



Riley T. Krotz

Dr. Persis E. Rockwood School of Marketing, College of Business, Florida State University
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ACADEMIC EXPERIENCE

2023 – Assistant Professor of Marketing
Present Florida State University, Dr. Persis E. Rockwood School of Marketing

2021 – Assistant Professor of Marketing
2023 Texas Tech University, Jerry S. Rawls College of Business

EDUCATION

Ph.D.	Marketing, 2021	University of Tennessee
M.B.A.	Marketing, 2016	University of North Florida
B.S.	Biology (Biomedical Science), 2014	University of North Florida

RESEARCH INTERESTS

Blood Donations, Organizational Frontlines, Retail/Services Marketing Strategy, Public Policy

REFEREED PUBLICATIONS

Stephanie M. Noble*, Dhruv Grewal*, **Riley T. Krotz***, Carl-Philip Ahlbom*, Jens Nordfalt* & Dipayan Biswas*, “A Comparative Analysis of When and How Wellness Benefits Affect Frontline Employees and Their Customer Responsiveness,” *Journal of Marketing Research* (forthcoming)

* *Equal contribution*

Riley T. Krotz, Gregory T. Gundlach & Diana M. Moss (2022), “Modernizing Competition Policy and Law: The Impact of Marketing Developments on the Legal Treatment of Price Maintenance in the United States, European Union, and China,” *Journal of Public Policy & Marketing*.

Gregory T. Gundlach & **Riley T. Krotz** (2020), “Resale Price Maintenance: Implications of Marketing Trends for the *Colgate* Doctrine and the *Leegin* Factors,” *Journal of Public Policy & Marketing*.

- 2022 Best Retail and Pricing Paper Award by AMA Retail & Pricing SIG

Gregory T. Gundlach, Robert Frankel & **Riley T. Krotz** (2019) “Competition Policy and Antitrust Law: Implications of Developments in Supply Chain Management,” *Journal of Supply Chain Management*.

PAPERS UNDER REVISION/REVIEW

Jonathan M. Beck, Clay M. Voorhees, **Riley T. Krotz** & Paul Parker, “Frontline Employee Well-Being, Workplace Stressors, and Shift Performance.”

Status: **Under fourth-round review**, *Journal of Marketing*

- Winner of the 2021 AMA Organizational Frontlines Young Scholar Research Award
- Awarded \$10,000 in research grant funding

Riley T. Krotz*, Jonathan M. Beck* & Paul Parker*, “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue.”

**Equal contribution*

Status: **Invited for revision**, *Journal of Marketing*

- Winner of the 2024 Advancement in Healthcare Access Award
- Awarded \$12,500 in research grant funding
- Winner of the 2022 University of Kansas Big XII Faculty Fellowship

Jonathan M. Beck, **Riley T. Krotz**, Francisco Zuloaga Cosme & Terry Ye Tian, “Sustainability and Green Marketing: A Systematic Analysis of Extant, Emerging, and Future Research Trends.”

Status: **Under review**, *Journal of the Academy of Marketing Science*

Gregory T. Gundlach, **Riley T. Krotz** & Jonathan M. Beck, “Public Policy Research in Marketing: Insights From the “Policy Studies” Literature for Advancing the Future of the Field.”

Status: **Under review**, *Journal of Public Policy & Marketing*

Riley T. Krotz, Carl-Philip Ahlbom, Dhruv Grewal, Stephanie M. Noble & Stephan Ludwig, “Trends, Inertia, and Climaxes at the Moment of Consumption: Dimensions and Developments in Self-Service Experiential Consumption Journeys.”

Status: **Invited for resubmission**, *Journal of Marketing*

- Winner of the 2022 AMA Organizational Frontlines Young Scholar Research Award

WORKS IN PROGRESS

Riley T. Krotz, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom, “Saving Lives in the Social Media Era: Increasing Repeat Blood Donations.”

Status: One 15,000-person field experiment, Two longitudinal field studies; Three Experiments; Manager interviews

Target journal: *Journal of Marketing Research*

- Awarded \$20,000 in research grant funding

Riley T. Krotz, Stephanie M. Noble, Jonathan M. Beck, Carl-Philip Ahlbom & Dhruv Grewal,
“Increasing Short- and Long-Term Blood Donations: A Longitudinal Comparison of Public
and Private Events.”

