

ANDREW T. CRECELIUS

Associate Professor of Marketing Ivy College of Business Iowa State University
acrececi@iastate.edu 515-294-4141 2167 Union Drive, Ames, IA 50011

Education

July 2016 Ph.D. Marketing, University of Missouri
May 2013 M.B.A. Marketing, University of Missouri
June 2010 B.B.A. Finance, University of Notre Dame

Academic Employment History

Ivy College of Business, Iowa State University, 2019 – present
Associate Professor, Department of Marketing, 2023 – present
Assistant Professor, Department of Marketing, 2019 – 2023

Collat School of Business, University of Alabama at Birmingham, 2016 – 2019
Assistant Professor, Department of Marketing, Industrial Distribution, & Economics

Trulaske College of Business, University of Missouri, 2011 – 2016
Graduate Assistant, Department of Marketing

Refereed Journal Publications

1. Anand, D., Crececius, A.T., Lawrence, J.M., & Scheer, L.K. (forthcoming). A potential win-win strategy when pruning the direct channel: Motivating retailers to migrate to a designated intermediary. *Journal of Retailing*. DOI: 10.1016/j.jretai.2024.11.002.
2. Kanuri, V.K., Crececius, A.T., & Kumar, S. (forthcoming). Disentangling the customer-level, cross-channel effects of large-order-advantaged online shipping policies. *MIS Quarterly*. DOI: 10.25300/MISQ/2024/18438.
3. Crececius, A.T., Lawrence, J.M., Palmatier, R.W., & Zhang, J.Z. (2024). Multichannel discount spillover in B2B markets. *Journal of the Academy of Marketing Science*, 52(4), 1086-1106. DOI: 10.1007/s11747-023-00973-z.
4. Crececius, A.T., Lawrence, J.M., Ogilvie, J.L., & Rapp, A.A. (2022). Riding the waves or rocking the boat? Benefits and unintended consequences of customer growth strategies. *Industrial Marketing Management*, 107, 407-22. DOI: 10.1016/j.indmarman.2022.10.004.
5. Gopalakrishna, S., Crececius, A.T., & Patil, A. (2022). *Hunting for new customers: Assessing the drivers of effective salesperson prospecting and conversion. *Journal of Business Research*, 149, 916-26. DOI: 10.1016/j.jbusres.2022.05.008. *Equal contribution
Featured in *Harvard Business Review Magazine* (<https://hbr.org/2023/07/how-to-boost-your-sales-reps-performance>)

6. Lawrence, J.M., Scheer, L.K., Crecelius, A.T., & Lam, S.K. (2021). Salesperson dual agency in price negotiations. *Journal of Marketing*, 85(2), 89-109. DOI: 10.1177/0022242920974611.
Finalist for the 2021 Shelby D. Hunt/Harold H. Maynard Award
Winner of the 2022 AMA Sales SIG Excellence in Research Award
7. Lawrence, J.M., Crecelius, A.T., Scheer, L.K., & Lam, S.K. (2019). When it pays to have a friend on the inside: contingent effects of buyer advocacy on B2B suppliers. *Journal of the Academy of Marketing Science*, 47(5), 837-57. DOI: 10.1007/s11747-019-00672-8.
8. Lawrence, J.M., Crecelius, A.T., Scheer, L.K., & Patil, A. (2019). Multichannel strategies for managing the profitability of business-to-business customers. *Journal of Marketing Research*, 56(3), 479-97. DOI: 10.1177/0022243718816952.
9. Palmatier, R.W., & Crecelius, A.T. (2019). The “first principles” of marketing strategy. *AMS Review*, 9(1), 5-26. DOI: 10.1007/s13162-019-00134-y.
10. Crecelius, A.T., Lawrence, J.M., Lee, J.Y., Lam, S.K., & Scheer, L.K. (2019). Effects of channel members’ customer-centric structures on supplier performance. *Journal of the Academy of Marketing Science*, 47(1), 56-75. DOI: 10.1007/s11747-018-0606-5.
11. Bloch, P.H., Gopalakrishna, S., Crecelius, A.T., & Scatolin Murarolli, M. (2017). Exploring booth design as a determinant of trade show success. *Journal of Business-to-business Marketing*, 24(4), 237-56. DOI: 10.1080/1051712X.2018.1381399.

Textbook

Palmatier, R.W., & Crecelius, A.T. *Marketing: Based on first principles*. In press (March 2025 publication) with Bloomsbury Academic. Innovative, application-focused textbook guided by four core principles and targeting the international principles market.

