

Richard McFARLAND

Professor

mcfarland@essec.edu

Department: Marketing

Campus de Cergy

DIPLOMAS

DIPLOMAS

- | | |
|------|--|
| 2000 | Ph.D. in Marketing
(Georgia Institute of Technology United States of America) |
| 1993 | Master of Business Administration
(Université d'Arizona United States of America) |
| 1989 | B.A. in Economics
(University of California United States of America) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2015 - Now | Professor (ESSEC Business School France) |
| 2011 - 2015-06-01 | Associate Professor (College of Business & Economics, West Virginia University United States of America) |
| 2000 - 2007-06-15 | Assistant Professor (Kansas State University United States of America) |
| 2007 - 2011-08-13 | Associate Professor (Kansas State University United States of America) |

OTHER APPOINTMENTS

- | | |
|-------------------|---|
| 2017 - 2020-08-31 | Head of the Marketing Department (ESSEC Business School France) |
|-------------------|---|

PUBLICATIONS

JOURNAL ARTICLES

[MC FARLAND, R. \(2019\). A Conceptual Framework of Macrolevel and Microlevel Adaptive Selling Theory, Setting a Research Agenda, and Suggested Measurement Strategies. *Journal of Personal Selling and Sales Management*, 39\(3\), pp. 207-221.](#)

[MCFARLAND, R., CHALLAGALLA, G. et SHERVANI, T. \(2006\). Influence Tactics for Effective Adaptive Selling. *Journal of Marketing*, 70\(October\), pp. 103-117.](#)

[SUE, J. et MCFARLAND, R. \(2005\). Consumer Attribution: The Moderating Effect of Culture in an International Services Context. *Asian Journal of Marketing \(SING\)*, 11\(1\), pp. 5-13.](#)

[BLOODGOOD, J. et MCFARLAND, R. \(2004\). New Product Innovations: A Comparison of the Risks and Rewards of Offering New Products and Brand Extensions. *The Journal of Business and Entrepreneurship*, 16\(2\), pp. 23-36.](#)

[MCFARLAND, R. \(2003\). Crisis of Conscience: The Use of Coercive Sales Tactics and Resultant Felt Stress in the Salesperson. *Journal of Personal Selling and Sales Management*, 23\(Fall\), pp. 311-325.](#)

[MC FARLAND, R. et DIXON, A. \(2019\). An updated taxonomy of salesperson influence tactics. *Journal of Personal Selling and Sales Management*, 39\(3\), pp. 238-253.](#)

[KAPTEIN, M., MC FARLAND, R. et PARVINEN, P. \(2018\). Automated Adaptive Selling. *European Journal of Marketing*, 52\(5-6\), pp. 1037-1059.](#)

[PÖYRY, E., PARVINEN, P. et MC FARLAND, R. \(2017\). Generating Leads with Sequential Persuasion: Should Sales Influence Tactics Be Consistent or Complementary? *Journal of Personal Selling and Sales Management*, 37\(2\), pp. 89-99.](#)

[BLOODGOOD, J.M., HORNSBY, J.S., RUTHERFORD, M. et MC FARLAND, R. \(2017\). The Role of Network Density and Betweenness Centrality in Diffusing New Venture Legitimacy: An Epidemiological Approach. *International Entrepreneurship and Management Journal*, 13\(2\), pp. 525-552.](#)

[PAYAN, J. et MCFARLAND, R. \(2005\). Decomposing Influence Strategies: Argument Structure and Dependence as Determinants of the Effectiveness of Influence Strategies in Gaining Channel Member Compliance. *Journal of Marketing*, 69\(July\), pp. 66-79.](#)

[MCFARLAND, R. et KIDWELL, B. \(2006\). An Examination of Instrumental and Expressive Traits on Performance: The Mediating Role of Learning, Prove, and Avoid Goal Orientations. *Journal of Personal Selling and Sales Management*, 26\(Spring\), pp. 143-159.](#)

[BLAIR, K., MCFARLAND, R. et AVILA, R. \(2007\). Perceiving Emotion in the Buyer-Seller Interchange: The Moderated Impact on Performance. *Journal of Personal Selling and Sales*](#)

[Management, 27\(2\), pp. 119-132.](#)

[MCFARLAND, R., BLOODGOOD, J. et PAYAN, J. \(2008\). Supply Chain Contagion. *Journal of Marketing*, 72\(March\), pp. 63-79.](#)

[KIM, Y., YANG, B. et MCFARLAND, R. \(2011\). Individual Differences and Sales Performance: A Distal-proximal Mediation Model of Self-efficacy, Conscientiousness, and Extraversion. *Journal of Personal Selling and Sales Management*, 31\(4\), pp. 371-381.](#)

[KIM, S., MCFARLAND, R., KWON, S., SHON, S. et GRIFFITH, D. \(2011\). Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework. *Journal of Marketing Research*, 48\(June\), pp. 603-616.](#)