Status: Two longitudinal field studies; Manager interviews

Target journal: *Journal of Marketing Research*

- Awarded \$25,000 in research grant funding

RESEARCH GRANTS

2024	\$20,000 Florida State University Council on Research & Creativity FYAP Grant
2023	\$5,000 Academy of Marketing Science Building the Bridge Research Grant
2023	\$5,000 Rawls Research Support Grant, Texas Tech University Rawls College of Business
2022	\$10,000 DEI Research Program, Texas Tech University Office of Institutional Diversity
2022	\$5,000 Rawls Research Support Grant, Texas Tech University Rawls College of Business
2022	\$4,000 Scholarship Catalyst Program, Texas Tech University
2021	\$10,000 Academic Advisory Council for Signage Research and Education
2021	\$1,000 Association for Consumer Research Transformative Consumer Research Grant
2020	\$125,000 Omidyar Foundation; American Antitrust Institute
2020	\$10,000 University of Tennessee
2020	\$5,000 Academic Advisory Council for Signage Research and Education
2015	\$1,500 Community First Cares Foundation, Community First Credit Union

HONORS AND AWARDS

2025	Mary Jo Bitner “Rising Star in Services” Award International Research Symposium on Service Excellence in Management (QUIS)
2025	Emerging Scholar Award American Marketing Association Retail & Pricing SIG
2025	Charles Hardwick Outstanding Undergraduate Teaching Award Florida State University College of Business
2025	AMA Sheth Foundation Early Career Faculty Fellow American Marketing Association
2024	Advancement in Healthcare Access Award Shepard Community Blood Center
2023	Congressional Commendation Senate, United States of America
2023	2023 LifeShare Advancement in Blood Science Award LifeShare Blood Center, America’s Blood Centers
2023	Lubbock Top 20 Under 40 City of Lubbock Chamber of Commerce
2023	Jerry S. Rawls Excellence in Undergraduate Teaching Award, College Nominee Texas Tech University, Jerry S. Rawls College of Business
2022	Best Paper Award for Significant Contributions to the Literature American Marketing Association Retail & Pricing SIG
2022	AMA Organizational Frontlines Young Scholar Research Award American Marketing Association Organizational Frontlines SIG
2022	Texas Tech University Outstanding Faculty Mentor Award Texas Tech University
2022	Faculty C-Startup Teaching Award for Innovation and Entrepreneurship Texas Tech University, Innovation Hub at Research Park
2022	Difference Maker Award for Outstanding Community Contributions Texas Tech University
2022	AMA SERVSIG Best Dissertation Award, Runner-Up American Marketing Association SERVSIG

2022	Jerry S. Rawls Excellence in Undergraduate Teaching Award, College Nominee Texas Tech University, Jerry S. Rawls College of Business
2022	Hidden Gem Recognition for Supporting Student Success Texas Tech University Teaching Academy
2022	Best Practitioner Paper Award, Finalist Frontiers in Service
2021	AMS Mary Kay Dissertation Proposal Award, Runner-Up Academy of Marketing Science
2021	BESH Doctoral Research Award, First-Place KU Research Institute for Business and Economics in Service of Humanity
2021	Dr. Marva Rudolph Award for Equity, Diversity, and Inclusion University of Tennessee
2020	Mathew Joseph Emerging Scholar Award AMA DocSIG
2020	AMA Organizational Frontlines Young Scholar Research Award, Finalist AMA Organizational Frontlines Research Interest Group
2020	Yates Dissertation Fellowship* University of Tennessee * The University's most prestigious award for being "recognized as one of the most promising graduate students at the University of Tennessee"
2020	Chancellor's Award for Extraordinary Professional Promise University of Tennessee
2020	Haslam College of Business Outstanding Doctoral Student Researcher Award University of Tennessee
2020	Outstanding Commitment to Diversity, Equity, and Inclusion Award University of Tennessee, LGBTQIA Business Scholars Association
2020	AMA Sheth Foundation Doctoral Consortium Fellow University of Indiana
2020	Emerging Research Fellow Academic Advisory Council for Signage Research and Education
2020	Doctoral Student Grant AMA Higher ED SIG