Competitive Grants, Awards, & Honors

EXTERNAL

2025 – Paper selected as best in track (Marketing Strategy and Global Marketing) at 2025 Winter AMA Conference

2025 – Co-authored the paper by PhD student Chengzhe Liu that was selected as the winner of the 2025 OFR-YSR Competition

2024 – Winner of the 2024 AMS Building the Bridge grant competition (\$3,500)

2023 – Chaired the dissertation proposal by PhD student Amir Zahedi that was selected as the winner for the 2023 PDMA Doctoral Dissertation Proposal Competition

2023 – Paper selected as best in track (Sales Management and Personal Selling) at 2023 Winter AMA Conference

2022 – Chaired the dissertation proposal by Amir Zahedi that was selected as a finalist for 2022 ISBM Doctoral Dissertation Award Competition

2022 – Paper selected as the winner of 2022 AMA Sales SIG Excellence in Research Award

2022 – Marketing Strategy Consortium (Texas A&M University) Faculty Fellow

2022 – Paper selected as a finalist for the 2021 Shelby D. Hunt/Harold H. Maynard Award

2018 – Marketing Science Institute, \$9,500 (with Lawrence, J.M., & Palmatier, R.W.)
2015 – Marketing Science Institute, \$5,000 (with Gopalakrishna, S., & Patil, A.)
2013 – Marketing Science Institute, \$14,000 (with Gopalakrishna, S.)

INTERNAL

2024 – Ivy College of Business winner for PhD Mentor of the Year Award
2023 – Ivy College of Business Research Bootstrap Grant (\$5,000)
2023 – Ivy College of Business Assistant Professor Achievement in Teaching Award
2023 – Ivy College of Business Minigrant award (\$750)
2022 – Ivy College of Business Research Incentive Program Summer Funding
2022 – Ivy College of Business Minigrant award (\$750)
2021 – Ivy College of Business Early Career Achievement in Research Award
2021 – Ivy College of Business Research Summer Research Grant
2020 – Ivy College of Business Research Acceleration Grant award (competitive course release grant)
2020 – Big XII Faculty Fellowship (travel grant) (\$1,000)
2019 – Ivy College of Business Minigrant award (\$750)
2018 – Collat School of Business Research Track award (competitive course release grant)

Conference Presentations (* indicates presenting author)

“Impact of Platform Revenue Strategy Changes.” Liu, C.,* Crecelius, A.T., Zahedi, A., & Lu, S. Presenting at 2025 Winter AMA Conference, Phoenix, Arizona (2025).

“Navigating Livestream Marketing Sponsorship Efficacy.” Liu, C.* & Crecelius, A.T. Presenting at 2025 Winter AMA Conference, Phoenix, Arizona (2025)

“Impact of Corporate Downsizing on the Performance of Interactive Services: Evidence from the Videogame Industry.” Hakimi, M.,* Crecelius, A.T., Lee, J.Y., & Cao, C. Poster presentation at 2025 Winter AMA Conference, Phoenix, Arizona (2025).

“Impact of Wholesale Price Consistency on Retailer–Supplier Relationships.” Lawrence, J.M., Kamran-Disfani, O., Crecelius, A.T.,* Bhattarai, A. Presented at 2024 Retail in the Age of Global Uncertainty Conference, Paris, France (2024).

“Navigating Livestream Marketing Efficacy.” Crecelius, A.T.* & Liu, C. Presented at 2024 Academy of Marketing Science Conference, Coral Gables, Florida (2024).

“Digital Platform Subscription Policy Change.” Liu, C.,* Crecelius, A.T.,* Zahedi, A., & Lu, S. Presented at 2024 Winter AMA Conference, St. Pete Beach, Florida (2024).

“Frontlines of Digital Platforms.” Crecelius, A.T.*, Liu, C., & Zahedi, A. Presented at the Organizational Frontlines Research (OFR) Symposium, St. Pete Beach, Florida (2024).

“Novel Analytics Value.” Zahedi, A.,* Crecelius, A.T., & Kanuri, V.K. Presented at 2023 Academy of Marketing Science Conference, New Orleans, Louisiana (2023).

“How Can Entrepreneurial Salespeople Acquire New Customers? The Interplay of Networking and Marketing Communications.” Crecelius, A.T.,* Gopalakrishna, S., & Zahedi, A.* Presented at 2023 Winter AMA Conference, Nashville, Tennessee (2023).

“The Spillover Impact of Downstream Online Ratings on Upstream B2B Relationships.” Nguyen, T.,* Lawrence, J.M., Crecelius, A.T., McClure, C., & Scheer, L.K. Presented at 2022 ISBM Academic Conference, Chicago, Illinois (2022).

