

DIMITRI KAPELIANIS

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EDUCATION

Ph.D. Business Administration, Arizona State University
M. Comm Master of Commerce, University of the Witwatersrand
B. Comm (Hons) Bachelor of Commerce Honors, University of the Witwatersrand

ACADEMIC EXPERIENCE

Associate Professor of Marketing, Anderson School of Management, University of New Mexico, 2015 - present

Associate Dean, Anderson School of Management, University of New Mexico, 2017 – May 2018

Assistant Professor of Marketing, Anderson School of Management, University of New Mexico, 2009 – 2015

Assistant Professor of Marketing, Goizueta Business School, Emory University, 2004 – 2009

Graduate Associate, W.P. Carey School of Business, Arizona State University, 2000 – 2004

Lecturer, University of the Witwatersrand, South Africa, 1994 – 2000

RESEARCH

Refereed Journal Publications:

Gouvea, Raul, Dimitri Kapelianis, and Shihong Li (forthcoming), “Fostering intra-BRIC trade and investment: The Increasing Role of China in Brazil’s and South Africa’s Economy,” *Thunderbird International Business Review*.

Ferrell, O.C., Dimitri Kapelianis, Linda Ferrell and Lynzie Rowland, (2018), “Expectations and Attitudes Toward Gender-Based Price Discrimination,” *Journal of Business Ethics*, 152 (4), 1015-1032.

Gouvea, Raul, Dimitri Kapelianis and Suleiman Kassicieh, (2018) “Assessing the Nexus of Sustainability and Information and Communications Technology,” *Technological Forecasting and Social Change*, 130 (May), 39-44.

- Gouvea, Raul, Dimitri Kapelianis and Manuel Montoya (2018), "Marketing Challenges and Opportunities in Emerging Economies: A Brazilian Perspective," *Thunderbird International Business Review*, 60 (2), 193-205.
- Guesalaga, Rodrigo and Dimitri Kapelianis (2015), "When Do Salespeople Pursue and Win Deals? A Two-Stage Model of Sales Opportunity Outcomes," *Journal of Business & Industrial Marketing*, 30 (8), 817-829.
- Gouvea, Raul, Dimitri Kapelianis, Manuel Montoya, and Gautam Vora (2014), "An Export Portfolio Assessment of Regional Free Trade Agreements: A Mercosur and Pacific Alliance Perspective," *Modern Economy*, 5 (5), 614-624.
- Gouvea, Raul, Dimitri Kapelianis, and Manuel Montoya (2014), "The Brazilian Spring: Reconsidering Risk Assessment in Business and the Global Political Economy," *Case Studies in Business and Management*, 1 (1), 23-48.
- Chipp, Kerry, Clive Corder, and Dimitri Kapelianis (2013), "The Role of Collectivism in Defining the South African Bottom of the Pyramid," *Management Dynamics*, 22 (1), 2-13.*
* Lead article of volume and issue.
- Chipp, Kerry, Clive Corder, and Dimitri Kapelianis (2012), "Where Practice Meets Theory: Defining and Reviewing the Bottom of the Pyramid for South African Marketers," *Management Dynamics*, 21 (1), 18-29.
- Walker, Beth A., Dimitri Kapelianis, and Michael D. Hutt (2005), "Competitive Cognition," *Sloan Management Review*, 46 (4), 10-12.
- Higgs-Kleyn, Nicola and Dimitri Kapelianis (1999), "The Role of Professional Codes in Regulating Ethical Conduct," *Journal of Business Ethics*, 19 (4), 363-374.
- Ismail, Zenobia and Dimitri Kapelianis (1997), "Electronic Mail as a Marketing Research Instrument: A Review," *Management Dynamics*, 6 (2), 75-94.
- Kapelianis, Dimitri and Sandra Strachan (1996), "The Price Premium of an Environmentally Friendly Product," *South African Journal of Business Management*, 27 (4), 89-95.
- Davidson, Sinclair and Dimitri Kapelianis (1996), "Towards an Organizational Theory of Advertising: Agency-Client Relations in South Africa," *International Journal of Advertising*, 15 (1), 48-60.*
* This article has received a Citation of Excellence from ANBAR Electronic Intelligence.

Refereed Conference Proceedings & Presentations:

- Strydom, Amanda, Dimitri Kapelianis and Itayi Mutsonziwa (2019), "Social Media Sentiment, Customer Satisfaction, and Stock Returns: A Structured Abstract," to be Presented at *Academy of Marketing Science Annual Conference*, May 29-31, 2019, Vancouver, Canada. [extended abstract only].
- Kapelianis, Dimitri, Nosipho Mtshemla and Sharika Munoobhai (2016), "Alternative Channels of Distribution to Reach the Base of the Pyramid in Emerging Markets: An Extended Abstract," Presented at *Academy of Marketing Science Annual Conference*, May 18-21, 2016, Orlando, USA. pp. 1075-1078 [extended abstract only].
- Di Gregorio, Dante and Dimitri Kapelianis (2015) "Multinational Sales Strategies for Reaching the Base of the Pyramid: Comparative Cross-Cultural Case Studies from Coca-Cola in Africa and Unilever in India," Presented at *Cross-Cultural Research Conference*, December 11-13, 2015, Playa Del Carmen, Mexico [extended abstract only].
- Guesalaga, Rodrigo and Dimitri Kapelianis (2014), "The Use of Social Media Tools in Sales: The Role of Individual, Organizational, and Customer-Related Antecedents," Presented at *Academy of Marketing Science Annual Conference*, May 21-23, 2014, Indianapolis, USA. pp. 699-702. [extended abstract only].
- Kapelianis, Dimitri, Jag Sheth, Bob Kelly, Rodrigo Guesalaga and Ajay Kohli (2014), "Special Session: Personal Selling & Sales Management in Emerging Markets: A Research Agenda," Presented at the *AMA Winter Marketing Educators' Conference*, February 21-23, 2014, Orlando, USA. [abstract only].
- Kapelianis, Dimitri and Rodrigo Guesalaga (2013), "A Two-Stage Model of Sales Opportunity Outcomes," Presented at *Academy of Marketing Science Annual Conference*, May 15-18, 2013, Monterey, USA. pp 639-642. [extended abstract only].
- Chipp, Kerry, Dimitri Kapelianis, and Penelope Mkhwanazi (2012), "Ukukhothana: The Curious Case of Conspicuous Consumption and Destruction in an Emerging Economy," Presented at *AMS World Marketing Congress*, August 28 - September 01, 2012, Atlanta, USA. pp. 161-163 [extended abstract only].
- Corder, Clive, Kerry Chipp, Dimitri Kapelianis, and Kamlesh Vasandee (2012), "Managerial Beliefs Regarding Banking Activity at the Bottom of the Pyramid in an Emerging Economy," Presented at *AMS World Marketing Congress*, August 28 - September 01, 2012, Atlanta, USA. pp. 109-111 [extended abstract only].

- Kapelianis, Dimitri (2011), "When Do Salespeople Win Complex Sales Engagements?" Presented at *Decision Sciences Institute Annual Meeting*, November 19-22, 2011, Boston, USA. pp. 4221-4226 [extended abstract only].
- Kapelianis, Dimitri (2011), "A Transactions Cost Perspective on Agency-Client Relationships in the Advertising Industry," Presented at *Decision Sciences Institute Annual Meeting*, November 19-22, 2011, Boston, USA. pp. 4131-4136 [extended abstract only].
- Kapelianis, Dimitri and Andre Liebenberg (2011), "The Role of Creative Awards in the Advertising Industry: A Signaling Perspective," Presented at the *Academy of Marketing Science Annual Conference*, May 24-27, 2011, Miami, USA. p. 329 [abstract only].
- Gonzalez, Gabriel R., Dimitri Kapelianis, Beth A. Walker, and Michael D. Hutt (2007), "The Sociocognitive Determinants of Account Manager Performance," Presented at the *AMA Summer Marketing Educators' Conference*, August 3-6, 2007, Washington DC, USA. pp. 150-151 [abstract only].*
- * Winner of Best Paper: Sales and Sales Management Track
- Kapelianis, Dimitri, Beth A. Walker, and Michael D. Hutt (2007), "Those Winning Ways: The Role of Competitive Crafting in Complex Sales," Presented at the *Atlanta Competitive Advantage Conference*, June 14-16, 2007, Emory University, Atlanta, USA. p. 20 [abstract only].
- Kapelianis, Dimitri (2003), "Isolating the Social and Cognitive Processes that Influence Salesperson Performance," Presented at the *AMA Summer Marketing Educators' Conference*, August 15-18, 2003, Chicago, USA. p. 5 [abstract only]
- Kapelianis, Dimitri, Gary K. Hunter, and Cheryl Burke Jarvis (2002), "A Method for Estimating and Controlling Common Factor Effects in Structural Equation Models," Presented at *INFORMS Marketing Science Conference*, June 27-30, 2002, University of Alberta, Edmonton, Canada. p. 256 [abstract only].
- Polonsky, Michael, Les Carlson, Andrea Prothero, and Dimitri Kapelianis (1999), "A Cross-Cultural Examination of the Environmental Information on Packaging: Some Preliminary Results," Presented at *Cross-Cultural Research Conference*, December 12-15, 1999. Cancun, Mexico. pp. 136-142.
- Kapelianis, Dimitri (1999), "What the Hell is Consumer Research Philosophy and Who Cares Anyway? A View from the Academic Trenches," Presented at *Southern African Marketing Research Association*, September 5-8, 1999. Sun City, South Africa. pp. 243-258.
- Burger, Heidi and Dimitri Kapelianis (1997), "The Influence of Nostalgia as a Stimulus in Advertising," Presented at *Australia New Zealand Marketing Educators'*

Conference, December 1-3 1997. Monash University, Melbourne, Australia. pp. 348-360.

Kapelianis, Dimitri (1996), "Advertising Agency-Client Relations: A Transactions Cost Analysis," Presented at *South African Marketing Educators' Conference*, October 10-12 1996. Wild Coast Sun, South Africa. pp. 1-23.