2019	Outstanding Marketing Doctoral Student AMA DocSIG
2019	Haslam College of Business Excellence in Research Award (Marketing) University of Tennessee
2019	Frontiers in Service SERVSIG Doctoral Consortium Fellow National University of Singapore
2019	Three Minute Thesis/Dissertation, University Finalist University of Tennessee
2016 – 2021	Haslam College of Business Chancellor’s Scholarship University of Tennessee
2016	William H. Thomlinson Outstanding Graduate Scholar Award University of North Florida, International Honor Society Beta Gamma Sigma
2016	Innovation in Education Award Community First Cares Foundation, Community First Credit Union
2015 – 2016	Coggin Fellowship University of North Florida, Coggin College of Business

MEDIA AND POPULAR PRESS MENTIONS

Tallahassee Democrat (2024); Lincoln Journal Star (2022); Arberdeen News (2022); The Western Producer (2022); South Bend Tribune (2022); The Pantagraph (2022); Yahoo! (2021); Business Wire – A Berkshire Hathaway Company (2021); American Antitrust Institute (2021); Mary Kay (2021); JD Supra (2019); LAW 360 (2019); Jacksonville Public Education Fund (2015, 2016)

BOOKS AND OTHER PUBLICATIONS

Gregory T. Gundlach & **Riley T. Krotz** (2025), “Understanding Category Captain Power: Insights for Competition Policy and Antitrust Law,” *Antitrust Chronicle, Competition Policy International*.

Gregory T. Gundlach & **Riley T. Krotz**, “Anticompetitive Challenges in America's Food Retail Industry: The Power of Category Captains,” *Yale Law School*.

Gregory T. Gundlach & **Riley T. Krotz** (2022), “Insights from Marketing and Supply Chain Management: Implications for Competition Policy and Antitrust Law,” *Antitrust Chronicle, Competition Policy International*.

Riley T. Krotz (2022), “Reflections on Conducting Frontline Services Research,” *American Marketing Association SERV SIG*.

Diana M. Moss, Gregory T. Gundlach & **Riley T. Krotz** (2021), “Market Power and Digital Business Ecosystems: Assessing the Impact of Economic and Business Complexity on Competition Analysis and Remedies,” *American Antitrust Institute*.

Riley T. Krotz & Garrett M. Shipley (2021), “Using Text to Unlock the Power of Online Searches in the Consumer Journey,” *Journal of Marketing Research, Scholarly Insights*.

Riley T. Krotz & Farnoush Reshadi (2020), “Do You Really Love it or is it Just on Sale? Actually, You’re Motivated!,” *Journal of Marketing Research, Scholarly Insights*.

Gregory T. Gundlach, Alex G. Loff & **Riley T. Krotz** (2019), “Competitive Exclusion in Category Captain Arrangements,” *Kindle Direct Publishing*.

Gregory T. Gundlach & **Riley T. Krotz** (2016), “Resale Price Maintenance After *Leegin*: The Curious Case of Contact Lenses,” *Kindle Direct Publishing*.

Gregory T. Gundlach & **Riley T. Krotz** (2015), “Resale Price Maintenance After *Leegin*: The Curious Case of Contact Lenses,” Working Paper No. 15-04, *American Antitrust Institute*.

Michelle R. Shero, **Riley T. Krotz**, Daniel P. Costa, Julie P. Avery & Jennifer M. Burns (2015), “How Do Overwinter Changes in Body Condition and Hormone Profiles Influence Weddell Seal Reproductive Success?,” *Functional Ecology*

INVITED UNIVERSITY PRESENTATIONS

202	<i>University of South Florida</i>
2024	<i>Providence College</i>
2022	<i>University of Oregon</i>
2022	<i>Georgia State University</i>
2022	<i>University of Kansas</i>
2022	<i>Florida State University</i>
2021	<i>Indiana University</i>
2021	<i>University of Cincinnati</i>
2021	<i>Texas Tech University</i>
2021	<i>Loyola University Chicago</i>
2017	<i>University of North Florida</i>

INVITED INDUSTRY PRESENTATIONS

Riley T. Krotz (2024), “Saving Lives in the Social Media Era: Increasing Blood Donations,” *ADRP: The Association for Blood Donor Professionals*, Keynote presentation, Marketing Insights to Drive Change.

