

Justin R. Muñoz, Ph.D.

Specialization: Marketing
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Angelo State University
San Angelo, TX 76904

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EDUCATION

Ph.D. in Business Administration Specialization: Marketing The University of Texas at El Paso	2021
Master of Business Administration Management The University of Texas at El Paso	2014
Bachelor of Business Administration Human Resource Management The University of Texas at El Paso	2012

ACADEMIC EMPLOYMENT

2022- Present Norris-Vincent College of Business Angelo State University, San Angelo, TX	Assistant Professor of Marketing
2022- 2023 College of Business and Economics California State University, Los Angeles, Los Angeles, CA	Assistant Professor of Marketing
2021- 2022 School of Management California Lutheran University, Thousand Oaks, CA	Assistant Professor of Marketing
2017- 2021 Woody L. Hunt College of Business Administration The University of Texas at El Paso, El Paso, TX	Instructor- Marketing

2016-2017
Research and Accountability Office
El Paso Community College, El Paso, TX

Research Analyst- Retention (Student and Faculty)

2013 – 2013
Departments of Marketing and Management
and Information Sciences
Woody L. Hunt College of Business Administration
The University of Texas at El Paso, El Paso, TX

Teaching and Research Assistant

PEER REVIEWED RESEARCH ARTICLES

David A. Gilliam, Justin R. Muñoz, Fernando R. Jiménez, Seunghyun Kim & Christopher M. Kyle (2021) Exploring Textual Modes, Imagery and Claims in B to B and B to C Print Advertising, *Journal of Business-to-Business Marketing*, 28:3, 223-245, DOI: 10.1080/1051712X.2021.1974166

Muñoz, Justin R., Hadjimarcou, John, Frankwick, Gary, Yang, Yang “Increasing Purchase Intentions of Green Products in Business-to-Business Marketing”, *Under review at the Journal of Business and Industrial Marketing*.

Muñoz, Justin R., Chen, Jing, “A Peculiar View of the Holistic Salesperson: The Mediating Effect of Self-concept Clarity with Training on Sales Performance”, *To be submitted to Industrial Marketing Management*.

Muñoz, Justin R., Rau, Prahdeep, “Oh How Times Are Changing: A View of How Sales Performance is Affected by Changes in Economic Unions, Advertising, and Country Differences”, *To be submitted to Journal of the Academy of Marketing Science*

Muñoz, Justin R., “Green Gains Green: A View of How Sales Performance is Affected by Communicating Green Efforts from Sellers to Buyers”, *To be submitted to the Journal of Professional Selling and Sales Management*.

Muñoz, Justin R., Frankwick, Gary, Chen, Jing, “I’m Not Going Back, Learning Departure in Training and Its Effect on Business-to-business Sales”, *To be submitted to the Journal of Business Research*.

Muñoz, Justin R. “Frugality Can Be Central to Product Success: A View of Frugal Innovation, Perceived Value, and Purchase Intention”, *To be submitted to the Journal of Professional Selling and Sales Management*.

Muñoz, Justin R., “The Time Has Come for a Sustainable Discussion: A View of Organizations and their Sustainable Efforts on Potential Customers “, *To be submitted to the Journal of Business Research*.

Muñoz, Justin R., Moreno, Gabriel, Flores, Milton A., and Flores, Felix, “I Know Exactly What You Need: A View of Training and Sales Performance and the Intervening Consumer and Market Traits”, *To be submitted to the Journal of Business Research*.

Muñoz, Justin R. and Jimenez-Arevalo, Fernando, “Sink or Swim: An Examination of Two Approaches to Training Sales Employees”, *To be submitted to Journal of Personal Selling and Sales Management*.

Muñoz Justin R. and Ablanado-Rosas, Jose, “Without Sales, We Cannot Survive: A Bibliometric Analysis of Sales Performance with Main Path Analysis, *To be submitted to Journal of Business Research*.

Muñoz, Justin R. and Ablanado-Rosas, Jose, “This Town Isn’t Big Enough for the Both of Us: A Bootstrapped Dual-role Factor DEA Analysis of Major League Baseball with Two Teams in One City”, *To be submitted to Journal of Sports Management*.

Research Honor: 2020 Laura Bassi Scholarship Recipient- Doctoral Winter Award
(Awarded for original research that substantially adds to and challenges the field of Marketing)

PEER REVIEWED CONFERENCE PROCEEDINGS

Muñoz, Justin R., Chen, Jing (2022), “I’m Not Going Back, Learning Departure in Training and Its Effect on Business-to-business Sales”, *Winter American Marketing Association Conference 2022*, Nashville, TN, USA

Muñoz, Justin R. (2021), “Green Gains Green: A View of How Sales Performance is Affected by Communicating Green Efforts from Sellers to Buyers”, *European Journal of Marketing Summit, Rollins College*, Orlando, FL, USA

Muñoz, Justin R. (2020), “Frugality Can Be Central to Product Success: A View of Frugal Innovation, Perceived Value, and Purchase Intention”, *Society for Marketing Advances Doctoral Consortium*, Ft. Worth, TX, USA

Muñoz, Justin R. (2020), “A View of How Sales is Affected by Sustainability and Innovation in a B2B Setting”, *Emerging Scholars Symposium 2020, East Carolina University*, Greenville, NC, USA