Kapelianis, Dimitri and Zenobia Ismail (1995), "The Role of the Internet in the Internationalization of Business Education: Marketing Education, a Case in Point," Presented at *International Management Development Association*, November 8-11 1995. Hyatt Orlando, Florida, U.S.A. pp.73-79.

Invited Conference Proceedings & Presentations:

Chipp, Kerry, Dimitri Kapelianis, Penelope Mkhwanazi and Manuel Montoya, "Ukukhothana: The Curious Case of Conspicuous Consumption and Destruction in an Emerging Economy," Presented at *UNM Lightning Lounge*, March 19, 2015, Albuquerque, USA.

Kapelianis, Dimitri "Personal Selling and Sales Management in Emerging Markets," Presented at the 4th Annual *Sales Force Productivity Conference*, September 15-17, 2014, Sales Management Association, Atlanta, USA.

Guesalaga, Rodrigo, Dimitri Kapelianis and Robert J. Kelly, "Social Media and Sales Management Practice," Presented at the 2nd Annual *Sales Force Productivity Conference*, October 23-25, 2012, Sales Management Association, Atlanta, USA.

Kapelianis, Dimitri and Gary K. Hunter, "The Shared Factor Approach: A Procedure for Dealing with Latent Omitted Variable Biases," Presented at the 33rd Annual *Albert Haring Symposium*, April 11-12, 2003, Indiana University, Bloomington, USA.

Chapter in Book:

Polonsky, Michael Jay, Les Carlson, Andrea Prothero, and Dimitri Kapelianis (2002), "A Cross-Cultural Examination of the Environmental Information on Packaging: Implications for Advertisers," *Advances in International Marketing: New Directions in International Advertising Research*. Charles R. Taylor (ed). Vol 12. Elsevier Science: Oxford. pp. 153-174.

ACADEMIC AWARDS AND HONORS

- Awarded the Faculty Community Leadership Award at the Anderson School of Management Hall of Fame, 2019
- Awarded the Albert and Mary Jane Black Professorship in Economic Development, 2018 to 2020
- Awarded the ASM Foundation Fellowship, 2015 to 2017
- MBA student group places second in the national graduate comprehensive category of the Small Business Institute awards, 2018 (Client: National Hispanic Cultural Center)
- MBA student group wins first place in the national graduate comprehensive category of the Small Business Institute awards, 2017 (Client: Starlight Amrak Enterprises)
- MBA student group places third in the national graduate comprehensive category of the Small Business Institute awards, 2016 (Client: Explora!)
- MBA student group places third in the national graduate comprehensive category of the Small Business Institute awards, 2015 (Client: Santa Fe Police Department)
- MBA student group wins first place in the national graduate comprehensive category of the Small Business Institute awards, 2014 (Client: Starlight FUNiture)
- Nominated for Outstanding New Teacher of the Year, 2012 & 2013, a University-wide award
- Best Paper, Sales & Sales Management Track, Summer AMA Conference, 2007
- AMA-Sheth Foundation Doctoral Consortium Fellow at University of Minnesota, 2003
- Haring Symposium Fellow at Indiana University, 2003
- Kenneth A. Coney Memorial Award, Arizona State University, 2002 & 2003
- INFORMS Doctoral Consortium Fellow at University of Alberta, 2002
- Center for Services Leadership Doctoral Research Scholarship, 2002
- Regents Graduate Academic Scholarship, Arizona State University, 2000
- Citation of Excellence from ANBAR Electronic Intelligence, 1997
- BSB/Bates plaque, University of the Witwatersrand, 1993

SERVICE ACTIVITIES

Marketing Discipline:

- Editorial Review Board: *Industrial Marketing Management*, from 2013
Journal of Business & Industrial Marketing Management, from 2014
- Ad Hoc Reviewer: *Journal of Marketing Channels*, from 2015
Qualitative Market Research, from 2014
Industrial Marketing Management, from 2013
International Journal of Advertising, from 2011
Journal of Marketing Theory & Practice, from 2011
Journal of the Academy of Marketing Science, from 2008
Journal of Marketing, from 2005
- Track Chair: Academy of Marketing Science 2017, “Marketing Pedagogy” Track (with Kevin Shanahan)
- Track Chair: Academy of Marketing Science 2014, “Business to Business Marketing” Track (with Ivan Lapuka)
- Track Chair: Academy of Marketing Science 2011, “Customer Relationship Management” Track (with Greg Marshall)

University of New Mexico:

- Member: Represent Anderson School of Management on the university-wide Faculty Senate, from 2016 to 2018
- Member: Represent Anderson School of Management on the university-wide Faculty Senate Undergraduate Committee, from 2014 to 2016

Anderson School of Management, University of New Mexico:

- Advisor: Marketing concentration, from 2018 to present
- Faculty Director: Advisement and Career Services, Spring 2017
- Member: Professorship and Lectureship Committee, 2017
- Member: MBA Entrance & Credits Committee, from 2015
- Advisor: Marketing area internships, from 2015

- Member: Undergraduate Curriculum Committee, 2012 to 2014
- Member: Graduate Curriculum Committee, 2011 to 2012
- Member: Academic Honesty Project, 2011