[EVANS, K., MCFARLAND, R., DIETZ, B. et JARAMILLO, F. \(2012\). Advancing Sales Performance Research: A Focus on Five Under Researched Topic Areas. *Journal of Personal Selling and Sales Management*, 32\(1\), pp. 89-105.](#)

[MCFARLAND, R. et WHANG, Y.O. \(2013\). A Psychometric Analysis and Comparison of Three Competing Communication Style Taxonomies. *Journal of Selling and Major Account Management*, 13\(2\), pp. 26-45.](#)

[MCFARLAND, R., RODE, J. et SHERVANI, T. \(2016\). A Contingency Model of Emotional Intelligence in Professional Selling. *Journal of the Academy of Marketing Science*, 44\(1\), pp. 108-118.](#)

[PAYAN, J.M. et MCFARLAND, R. \(2005\). The Effects of Influence Strategies and Dependence on Satisfaction. *Journal of Marketing Channels*, 13\(1\), pp. 3-20.](#)

[MCFARLAND, R., DALSEM, S.V. et SHEU, C. \(2004\). Developing interactive advertising strategies on the internet as a function of consumer knowledge, ability, and involvement. *International Journal of Internet Marketing and Advertising*, 1\(3\), pp. 300.](#)

[MCFARLAND, R., CHALLAGALLA, G. et ZENOR, M.J. \(2002\). The Effect of Single and Dual Sales Targets on Sales Call Selection: Quota versus Quota and Bonus Plan. *Marketing Letters*, 13\(2\), pp. 107-120.](#)

[ANDERSON, W.T., CHALLAGALLA, G.N. et MCFARLAND, R. \(1999\). Anatomy of Exchange. *Journal of Marketing Theory and Practice*, 7\(4\), pp. 8-19.](#)

[MCFARLAND, R. et DIXON, A.L. \(2021\). The Impact of Salesperson Interpersonal Mentalizing Skills on Coping and Burnout: The Critical Role of Coping Oscillation. *Journal of Personal Selling and Sales Management*, 41\(4\), pp. 285-300.](#)

[KIM, Y. et MCFARLAND, R. \(2024\). Are you looking for something specific or just looking around? Adaptive selling on the basis of customer shopping goals in retail sales. *Journal of the Academy of Marketing Science*, 52, pp. 1780–1804.](#)

CONFERENCE PROCEEDINGS

[KIM, Y. et MCFARLAND, R. \(2018\). Feeling Versus Reasoning. The Significant Interaction Between Salespeople's Influence Tactics and Customers' Shopping Goals. Dans: 2018 AMA Summer Academic Conference Proceedings. Big Ideas and New Methods in Marketing. American Marketing Association \(AMA\).](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[MCFARLAND, R. et NELSON, C. \(2016\). A Model of Trust Recovery in the Buyer-Seller Dyad. Dans: European Marketing Academy Conference \(EMAC\) 2016.](#)

[MCFARLAND, R. et NELSON, C. \(2015\). Developing a Model of Trust Repair and Breach of Trust in the Buyer-Seller Dyad. Dans: 5th Biennial Enhancing Sales Force Productivity Conference.](#)

[MCFARLAND, R. \(2018\). Is It Personal or Just Business?: Examining the Use of Personal Appeals in Professional Buyer-Seller Relationships. Dans: 47th European Marketing Association Conference \(EMAC 2018\).](#)

[MCFARLAND, R. et SEGGIE, S. \(2018\). The Logic of Failure vs. Supply Chain Agility. Dans: 2018 Institute for the Study of Business Markets \(ISBM\) Academic Conference.](#)

[MCFARLAND, R. et YENEE, K. \(2020\). Adapting Rational Sales Influence Tactics Across Expertise Levels. Dans: Global Sales Science Institute Conference. Montpellier.](#)

[YENEE, K. et MCFARLAND, R. \(2019\). Selling to Experts and Novices: Adapting Rational Sales Influence Tactics to Customer Expertise Levels. Dans: American Marketing Association Summer Educators' Conference. Chicago.](#)

[MCFARLAND, R. et YENEE, K. \(2019\). Adapting Sales Influence Tactics Based on Customer Expertise Level. Dans: European Marketing Association Conference. Hamburg.](#)

[KIM, Y. et MCFARLAND, R. \(2018\). The Bigger, the Better? The Influence of Store Spaciousness on the Salience of Product Attributes in Consumer Product Evaluations. Dans: 2018 American Marketing Association \(AMA\) Summer Academic Conference.](#)

[YENNE, K. et MCFARLAND, R. \(2020\). The Bigger, the Better? How the Feeling of Confinement Affects Salience in Product Quality Versus Product Price. Dans: Association of Consumer Research Conference. September 2020. Paris.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[MCFARLAND, R. \(2019\). Selling in the Digital Age: How Personalized Sales Tactics can be](#)

RESEARCH ACTIVITIES

Editorial Board Membership

- 2015 - 2019: Editorial board membership - Journal of Marketing
- 2016 - Now: Editorial board membership - Journal of Personal Selling and Sales Management
- 2016 - 2022: Editorial board membership - Journal of Retailing