of the Academy of Marketing Science*

SOFTWARE

Praat, Python (primary environment: Spyder), NLogit, SPSS, LIWC, SAS, EQS, HLM

HONORS AND AWARDS

Winner, AMA Sales SIG Doctoral Dissertation Proposal Competition	2020
Winner, Organizational Frontline Research Young Scholar Award	2020
Institute for the Study of Business Markets Doctoral Fellow	2020
Winner, ISBM Doctoral Dissertation Competition	2020
University of Missouri Summer Research Fellowship	2018-2020
Finalist, JAMS Best Paper Award for “Unstructured Data in Marketing”	2019
AMA Sheth Consortium Fellow, New York University	2019
Sastri Mantrala Best Research Paper Award	2019
University of Missouri Outstanding Graduate Research Assistant Award	2018

PROFESSIONAL EXPERIENCE

Assistant Director of Development, University of Montana Foundation: <i>Missoula, MT</i>	2015 – 2016
<ul style="list-style-type: none">Used relationship selling to manage \$500,000 portfolio of major gift donorsAchieved 4x annual financial goal and conducted 7x the annual goal for qualifying visits	
Community Manager, American Cancer Society: <i>Missoula, MT</i>	2013 – 2015
<ul style="list-style-type: none">Used relationship selling to manage \$165,000 portfolio and build relations with key corporate accountsProvided sales training to lead volunteers to achieve 13% increase in net income over prior year	
Development Coordinator, American Cancer Society: <i>Rochester, MN</i>	2012 – 2013
<ul style="list-style-type: none">Engaged in cold calling and actively conducted lead qualification to build robust pipelineExceeded aggressive income goals by 6% and increased net income by 40% over previous year	
Public Outreach Coordinator, City and Borough of Sitka: <i>Sitka, AK</i>	2011 – 2012
<ul style="list-style-type: none">Developed and led campaign for Department of Labor grant to encourage “green” career trainingCollaborated with the City to design Energy Star Rebate Program resulting in reduced electric load	

REFERENCES

Available Upon Request