

Charles B. Ragland, DBA
Executive Director, Center for Global Sales Leadership
Fettig/Whirlpool Faculty Fellow
Clinical Associate Professor of Marketing
Kelley School of Business, Indiana University
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EDUCATION

- Doctoral Degree: 2012, Coles College of Business, Kennesaw State University
DBA-Marketing, Honors Graduate, Beta Gamma Sigma
- Dissertation: "Institutional theory and cross-national differences in international market selection for direct selling," First Chair: Scott Widmier; Second Chair: Tom Baker
- Master's Degree: 1992, Weatherhead School of Management, Case Western Reserve University, MBA, Beta Gamma Sigma
- Bachelor's Degree: 1979, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, BSBA

ACADEMIC EXPERIENCE

- Indiana University, Bloomington, Kelley School of Business
- Executive Director Center for Global Sales Leadership, 2014 - present
 - Fettig/Whirlpool Faculty Fellow, 2018 - present
 - Clinical Associate Professor of Marketing, 2019 – present
 - Clinical Assistant Professor of Marketing, 2014 – 2019
- University of Toledo, Edward H. Schmidt School of Professional Sales
- Assistant Professor of Marketing, 2012 - 2014
- University of Tennessee at Chattanooga, College of Business
- Lecturer, 2006 - 2012
 - Adjunct, 2004, 2005

TEACHING

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|---|--------------------------------|
| Sales Leadership (IU Kelley Direct) | B-to-B Marketing (UTC, Toledo) |
| Global Sales Workshop (IU Kelley) | Marketing Research (UTC) |
| Advanced Professional Sales (IU Kelley) | International Marketing (UTC) |
| Sales Management (IU Kelley) | Business Communications (UTC) |
| Professional Sales (UTC, Toledo) | International Management (UTC) |
| Principles of Marketing (UTC, Toledo) | Strategic Management (UTC) |

INDUSTRY EXPERIENCE

The Ragland Group, President, Chattanooga, TN, 2000 to 2012
SI Corp., General Manager, Fiber Reinforced Concrete, Chattanooga, TN, 1998 - 2000
SI Corp., Marketing Manager, New Business Opportunities, Chattanooga, TN, 1997 - 1998
AlliedSignal Plastics, Manager, Market Development, Chattanooga, TN, 1996 - 1997
Pro Corp., Vice President Sales & Marketing, Florence, MA, 1994 - 1995
The Geon Company, Business Manager Molding, Cleveland, OH, 1990 - 1994
BF Goodrich, Geon Vinyl Division, Field Market Development, Atlanta, GA, 1988 - 1990
GE Plastics, Field Market Development, Atlanta, GA, 1984 - 1987
GLS Plastics, Senior Sales Representative, Atlanta, GA, 1983 - 1984
AT&T (Bell South & American Bell), Account Executive, Atlanta, GA, 1982 - 1983
Owens-Corning Fiberglas, Sales/Market Development, Seattle, WA, 1979 – 1982

HONORS AND AWARDS

Kelley School of Business Faculty Service Award, 2020
Indiana University Trustees Teaching Award, Kelley School of Business, 2019
Founding Member, Sales Technology Higher Education Council, 2019
Academic Advisory Board, RNMKRS Virtual Sales Competition, 2019
Finalist, Innovation Teaching Award, Kelley School of Business, 2018
Finalist, Indiana University Trustees Teaching Award, Kelley School of Business, 2018
Outstanding Article, Journal of Business-to-Business Marketing, 2017
Outstanding Professor, Kappa Alpha Theta, Spring 2017, Fall 2017, Fall 2018
Finalist, William G. Panschar Teaching Award, Kelley School of Business, 2017
Academic Fellow, Direct Selling Education Foundation, 2016 to present
Associate Graduate Faculty, University of Toledo, 2013
Honors Graduate, Coles College of Business, Kennesaw State University, 2012
Beta Gamma Sigma, Coles College of Business, Kennesaw State University, 2012
Outstanding Senior (Marketing) – Favorite Teacher, UTC, 2010 – 2011, 2011 - 2012
Doctoral Fellow, National Conference in Sales Management, 2011
Best Paper, Association for Marketing and Health Care Research, February 2010
Doctoral Consortium Fellow, Society of Marketing Advances, 2009

SERVICE

Invited Presentations

“Samsung Capability Development Program for Prospective Overseas Sales & Marketing Presidents – Sales and Marketing Management”, Samsung (South Korea), June 2017

“The Economic and Social Impact of Direct Selling”, Direct Selling Association Annual Meeting, Orlando, June 2017

“Professionalism in Sales Communications”, Synovia Solutions National Meeting, Indianapolis, IN, January 2017

“Key Account Management”, Cook Medical National Account Management Meeting, Indianapolis, IN, November 2016

