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**Michael Rodriguez**

**GLOBALISATION Academy  
Raleigh**

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**CV**

**Skills & Interests**

**Expertise**

Sales Process, Negotiations, Cross Cultural Selling, Customer Engagement Technology (CRM, Social Media and Mobile).

**Qualification**

Scholarly Academic

**Academic Degrees**

Ph.D. Stevens Institute of Technology, Hoboken NJ, Hoboken, NJ, Technology Management, 2009

M.B.A. Fordham University, New York, NY, Finance and Information Systems, 2002

Bachelor The College of New Jersey, Ewing, NJ, Business Administration, 1995

**INTELLECTUAL CONTRIBUTIONS**

**Articles in Journals**

Rodriguez, M. (2018). Impact of CRM Technology on Sales Process Behaviors: Empirical Results from US, Europe, and Asia. *Journal of Business to Business Marketing*.

Rodriguez, M. (2017). Examining the Role of Social CRM and Salesperson Behaviors in Servicing the Sale,. *Journal of Business Research*.

Rodriguez, M. (in press, 2017). Managing The Next Generation of Sales, Gen Z: An Exploration of Grit, Entrepreneurship and Loyalty,. *Journal of Business to Business Marketing*.

Rodriguez, M. (2016). Social Media in Large Sales Forces: An Empirical Study of the Impact of Sales Process Capability and Relationship Performance. *Journal of Marketing Theory and Practice*, 24 (3), 365-379.

Rodriguez, M. (2015). Preliminary Investigation of Entertainment Strategies Involving Alcohol: Implications for Professional Sales Education and Training in Business Markets. *Journal of Business to Business Marketing*, 22 (4), 257-268.

Rodriguez, M. (2014). "Continuance Use Intention of Enterprise Instant Messaging: A Knowledge Management Perspective. *Behaviour & Information Technology*.

- Rodriguez, M. (2014). A Review of the Interactive Marketing Literature in The Context of Personal Selling and Sales Management: A Research Agenda. *Journal of Research in Interactive Marketing*.
- Rodriguez, M. (2012). Social Media's Influence on Business to Business Sales Performance. *Journal of Personal Selling & Sales Management*.
- Rodriguez, M. (2012). The Role of Social CRM and Its Potential Impact on Lead Generation in Business-to-Business Marketing. *International Journal of Internet Marketing and Advertising*.
- Rodriguez, M. (2011). CRM and Sales Pipeline Management- Empirical Results for Managing Opportunities. *Marketing Management Journal*.
- Rodriguez, M. (2011). Customer Relationship Management (CRM)'s Impact on B to B Sales Professionals' Collaboration and Performance. *Journal of Business to Business Marketing*.
- Rodriguez, M. (2010). The Effects of Relationship with Sales Supervisor on work meaning of salespeople – The Case of Canadian versus Chinese. *Industrial Marketing Management*.

#### **Articles in Proceedings**

- Rodriguez, M. (2017). ARE GRIT AND ENTREPRENEURIAL ORIENTATION IMPORTANT IN SALES? EMPIRICAL RESULTS OF INTERNATIONAL VS. US GEN Z/MILLENNIAL CUSP. *Academy of Marketing Science*.
- Rodriguez, M. (2017). MANAGING THE NEXT GENERATION OF SALES, GEN Z/MILLENNIAL CUSP: AN EXPLORATION OF GRIT, ENTREPRENEURSHIP AND LOYALTY. *National Conference in Sales Management*.
- Rodriguez, M. (2017). Impact of Grit on Organizational Turnover: Empirical Results of International vs. US Gen Z. *Academy of Marketing Science*.
- Rodriguez, M. (2017). Managing The Next Generation of Sales, Gen Z: A Multi-Study Approach of Measuring The Impact of Grit and Entrepreneurship on Loyalty. *National Conference in Sales Management*.
- Rodriguez, M. (2016). Assessing Sales Training Effectiveness: Why Goal Setting Matters. *IABPAD, Dallas, Texas*.
- Rodriguez, M. (2015). Sales Training's Impact: An Exploratory Study of eLearning and Its Relationship with Sales Performance and Customer Satisfaction. *National Conference in Sales Management*.
- Rodriguez, M. (2014). A Conceptual Model of the Drivers and Outcomes of Mobile CRM Application Adoption. *National Conference in Sales Management*.
- Rodriguez, M. (2014). Entertainment Orientation and Salesperson Relationship Performance. *Academy of Marketing Science*.
- Rodriguez, M. (2013). CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance. *Academy of Marketing Science*.
- Rodriguez, M. (2013). Impact of Sales Process Capability on CRM/Social Media Technology and Sales Performance. *National Conference in Sales Management, San Diego, California*.
- Rodriguez, M. (2012). A Conceptual Framework of the Role of Entertaining on Sales Performance. ", *National Conference of Sales Management, Indianapolis, IN*.
- Rodriguez, M. (2012). Cultural Differences in the Use of Entertaining in Sales: An Exploratory Study of Entertaining and its Impact on Sales Performance. *GSSI Conference*.
- Rodriguez, M. (2012). Cross-Cultural Equivalence: The Case of Global Sales Training. *GSSI Conference*.

