



Riley T. Krotz

Dr. Persis E. Rockwood School of Marketing, Herbert Wertheim College of Business,
Florida State University; email: riley.krotz@fsu.edu

ACADEMIC EXPERIENCE

2025 – Present	Dr. Persis E. Rockwood Emerging Scholar Florida State University, Dr. Persis E. Rockwood School of Marketing
2023 – Present	Assistant Professor of Marketing Florida State University, Dr. Persis E. Rockwood School of Marketing
2021 – 2023	Assistant Professor of Marketing Texas Tech University, Jerry S. Rawls College of Business

EDUCATION

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

RESEARCH INTERESTS

Blood Donations, Prosocial Behavior, Organizational Frontlines, Services, Public Policy

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

RESEARCH GRANTS (Cont.)

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 Shepeard Community Blood Center
2023	Congressional Commendation Senate, United States of America
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

HONORS AND AWARDS (Cont.)

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

HONORS AND AWARDS (Cont.)

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

REFEREED PUBLICATIONS

Stephanie M. Noble*, Dhruv Grewal*, **Riley T. Krotz***, Carl-Philip Ahlbom*, Jens Nordfält* & 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*.

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*

PAPERS UNDER REVISION/REVIEW

Riley T. Krotz*, Jonathan M. Beck* & Paul Parker*, “Beyond the Needle: How Relationship Marketing Influences Prosocial Behavior and Blood Supply.”

Status: Invited for second revision, *Journal of Marketing*, *Equal contribution

- 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

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

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

- Awarded \$20,000 in research grant funding

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

Status: Invited for revision, *Academy of Management Journal* (UTD Journal)

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

Jonathan M. Beck*, **Riley T. Krotz***, Francisco Zuloaga Cosme & Terry Ye Tian,
“Sustainability in Marketing: A Systematic Analysis and Future Research Agenda.”

*Equal contribution; Co-authored with FSU Ph.D. Student

Status: **Under second-round 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: **invited for revision**, *Journal of Public Policy & Marketing*

Laxminarayana Yashaswy Akella, **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

Kara Bentley, Stephanie M. Noble, Dhruv Grewal & **Riley T. Krotz**,

“Can DIY Make You a Better Person? When and How Self-Production Influences Prosocial Behaviors”

Status: **Invited for resubmission**, *Journal of Consumer Research*

WORKS IN PROGRESS

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

MEDIA AND POPULAR PRESS MENTIONS

The Last Show with David Cooper (2025); 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 SERVSIG*.

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*.

INVITED UNIVERSITY PRESENTATIONS

2025	<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 *Loyola University Chicago*
2017 *University of North Florida*

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.

¹ *Denotes presenting author

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.

Charles Noble*, Stephanie M. Noble*, Dipayan Biswas*, **Riley T. Krotz*** & Martin Wetzel* (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 –	<u>Emerging Research Fellow</u>
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

2025 – *Journal of the Academy of Marketing Science*
Present

2024 – *Journal of Public Policy & Marketing*
Present

2021 – *Journal of Business Research*

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)

Present

Ad Hoc Reviewer

2024 – Present *Journal of Marketing*

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

2023 – Present *Journal of Consumer Psychology*

2022 – Present *Journal of Retailing*

2022 – Present *Journal of Service Research*

Internal Service

2024 – Present Graduation Marshall, Spring Commencement
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 – Present LGBTQIA Faculty Mentor, Division of Diversity, Equity & Inclusion
Texas Tech University

2021 – Present Faculty Research Mentor, Rawls Undergraduate Research Program
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	<u>Co-Chair</u> , AMA MPPC American Marketing Association Marketing + Public Policy Conference
2025	<u>Track Chair</u> , Marketing Strategy and Global Marketing American Marketing Association Winter Academic Conference
2025	<u>Reviewer</u> , John A. Howard/AMA Doctoral Dissertation Award American Marketing Association
2024	<u>Chair</u> , LGBTQ Scholars American Marketing Association
2022 – 2023	<u>Vice President of Special Session Programming</u> , Retail and Pricing SIG American Marketing Association
2021 – 2024	<u>Reviewer</u> , Mary Kay Dissertation Proposal Competition Academy of Marketing Science
2021 – 2023	<u>Reviewer</u> , Best Paper Award American Marketing Association Retail & Pricing SIG
2020 – 2021	<u>President and Founder</u> , LGBTQIA Business Scholars Association University of Tennessee, Knoxville, TN
2020 – 2021	<u>Ph.D. Student Liaison</u> , Retail and Pricing SIG American Marketing Association
2019 – 2022	<u>Reviewer</u> , <i>AMA Winter Academic Conference</i>
2019 – 2022	<u>Reviewer</u> , <i>AMA Summer Academic Conference</i>
2019 – 2022	<u>Reviewer</u> , <i>Academy of Marketing Science Academic Conference</i>
2019 – 2020	<u>Reviewer</u> , <i>Society for Marketing Advances</i>

Community Service

2021 – Present	<u>Member, Board of Directors</u> , Big Brothers Big Sisters of the Big Bend
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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 – Member, American Marketing Association
Present