Conferences and Journals

Ad Hoc Reviewer

Academy of Marketing Science Annual Conference (Sales, B2B Marketing)
Academy of Marketing Science World Congress (Sales)
American Marketing Association Winter Conference (Sales)
Journal of Marketing Channels (Sales)
Journal of Personal Selling & Sales Management (Sales)
Journal of Selling (Sales)
Journal of Selling & Major Account Management (Sales)
National Conference in Sales Management (Sales)
Sales Education Foundation (Sales)

Conference Participant

Best Practices Session, University Sales Center Alliance, Feb 2020
Best Practices Session, University Sales Center Alliance, Feb 2018
Panel Participant, Direct Selling Association Annual Meeting, June 2017
Proceedings Co-Editor, Academy of Marketing Science World Congress, August 2014
Track Co-Chair, Academy of Marketing Science Annual Conference, May 2014
Sessions Chair, Global Sales Science Institute, June 2013
Sessions Chair, Academy of Marketing Science Annual Conference, May 2013
Sessions Chair, Academic of Marketing Science Annual Conference, May 2010
Moderator, Association of Marketing and Health Care Research, February 2010
Discussant, Society of Marketing Advances, November 2009

University

Marketing Department, Kelley School of Business, Indiana University

Executive Director, Center for Global Sales Leadership, 2014 - present
Director, Professional Sales Major, 2014 - present
Global Sales Workshop, 2014 - present
National Team Selling Competition, 2014 – present
ISGP Policy Committee, 2016 – present
Professional Sales Search Committee, 2017, 2018, 2021, 2022
B2B Marketing Search Committee, 2015
M535 Sales Leadership Design & Development, Fall 2019 and Spring 2021
M426 Sales Management Design & Development, Spring 2015 and Fall 2019

M436 Advanced Professional Sales Practicum Design & Development, Fall 2014

Schmidt School of Professional Sales, College of Business, University of Toledo

Strategic Plan Development, Spring 2014
Sales Curriculum Integration, Spring 2014
Sales Simulation Development & Design, Spring 2014
Advance Sales Course Development & Design, Spring 2014
Department Undergraduate Curriculum Committee, 2013 - 2104
Library Liaison Committee, 2013 - 2014
Sales Competition, University of Toledo, March 2013
Sales Competition, Ball State University, October 2012

College of Business, University of Tennessee at Chattanooga

Strategic Planning Committee, 2011 - 2012
Entrepreneurship Committee, 2008 - 2011
Professional Standards and Ethical Conduct Committee, 2008 - 2011
Business Communications Course Coordinator, 2008 - 2009
Moderator, Entrepreneurship Forum, 2007

Community

Board of Directors, Chattanooga Technology Council, 2009 - 2012
Early Innovators Award Committee, Chattanooga Technology Council, 2009 - 2012
Steering Committee, Capital Connection, Chattanooga Technology Council, 2008
Steering Committee, Tennessee Valley Venture Forum, 2004

RESEARCH IN SUPPORT OF TEACHING

Peer Reviewed Articles

Widmier, S., Brouthers, L., **Ragland, C.B.** (2020) "Doing Well by Doing Good: Direct selling as a viable and sustainable source of income for base of the pyramid populations", *Journal of Global Scholars of Marketing Science*, 30 (4) 380-393.

Mallin, M., **Ragland, C. B.** (2017) "Power-based effects on salesperson motivation and performance: A contingency view", *Journal of Business-to-Business Marketing*, 24 (2) 99-121.
Winner, JBBM Outstanding Article 2017

Nicholls, J., **Ragland, C.B.**, Schimmel, K., Hair, J. (2017) "The relevance of ethics, CSR, and sustainability topics in the business school and marketing curricula: Dean and department head opinions", *Journal of Business Ethics Education*, 13, 169-184.

Patel, V., Kudrats, J., **Ragland, C.B.** (2017) "Entrepreneurial leadership – Core concepts of a key dimension", *Experiential Entrepreneurship Exercises Journal*, 2 (1) 72-80.

Ragland, C.B., Brouthers, L., Widmier, S., (2015) “Institutional theory and international market selection for direct selling”, *Marketing Intelligence & Planning*, 33 (4) 1-19.

Ragland, C.B., Widmier, S., Brouthers, L., (2015) “A factor endowment approach to international market selection”, *Journal of Strategic Marketing*, 23 (6) 497-511.

Rodriguez, M., Honeycutt, E., **Ragland, C.B.** (2015) “Preliminary investigation of entertainment strategies involving alcohol: Implications for professional sales education and training in business markets”, *Journal of Business-to-Business Marketing*, 22 (4) 257-268.

Mallin, M., **Ragland, C.B.**, Finkle, T. (2014) “The proactive behavior of younger salespeople: Antecedents and outcomes” *Journal of Marketing Channels*, 21 (4) 268-278.

Longenecker, C., Mallin, M., **Ragland, C.B.** (2014). The sales manager development gap: Are leaders equipped to “walk the walk?” *Journal of Selling & Major Account Management* 13(2) 64-70.

Longenecker, C., **Ragland, C.B.**, Mallin, M. (2014). Developing high performance sales managers: Key practices for accelerating growth, *Development and Learning in Organizations* 28 (2) 10-13.