#### **Conference Presentations**

- Rodriguez, M. (2018). *The Role of Entertaining and Hofstede's Dimensions of Indulgence and Collectivism in International Sales: US vs. French*. National Conference in Sales Management, San Diego, California.
- Rodriguez, M. (2018). *The Impact of Mobile CRM (mCRM) on Sales Productivity and Performance*. Academy of Marketing Science, New Orleans, Louisiana.
- Rodriguez, M. (2017). *A FUTURE LOOK AT GENERATION Z/MILLENNIAL CUSP: MEASURING THE IMPACT OF ENTREPRENEURSHIP AND GRIT ON EMPLOYER LOYALTY*. Global Symposium for Marketing and Entrepreneurship, San Francisco, California.

Rodriguez, M. (2017). *ARE GRIT AND ENTREPRENEURIAL ORIENTATION IMPORTANT IN SALES? EMPIRICAL RESULTS OF INTERNATIONAL VS. US GEN Z/MILLENNIAL CUSP*. Academy of Marketing Science, San Diego, California.

Rodriguez, M. (2017). *MANAGING THE NEXT GENERATION OF SALES, GEN Z/MILLENNIAL CUSP: AN EXPLORATION OF GRIT, ENTREPRENEURSHIP AND LOYALTY*. National Conference in Sales Management, St. Louis, Missouri.

Rodriguez, M. (2016). *Assessing Sales Training Effectiveness: Why Goal Setting Matters*. IABPAD, Dallas, Texas, Dallas, Texas.

Rodriguez, M. (2015). *Sales Training's Impact: An Exploratory Study of eLearning and Its Relationship with Sales Performance and Customer Satisfaction*. National Conference in Sales Management, Houston, Texas.

Rodriguez, M. (2014). ), "The Impact of CRM on Sales Process Behaviors: Empirical Results from the United States, Europe, and Asia". GSSI Conference, London, United Kingdom.

Rodriguez, M. (2014). *Entertainment Orientation and Salesperson Relationship Performance*. Academy of Marketing Science, Indianapolis, Indiana.

Rodriguez, M. (2013). *CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance*. Academy of Marketing Science, Monterey, California.

Rodriguez, M. (2013). *A Conceptual Model of the Drivers and Outcomes of Mobile CRM Application Adoption*. National Conference in Sales Management, San Diego, California.

Rodriguez, M. (2013). *More than Technology: The CRM Discussion in Sales*. Sales Educators' Academy, Winter Park, Florida.

Rodriguez, M. (2012). *Cultural Differences in the Use of Entertaining in Sales: An Exploratory Study of Entertaining and its Impact on Sales Performance*. Global Sales Science Institute, Turku, Finland.

Rodriguez, M. (2012). *Cross-Cultural Equivalence: The Case of Global Sales Training*. Global Sales Science Institute, Turku, Finland.

Rodriguez, M. (2012). *A Conceptual Framework of the Role of Entertaining on Sales Performance*. National Conference in Sales Management, Indianapolis, Indiana.

Rodriguez, M. (2011). *Generating Leads Via Social CRM: Early Best Practices for B2B Sales*. National Conference in Sales Management, Milwaukee, Wisconsin.

Rodriguez, M. (2010). *Personality Traits of Hunters vs. Farmers: Exploring the Differential Effects of Need for Cognition and Self-Monitoring*. Society of Marketing Advances, Milwaukee, Wisconsin.

Rodriguez, M. (2009). *Academia's Increased Role of Alcohol Awareness for Students Pursuing Careers in Professional Selling*. National Conference in Sales Management, Indianapolis, Indiana.

Rodriguez, M. (2008). *Sales Leaders as Senior Level Management: Application of Upper Echelon Theory for High Growth Companies*. National Conference in Sales Management, Dallas, Texas.