Riley T. Krotz (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” *America’s Blood Centers’ Annual Meeting*, Washington, D.C.

Riley T. Krotz (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” *Alliance for Community Transfusion Services (ACTS) Annual Meeting*.

OTHER INVITED PRESENTATIONS

Riley T. Krotz (2021), “AMA Marketing 2030 Task Force,” *American Marketing Association Academic Council*.

Riley T. Krotz (2021), “Market Power and Digital Business Ecosystems: A Discussion of the Impact of Economic and Business Complexity on Competition Analysis and Remedies,” *American Antitrust Institute*, Washington, D.C.

Riley T. Krotz (2020), “Social Media, On-Premise Signs, and Blood Donations: Unraveling the ‘Digital Divide,’” *Academic Advisory Council for Signage Research and Education*.

Gregory T. Gundlach & **Riley T. Krotz** (2019), “Competition Policy in the Mexican Grocery Retail Industry,” The Organisation for Economic Co-Operation and Development in collaboration with the *Mexican Ministry of Economy*, Mexico City, Mexico.

CONFERENCE PRESENTATIONS¹

Charles Noble*, Stephanie M. Noble*, Dipayan Biswas*, **Riley T. Krotz*** & Clay M. Voorhees* (2024), “*Journal of the Academy of Marketing Science* | Managerially and Societally Relevant Research,” oral presentation, AMA Summer Academic Conference, Boston, MA.

Riley T. Krotz* (2024), “Saving Lives in the Social Media Era: Increasing Repeat Blood Donations,” oral presentation, AMA Marketing for a Better World, AMA TechSIG, Virtual.

¹ *Denotes presenting author

Charles Noble*, Stephanie M. Noble*, Dipayan Biswas*, **Riley T. Krotz*** & Martin Wetzels* (2024), “Publishing Relevant Research in the *Journal of the Academy of Marketing Science*,” oral presentation, AMS Annual Conference, Coral Gables, FL.

Riley T. Krotz*, Jonathan M. Beck, Paul Parker (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” oral presentation, AMA Winter Academic Conference, Organizational Frontlines Pre-Conference, St. Pete’s Beach, FL.

Riley T. Krotz*, Stacey Robinson*, Stephanie M. Noble* & Michael “Mike” Brady* (2023), “Retail & Pricing SIG Pop-In Pop-Out Mini Research Workshop,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Amber Epp*, Colin Campbell*, **Riley T. Krotz***, Lez Trujillo*, Nandini Nim* & Aditya Gupta* (2023), “AMA Doctoral Student Intensive Workshop: Navigating the New Job Market,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Eda Anlamier*, Colleen Harmeling*, Lez Trujillo*, Mark Houston*, **Riley T. Krotz*** & Yashoda Bhagwat (2023), “Platform-Mediated Consumption and Its Effects on Understudied Consumers,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Riley T. Krotz*, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2023), “Saving Lives by Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Marketing Events,” oral presentation, AMS Annual Conference, New Orleans, LA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom (2023), “Increasing Repeat Blood Donations in the Social Media Era: Bridging the Gap Between Online and Offline Behaviors,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Nashville, TN.

Riley T. Krotz*, Jonathan M. Beck & Paul A. Parker (2023), “Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue through Blood Donor Lifetime Value,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Nashville, TN.

Gregory T. Gundlach* & **Riley T. Krotz** (2023) “Price Maintenance and Over-Promotion: Marketing Insights for Public Policy,” AMA Marketing & Public Policy Conference, Arlington, VA.

Paul A. Parker*, Jonathan M. Beck, & **Riley T. Krotz** (2023), “Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue through Blood Donor Lifetime Value,” oral presentation, Marketing Science: Diversity, Equity & Inclusion Conference, University Park, TX.

Riley T. Krotz*, Martin Mende*, Clifford Shultz*, Abigail Cherup* & Stacey Finkelstein* (2022), “Job Market Workshop: Navigation & Negotiation” AMA Summer Academic Conference, Chicago, IL.

Jonathan M. Beck, Clay M. Voorhees* & **Riley T. Krotz** (2022), “Overload, Burnout, and Frontline Employee Errors: Implications from Two Experience Sampling Studies,” AMA Summer Academic Conference, Chicago, IL.

