

# Bitty Balducci

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## EDUCATION

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

## APPOINTMENTS

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### 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 University, College Station, TX

## RESEARCH

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**Research Interests:** Sales, personal selling, voice (verbal, vocal), naturalistic interactions, sales force management, unstructured data analysis (acoustic, text)

## PUBLICATIONS

### Peer-Reviewed Journal Articles in Marketing

Richins, Marsha L. and **Bitty Balducci** (2021), “Visualization Ability and the Elaborations that Sustain Product Desire,” *Psychology & Marketing*, 38(9), 1591-1607.

**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*

### Peer-Reviewed Conference Papers in Computer Science

Li, Can, Bin Pang, Wenbo Wang, Lingshu Hu, Matthew Gordon, Detelina Marinova, **Bitty Balducci**, and Yi Shang (2023), “How Well Can Language Models Understand Politeness?”, *In 2023 IEEE Xplore Conference on Artificial Intelligence (CAI)*, 230-231.

*\*B+ publication in computer science<sup>1</sup>*

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<sup>1</sup> The computer science field publishes peer-reviewed conference papers, which serve as their version of journal articles. This process is meant to expedite knowledge sharing and remains highly competitive.

Li, Can, Wenbo Wang, **Bitty Balducci**, Lingshu Hu, Matthew Gordon, Detelina Marinova, and Yi Shang (2022), “Deep Formality: Sentence Formality Prediction with Deep Learning,” In *2022 IEEE 23rd International Conference on Information Reuse and Integration for Data Science*, 1-5.  
\*B+ publication in computer science

Li, Can, Wenbo Wang, **Bitty Balducci**, Detelina Marinova, and Yi Shang (2021), “Predicting Conversation Outcomes Using Multimodal Transformer,” In *2021 International Joint Conference on Neural Networks*, 1-6.  
\*A-level publication in computer science

Peng, Zeshan, Wenbo Wang, **Bitty Balducci**, Detelina Marinova, and Yi Shang (2018), “Toward Predicting Communication Effectiveness,” In *2018 IEEE Third International Conference on Data Science in Cyberspace*, 76-83.  
\*B-level publication in computer science

### **Book Chapters**

**Balducci, Bitty** and Detelina Marinova (2022), “Voice in Customer Loyalty Research”, In *Handbook of Research on Customer Loyalty*, Debbie Keeling, Ko de Ruyter, and David Cox, Eds. Edward Elgar Publishers, Inc.: Cheltenham, United Kingdom

### **MANUSCRIPTS UNDER REVIEW & WORKING PAPERS**

**Balducci, Bitty**, Detelina Marinova, and Jagdip Singh “The Role of Voice in Sales Lead Calling,” preparing for resubmission (first round) at Journal of Marketing Research.

\*Winner, *Organizational Frontline Research Young Scholar Award*

\*Winner, *ISBM Doctoral Dissertation Competition*

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

**Balducci, Bitty** and Minjoo Kim, “Psychological Reactance in Unsolicited Transactional Sales Interactions,” preparing for submission to European Journal of Marketing.

**Balducci, Bitty**, Colleen McClure, Minjoo Kim, and Frank Lin, “Uh-Huh, I Understand”: The Role of Backchanneling in Perceptions of Salespersons’ Active Listening,” working paper. Target: Journal of the Academy of Marketing Science.

**Balducci, Bitty** and Simona Stan, “What Makes a Good Question? Asking Questions in Sales Interactions,” working paper. Target: Journal of Personal Selling and Sales Management.

### **TEACHING**

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#### **Teaching Interests**

- Sales management, professional sales, marketing analytics, marketing research
- Managerially focused courses at both undergraduate and master’s levels

#### **Teaching Modalities**

- Fully in-person
- Fully online
- Hybrid

#### **International Teaching**

- Sales seminar for University of Montana and Lucian Blaga University of Sibiu graduate students in May 2023: Sibiu, Romania

## Undergraduate Teaching Experience *\*Ratings on 5.00 scale*

<i>Washington State University</i>						
Course	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023
Professional Sales	4.40	4.20	4.60	4.40	4.70	4.70
Sales Management	--	4.20	4.60	4.50	4.60	4.80

<i>University of Missouri</i>				
Course	Fall 2018	Spring 2019	Fall 2019	Spring 2020
Sales Management	--	4.76	4.09	4.88
Retail Marketing	4.31	--	--	--

*\*More semester teaching evaluations available upon request*

## SERVICE

### Service to Discipline

Ad-Hoc Reviewer, *Journal of Marketing*

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

Ad-Hoc Reviewer, *Journal of Service Research*

Ad-Hoc Reviewer, *Journal of Personal Selling & Sales Management*

Reviewer, *Organizational Frontlines Research Symposium*

### Service to University

Co-develop and run Center for Professional Sales at Pullman campus, Washington State University, 2020-present

Hiring Committee, Washington State University, 2020-2021; 2021-2022

## CONFERENCE EXPERIENCE

### Conference Presentations

Balducci, Bitty\*, Detelina Marinova, Jagdip Singh (2023), "The Role of Voice in Sales Lead Calling," *International Economics Conference of Sibiu: Sibiu, Romania.*

Balducci, Bitty\*, Detelina Marinova, Jagdip Singh (2023), "The Role of Voice in Sales Lead Calling," *Pacific Northwest Marketing Symposium: Vancouver, WA.*

Balducci, Bitty\*, Detelina Marinova, Jagdip Singh (2020), "Organizational Agent Voice in Business-to-Business Customer 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.*

*\* Indicates presenter*

### Other Conference Experience

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

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

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

## PROFESSIONAL ASSOCIATIONS

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- American Marketing Association
- Institute for the Study of Business Markets
- Reynolds and Reynolds Sales Leadership Institute
- Selling and Sales Management SIG

## AWARDS, GRANTS, AND HONORS

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\$30,000 Grant, Research and Creative Works Strategic Investment Program	2021
Winner, AMA Sales SIG Doctoral Dissertation Proposal Competition	2020
Winner, Organizational Frontline Research Young Scholar Award	2020
Fellow, Institute for the Study of Business Markets	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

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<b>Assistant Director of Development, University of Montana Foundation:</b> <i>Missoula, MT</i>	2015 – 2016
<ul style="list-style-type: none"><li>• Used relationship selling to manage \$2,500,000 portfolio of major gift donors</li><li>• Achieved 4x annual financial goal and conducted 7x the annual goal for qualifying visits</li></ul>	
<b>Community Manager, American Cancer Society:</b> <i>Missoula, MT</i>	2013 – 2015
<ul style="list-style-type: none"><li>• Used relationship selling to manage \$500,000 portfolio and build relations with key corporate accounts</li><li>• Provided sales training to lead volunteers to achieve 13% increase in net income over prior year</li></ul>	
<b>Development Coordinator, American Cancer Society:</b> <i>Rochester, MN</i>	2012 – 2013
<ul style="list-style-type: none"><li>• Engaged in cold calling and actively conducted lead qualification to build robust pipeline</li><li>• Exceeded aggressive income goals by 6% and increased net income by 40% over previous year</li></ul>	
<b>Public Outreach Coordinator, City and Borough of Sitka:</b> <i>Sitka, AK</i>	2011 – 2012
<ul style="list-style-type: none"><li>• Developed and led campaign for Department of Labor grant to encourage “green” career training</li><li>• Collaborated with the City to design Energy Star Rebate Program resulting in reduced electric load</li></ul>	