Nicholls, J., Hair, J. F., **Ragland, C.B.**, & Schimmel, K. (2013). Ethics, corporate social responsibility, and sustainability education in AACSB undergraduate and graduate marketing curricula: A benchmark study. *Journal of Marketing Education* 35(2) 129-140.

Books

Marketing Challenges in a Turbulent Business Environment: Proceedings of the 2014 Academy of Marketing Science (AMS) World Marketing Congress. Mark D. Groza and **Charles B. Ragland** Editors, Springer International Publishing (2016).

Conference Presentations & Proceedings

“Best practices: Software for teaching professional sales,” University Sales Center Alliance Conference, February 2020.

“Sales position analysis: A teaching moment,” National Conference in Sales Management, March 2019.

“Best practices: Sales lab technology,” University Sales Center Alliance Conference, February 2018.

“Doing well by doing good: Using Direct Selling to help the base-of-pyramid (BOP)” with Scott Widmier, National Conference in Sales Management, April 2017.

“Entrepreneurial leadership: Core concepts of a key dimension” with Vijay Patel and Jerry Kudlats, United States Association of Small Business and Entrepreneurship Conference, January 2017.

“Entertainment orientation and salesperson relationship performance” with Michael Rodriguez, Earl Honeycutt, and Caitlin Jones, Academy of Marketing Science Annual Conference, May 2014

“The relevance of ethics, CSR, and sustainability topics in the business school and marketing curricula: An initial survey of deans and department heads” with Jeananne Nicholis and Joe Hair, Jr., Marketing Management Association Educators Conference, September 2013

“A factor endowment approach to international market selection for the direct selling industry” with Scott Widmier and Lance Brouthers, Academy of Marketing Science Annual Conference, May 2013

“Managerial power-based effects on sales person intrinsic motivation and performance: A conservation of resources view” with Michael Mallin, Academy of Marketing Science Annual Conference, May 2013

“The proactive entrepreneurial behavior of salespeople: A model of antecedents and outcomes” with Michael Mallin and Todd Finkle, National Conference in Sales Management, April 2013

“Cultural differences in the use of entertaining in sales: An exploratory study of entertaining and its impact on relationship building performance” with Michael Rodriguez, Global Sales Science Institute, June 2012

“A conceptual framework of the role of entertaining on sales performance” with Michael Rodriguez and Earl Honeycutt, National Conference in Sales Management, March 2012

“Host country institutional factors as determinants of direct selling industry success,” Academy of Marketing Science Annual Conference, May 2011

“Host country cultural influences on country selection decisions in the direct selling industry,” National Conference in Sales Management, March 2011, ***Doctoral Student Fellowship Award 2011***

“The will and the way in international direct selling: Evaluating the attractiveness of international markets” with Scott Widmier and Lance Brouthers, Society of Marketing Advances, November 2010

“Innovation as sales force motivation: A pharmaceutical industry example” with John Riggs, Victoria Crittenden, and Linda Ferrell, Association for Marketing and Health Care Research, February 2010, ***Best Paper Award***

Case Writing with Corporate Partner

National Team Selling Case Competition (October) – Altria (2017, 2018, 2019, 2020, 2021)
Pre-Comp Sales Case Competition (September) – 3M (2017, 2018, 2019, 2020, 2021)
CGSL Sales Case Competition (November) – P&G (2017, 2018, 2021); AT&T (2019)
GSW Sales Case Competition (February) – Gartner (2019); CH Robinson (2020); IGS (2021)

Industry Journals – Editor Reviewed

Ragland, Charles B. (2009), “Monetary Wisdom: The impact of energy prices on consumer spending,” *Floor Focus*, 18 (10)

Ragland, Charles B. (2009), “Monetary Wisdom: Opportunities for business performance improvement in a down economy,” *Floor Focus*, 18 (5)

Ragland, Charles B. (2009), “Monetary Wisdom: Chapter 11 bankruptcy - Impact, implications and strategy,” *Floor Focus*, 18 (2)

Ragland Charles B (2008), “Monetary Wisdom: Owning your own retail showrooms and warehouses,” *Floor Focus*, 17(12)

Ragland, Charles B (2008), “Monetary Wisdom: Developing and managing your banking relationship,” *Floor Focus*, 17 (10)

Ragland, Charles B (2008), “Monetary Wisdom: Understanding the pulse of your business - Increasing sales versus managing cash resources,” *Floor Focus*, 17 (7).

Ragland, Charles B (2008), “Monetary Wisdom: Driving growth in today’s business climate,” *Floor Focus*, 17 (5)

Ragland, Charles B (2008), “Monetary Wisdom: Jumpstart your plan for business performance,” *Floor Focus*, 17 (3)

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science
American Marketing Association
Direct Selling Education Foundation
Global Sales Science Institute

National Conference in Sales Management
Sales Technology Higher Education Council
University Sales Center Alliance