Riley T. Krotz*, Stacey Robinson*, Courtney Szocs*, Judith Folse*, Carol Jones* & Carl-Philip Ahlbom* (2022), “SIG Award Winners on Developing Meaningful Work,” AMA RAPSIG Special Session, AMA Winter Academic Conference, Las Vegas, NV.

Riley T. Krotz*, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” oral presentation, AMS Annual Conference, Monterey Bay, CA.

Jonathan M. Beck*, Clay M. Voorhees, **Riley T. Krotz** & Benjamin Prijatel (2022), “Overload, Burnout, and Frontline Employee Errors: Implications from Two Experience Sampling Studies,” Frontiers in Service, Babson College, Wellesley, MA.

Jonathan M. Beck* & **Riley T. Krotz*** (2022), “Embracing Diversity, Equity, and Inclusion within Business and Marketing Scholarship: Implications of Frontline Employee Research,” oral presentation, Big 12 LGBTQIA & Allies Summit, Lubbock, TX.

Gregory T. Gundlach* & **Riley T. Krotz** (2022) “Levers of Policy and Government in Digital Environments,” AMA Marketing & Public Policy Conference, Austin, TX.

Riley T. Krotz*, Martin Mende*, Marlys Mason*, Meike Eilert*, Lane Peterson* & Verónica Martín* (2022), “Job Market Workshop: Navigation & Negotiation” AMA Marketing & Public Policy Conference, Austin, TX.

Riley T. Krotz*, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” oral presentation, AMA Winter Academic Conference, Las Vegas, NV.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2022), “Dimensional and Developmental Effects within the Consumption Experience: A Field Examination of Self-Service Technology,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Las Vegas, NV.

Garrett M. Shipley*, Carl-Philip Ahlbom, Stephanie M. Noble, **Riley T. Krotz** & Dhruv Grewal (2022), “The Influence of Augmented Reality Across the Customer Decision Journey,” oral presentation, AMA Winter Academic Conference, Las Vegas, NV.

Andrea Giles & **Riley T. Krotz** (2022), “Online to Offline (O2O) Marketing: An Experimental Examination of How Online Social Media Usage Affects Offline Blood Donations,” poster presentation, Undergraduate Research Conference, Texas Tech University, Lubbock, TX.
* Winner of an “Outstanding Undergraduate Researcher” Award

Riley T. Krotz* & Gregory T. Gundlach (2021), “Competitive Exclusion in Retail Category Captain Arrangements,” oral presentation, AMA Marketing + Public Policy Conference, Virtual.

Riley T. Krotz*, (2021), “Organizational Frontline Marketing and a High-Tech World,” oral presentation, AMS Annual Conference, Virtual.

Riley T. Krotz*, Dhruv Grewal, Stephanie M. Noble, & Carl-Philip Ahlbom (2020), “Does Social Media Help or Harm Prosocial Behavior? Unraveling the Digital Divide,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (Accepted 2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom (Accepted 2020), “Prosocial Behavior in the Organizational Frontlines: The Digital Divide,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (Accepted 2020), “Increasing Retail Sales Through Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, AMA SERVSIG Frontiers in Service Boston, MA.

Riley T. Krotz* & Gregory T. Gundlach (2020), “Re-Envisioning Retail Theories: Vertical Restraints and Resale Price Maintenance,” oral presentation, AMA Marketing + Public Policy Conference, Marina Del Rey, CA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA Winter Academic Conference, San Diego, CA.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Clemson University Research Symposium, Clemson, SC.

Riley T. Krotz*, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig, “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, San Diego, CA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, AMA Summer Academic Conference, Chicago, IL.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Austin, TX.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Southeast Marketing Symposium, University of Memphis.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2018), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Center for Services Leadership, Arizona State University.