“Managing Partisan Activism for Charitable Organizations.” Pugh, H.B.,* Harmeling, C.M., Brady, M.K., Lawrence, J.M., & Crecelius, A.T. Presented at 2022 Winter AMA Conference, Las Vegas, Nevada (2022).

“Effects of Sales Channel Specialization in Business-to-Business Markets.” Crecelius, A.T.,* Lawrence, J.M., & Palmatier, R.W. Presented at the 6th Organizational Frontlines Research (OFR) Symposium, San Diego, California (2020).

“When it Pays to Have a Friend on the Inside: Contingent Effects of Buyer’s Advocacy in Business-to-Business Markets.” Lawrence, J.M.,* Crecelius, A.T., Scheer, L.K., & Lam, S.K. Presented at 5th OFR Symposium, Austin, Texas (2019).

“Inside Out or Outside In: Relationship Effects of Customer Reassignment between Outside and Inside Salespeople.” Crecelius, A.T.,* Lawrence, J.M., & Palmatier, R.W. Presented at 8th Theory + Practice in Marketing (TPM) Conference, Los Angeles, California (2018).

“Spillover Effects of Channel Members' Customer-centric Structures on Supplier Performance: A Dual Process Model.” Crecelius, A.T.,* Lawrence, J.M., Lee, J.Y., Lam, S.K., & Scheer, L.K. Presented at 2018 Winter AMA Conference, New Orleans, Louisiana (2018).

“Double Agency in the Sales Role: Effects of Customer Advocacy and Value-Based Selling on the Customer and Seller.” Lawrence, J.M., Scheer, L.K., Crecelius, A.T.,* & Lam, S.K. Presented at 2018 Winter AMA Conference, New Orleans, Louisiana (2018).

“Exploring Synergies between Marketing Communications and Salesperson Networking.” Crecelius, A.T.,* & Gopalakrishna, S. Presented at Thought Leadership on the Sales Profession Conference, Paris, France (2017).

“Selling to Networked Buyers: Leveraging Buyer Networking Toward Seller Financial Outcomes.” Crecelius, A.T.,* & Lawrence, J.M. Presented at 2017 Winter AMA, Orlando, FL (2017).

“Do Salespeople Add Value in an Online World? Financial Implications of Multichannel Business Customers.” Lawrence, J.M.,* Crecelius, A.T., Scheer, L.K., & Patil, A. Presented at 2016 ISBM Academic Conference, Atlanta, GA (2016).

“The Impact of External Network Resources on Sales Prospecting Outcomes.” Crecelius, A.T.,* & Gopalakrishna, S. Presented at 2016 ISBM Academic Conference, Atlanta, GA (2016).

“Exploring the Interaction between Frontline Networking Behaviors and Marketing Communications.” Crecelius, A.T.,* & Gopalakrishna, S. Presented at 37th ISMS Marketing Science Conference, Baltimore, Maryland (2015).

“Assessing the Drivers of Sales Prospecting Effectiveness: An Empirical Investigation.” Gopalakrishna, S., Crecelius, A.T.,* & Patil, A. Presented at 5th Theory + Practice in Marketing (TPM) Conference, Atlanta, GA (2015).

“Leveraging the Social Network to Improve Sales Prospecting Outcomes.” Gopalakrishna, S.,* & Crecelius, A.T. Presented at MSI Thought Leadership on the Sales Profession Conference, New York, NY (2014).

Invited Talks

“Salesperson Dual Agency in Price Negotiations: An Oral History”: Invited research talk and panel discussions

2023 – Trulaske Doctoral Alumni Research Colloquium

“Working with Practitioners”: Invited talk and panel discussion with S.K. Lam and U. Narang
2022 – ISBM Academic Conference PhD Camp

“Inside Out or Outside In: Relationship Effects of Sales Channel Reassignment”: Invited research talk

2019 – Iowa State University

2019 – University of Illinois

2019 – University of Central Florida

2018 – University of Denver

2018 – Colorado State University

Doctoral Mentoring

Dissertation committee chair for:

2023 – Present: Chengzhe Liu, Iowa State University, PhD Marketing, 2026 expected graduation

2022 – 2024 (graduation): Amir Zahedi, Iowa State University, PhD Marketing (accepted job at University of Kentucky)

Dissertation committee member for:

2022 – 2023 (graduation): Hans (Thanh) Nguyen, Oklahoma State University, PhD Marketing

2021 – Present: Emily Zirbes, Iowa State University, PhD Hospitality Management, 2025 expected graduation

First-year / Second-year mentor for:

2024 – Present: Mohammad Hakimi, Iowa State University, PhD Marketing

2021 – 2023: Chengzhe Liu, Iowa State University, PhD Marketing

Teaching Experience

1. *Marketing Analytics: Quantitative Models & Applications* (MKT 605, Iowa State University)
In-person delivery; Redesigned course.
Fall 2023 – Present
PhD seminar on applied empirical modeling in academic marketing research, with applications in Stata.
2. *Sales Enablement Tools and Technology* (MKT 590, Iowa State University)
Online delivery; Developed as a new course offering.
Summer 2023 – Present
Master’s level class on sales technology and analytics. Heavy focus on practical application of Salesforce and CRM Analytics technology.
3. *Sales Enablement Tools and Technology* (MKT 452, Iowa State University)
In-person delivery; Developed as a new course offering.
Spring 2022 – Present
Original course concept inspired by the digital transformation of sales. Heavy focus on practical application of Salesforce and CRM Analytics technology.
4. *Strategic Marketing Management* (MKT 443, Iowa State University)
In-person and online delivery, 4- 6-, and 16-week formats; Developed online version.
Spring 2020 – Present
Simulation-based (MarkStrat) marketing strategy course.
5. *Principles of Marketing* (MKT 340, Iowa State University)
In-person delivery.
Fall 2019 – Fall 2023
Survey course of foundational marketing concepts.
6. *Marketing Research* (MK 408, University of Alabama at Birmingham)
Online delivery.
Summer 2019
Upper-level class on marketing research methods.
7. *Distribution Management* (DB 320, University of Alabama at Birmingham)
In-person and online delivery, 7-week and 14-week formats.
Fall 2016 – Spring 2019
Marketing channels class focused on the perspective of distributors and wholesalers.
8. *Distribution Operations* (DB 430, University of Alabama at Birmingham)
In-person and online delivery; Redesigned course and developed online version.
Spring 2018 – Spring 2019
Marketing channels class with an emphasis on operations management concepts.
9. *Sales Management* (MRKTNG 4420, University of Missouri)
In-person delivery.
Fall 2013 – Spring 2016 (during PhD program)
Case-based class illustrating major challenges for sales managers.
10. *Principles of Finance* (FINANC 2000, University of Missouri)
In-person delivery.
Spring 2011 (during MBA program)
Survey course of foundational finance concepts.

Service to the Profession

Journal of the Academy of Marketing Science:

Editorial Review Board Member (2022 – present)

Reviewer (2019 – 2022)

Editorial Review Board Member, *Journal of Retailing* (2022 – present)

Editorial Review Board Member, *Journal of Business Research* (2023 – present)

Reviewer, *Journal of Marketing* (2022 – present)

Reviewer, *Journal of Marketing Research* (2024 – present)

Reviewer, *Journal of Service Research* (2022 – present)

Reviewer, *Journal of International Marketing* (2022 – present)

Reviewer, *Journal of Personal Selling & Sales Management* (2023 – present)

Track Chair for 2023 Summer AMA Conference (Sales, Sales Management, and Front-Line Employee Issues track)

Reviewer, AMA Sales SIG Doctoral Dissertation Award Competition (2023)

Reviewer, AMS Mary Kay Doctoral Dissertation Competition (2020)

Reviewer, Winter AMA Conference (2017 – present)

Reviewer, Summer AMA Conference (2015 – present)

Reviewer, Academy of Marketing Science Conference (2015)

Institutional Service

At Iowa State University:

University Faculty Senate (Fall 2024 – Present)

University Governance Council (Fall 2024 – Present)

College Faculty Executive Council (Fall 2024 – Present)

College Faculty Development Committee (Fall 2023 – Spring 2024)

College Outcomes Assessment Committee (Spring 2021 – Spring 2023)

College Dean's Advisory Committee (Fall 2019 – Spring 2020)

Department faculty search committee chair (Fall 2024 – Spring 2025)

Department Research Enablement Committee chair (Fall 2024 – Present)

Department Sales Forum Research Grant task force chair (Fall 2023 – Spring 2024)

Department speaker series committee chair (Summer 2022 – Present)

Department representative at Mittelstaedt & Gentry Doctoral Symposium (2021, 2022, 2023, 2025)

Department PhD area committee (substitute; Spring 2021 – Spring 2022)

Department governance task force (Spring 2021)

At University of Alabama at Birmingham:

Department faculty advisor for Student Distribution Leaders club (Fall 2017 – Spring 2019)

Department Industrial Distribution scholarships committee (Fall 2017 – Spring 2019)

Department faculty search committee member (Fall 2018)

College Research Advisory Council (Fall 2018 – Spring 2019)

College 7/14-week course format task force (Spring 2018)

Technical Skills

R, Stata, Salesforce, Tableau