RESEARCH POSITIONS

2020 – Emerging Research Fellow
2022 Academic Advisory Council for Signage Research and Education

2020 – Yates Fellow
2021 University of Tennessee

TEACHING EVALUATIONS

<u>Course</u>	<u>University</u>	<u>Semester</u>	<u>Evaluation</u> ²	<u># Students</u>
Marketing Research	Florida State	Spring 2025	5.0	40
Marketing Research	Florida State	Spring 2025	4.9	38
Marketing Research	Florida State	Spring 2025	4.9	35
Marketing Research	Florida State	Spring 2024	5.0	38
Marketing Research	Florida State	Spring 2024	5.0	38
Marketing Research	Florida State	Spring 2024	5.0	39
Marketing Research & Analysis	Texas Tech	Spring 2023	5.0	40
Marketing Research & Analysis	Texas Tech	Fall 2022	5.0	40
Marketing Research & Analysis	Texas Tech	Fall 2022	4.9	31
Marketing Research & Analysis	Texas Tech	Spring 2022	4.9	40
Marketing Research & Analysis	Texas Tech	Fall 2021	4.9	39
Marketing Research & Analysis	Texas Tech	Fall 2021	4.7	40
Marketing Research (Analytics)	Tennessee	Summer 2019	4.8	28
Marketing Research (Analytics)	Tennessee	Spring 2019	4.6	52
Introduction to Marketing	Tennessee	Summer 2017	4.7	53

OTHER TEACHING EXPERIENCE

2014 – Faculty, 6th Grade Science
 2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

2014 – Faculty, 6th - 8th Grade Robotics
 2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

PROFESSIONAL SERVICE

Service for Journals

Editorial Review Board

2024 – *Journal of Public Policy & Marketing*
 Present

2021 – *Journal of Business Research*
 Present

Ad Hoc Reviewer

2024 – *Journal of Marketing*
 Present

² “Overall rating for Riley Krotz” 1-5; 5 = Excellent (Florida State); “Overall, the instructor was an effective teacher” 1-5; 5 = Strongly Agree (Texas Tech); “The instructor contributed to your understanding of the course content” 1-5; 5 = Strongly Agree (Tennessee)

2024 – *Journal of the Academy of Marketing Science*
Present

2023 – *Journal of Consumer Psychology*
Present

2022 – *Journal of Retailing*
Present

2022 – *Journal of Service Research*
Present

Internal Service

2024 – Graduation Marshall, Spring Commencement
Present College of Business, Florida State University

2022 Marketing and Supply Chain Scholarship Committee
Rawls College of Business, Texas Tech University

2022 Faculty Innovation Hub Ambassador
Texas Tech University Innovation Hub

2021 – LGBTQIA Faculty Mentor, Division of Diversity, Equity & Inclusion
Present Texas Tech University

2021 – Faculty Research Mentor, Rawls Undergraduate Research Program
Present Rawls College of Business, Texas Tech University

2021 Judge, Sales & Customer Relationship Strategy Competition
Rawls College of Business, Texas Tech University

2021 Committee Member, Preliminary (Comprehensive) PhD Exam Committee
Rawls College of Business, Texas Tech University

External Service

2025 Co-Chair, AMA MPPC
American Marketing Association Marketing + Public Policy Conference

2025 Track Chair, Marketing Strategy and Global Marketing
American Marketing Association Winter Academic Conference

2025 Reviewer, John A. Howard/AMA Doctoral Dissertation Award

American Marketing Association

2024 Chair, LGBTQ Scholars
American Marketing Association

2022 – Vice President of Special Session Programming, Retail and Pricing SIG
2023 American Marketing Association

2021 – Reviewer, Mary Kay Dissertation Proposal Competition
2024 Academy of Marketing Science

2021 – Reviewer, Best Paper Award
2023 American Marketing Association Retail & Pricing SIG

2020 – President and Founder, LGBTQIA Business Scholars Association
2021 University of Tennessee, Knoxville, TN

2020 – Ph.D. Student Liaison, Retail and Pricing SIG
2021 American Marketing Association

2019 – Reviewer, *AMA Winter Academic Conference*
2022

2019 – Reviewer, *AMA Summer Academic Conference*
2022

2019 – Reviewer, *Academy of Marketing Science Academic Conference*
2022

2019 – Reviewer, *Society for Marketing Advances*
2020

Community Service

2021 – Member, Board of Directors, Big Brothers Big Sisters of the Big Bend
Present

2021 – Big Brother, Big Brothers Big Sisters
Present

PROFESSIONAL AFFILIATIONS

2020 – Member, Nashville LGBT Chamber of Commerce
2021 LGBT Chamber of Commerce, Nashville, TN

2018 – Member, OUTgrads LGBTQ+ Graduate Students
2021 University of Tennessee, Knoxville, TN

2016 –
Present

Member, American Marketing Association