- Muñoz, Justin R., Moreno, Gabriel, Flores, Milton, A., Ablanedo-Rosas, Jose (2020), “Without Sales, We Cannot Survive: A Bibliometric Analysis of Sales Performance with Main Path Analysis”, *Summer American Marketing Association Conference 2020*, San Francisco, CA, USA
- Muñoz, Justin R., Moreno, Gabriel, Flores, Milton, A., Flores, Felix (2020), “I Know Exactly What You Need: A View of Training and Sales Performance and the Intervening Consumer and Market Traits”, *Summer American Marketing Association Conference 2020*, San Francisco, CA, USA
- Moreno, Gabriel, Muñoz, Justin R., Flores, Milton, A. and Ablanedo-Rosas, Jose (2020), “Does Market Orientation Improve Retail Efficiency? A Two-Stage Validation Using Bootstrapped Data Envelopment Analysis”, *Winter American Marketing Association Conference 2020*, San Diego, CA, USA
- Moreno, Gabriel, Flores, Milton A., and Muñoz, Justin R. (2020), “The Adverse Effect of Role Conflict on Salespeople’s Intuition and Sales Performance during B2B Prospecting”, *48th Academy of Marketing Sciences Conference*, Coral Gables, FL, USA
- Muñoz, Justin R., Frankwick, Gary, Moreno, Gabriel, and Flores Milton A. (2019), “Doing it My Way: The Mediating Role of Deviating from Company Sales Guidelines”, *Summer American Marketing Association Conference 2019*, Chicago, IL, USA
- Muñoz, Justin R. and Jimenez, Fernando (2019), “Sink or Swim: An Examination of Two Training Approaches for Sales Employees”, *Summer American Marketing Association Conference 2019*, Chicago, IL, USA
- Muñoz, Justin R., Rau, Prahdeep, Ramirez, Edward, (2019), “Oh How Times Are Changing: A View of How Sales Performance is Affected by Changes in Economic Unions, Advertising, and Country Differences”, *Summer Doctoral Institute 2019*, George Washington University, Washington D.C., USA
- Gilliam, David, Justin R. Muñoz, Fernando Jimenez, and Christopher Kyle (2019), “Influential Language, Imagery and Claims in Business-to-Business Print Advertising”, *47th Academy of Marketing Sciences Conference*, Vancouver, BC, Canada
- Muñoz, Justin R. (2019), “How About Red? Maybe Black? No, I Think I’ll Go with Blue. How Logo Color Can Affect Decisions in a B2B Environment”, *Summer American Marketing Association Conference 2019*, Chicago, IL, USA

Moreno, Gabriel, Muñoz, Justin R., Flores, Milton A., and Frankwick, Gary (2019), "Prospect Evaluation: An Intuition-based Approach in the Presence of Market Turbulence", *Summer American Marketing Association Conference 2019*, Chicago, IL, USA

DISSERTATION

Green Gains Green: A View of How Sales is Affected by Sustainability and Innovation in a B2B Setting

Dissertation Committee:

Dr. John Hadjimarcou, Professor of Marketing, Dissertation Chair

Dr. Gary L. Frankwick, Professor of Marketing, Dissertation Co-chair

Dr. Yang Yang, Assistant Professor of Operations and Supply Chain Management, Dissertation Member

Overview:

The dissertation topic that I chose to study places both a prominent topic currently making waves in marketing in conjunction with the field of marketing that has quickly become my specialty and my focus of research going forward. I chose to study green and sustainable measures that organizations currently put into practice along with how those sustainable initiatives affect the sales and revenue of that organization. The context of the study is in business-to-business (B2B). Specifically, this current research takes place in a new context that has seldom seen research in the current decade, as most of the research on environmental sustainability and sustainability related to sales has taken place in the business-to-consumer sector. In addition to studying the effects of sustainability on sales, the last part of the current research focuses on a new form of sustainable innovation that can help organizations to create a seller/buyer dyad for new relationships that will help to increase sales revenue.

SPECIAL EVENTS AND RESEARCH

European Journal of Marketing Summit (April 9, 2021)

Symposium Fellow

Rollins College

Orlando, FL

Society for Marketing Advances (November 7, 2020)
Doctoral Consortium Fellow
Ft. Worth, TX

Emerging Scholars Symposium (October 29-30, 2020)
Symposium Fellow
East Carolina University
Greenville, NC

Summer Doctoral Institute (June 2019- August 2019)
George Washington University- Washington D.C.
Research: Muñoz, Justin R., Rau, Prahdeep, “Oh How Times Are Changing: A View of How Sales Performance is Affected by Changes in Economic Unions, Advertising, and Country Differences, *To be submitted to Journal of the Academy of Marketing Sciences.*

SERVICE TO THE DISCIPLINE

Reviewer for Journal

Ad hoc Reviewer- Journal of Product Innovation Management
Selling and Sales Management Track

Reviewer for Conference

American Marketing Association- Winter Conference 2022- Nashville, TN
American Marketing Association- Summer Conference 2020- San Francisco, CA (virtual)
American Marketing Association- Winter Conference 2019- Austin, TX
American Collegiate Retailing Association (ACRA) Conference 2019- Tucson, AZ

SERVICE TO THE UNIVERSITY

AACSB Accreditation 2020
Data Gathering and Analysis Doctoral Representative
The University of Texas at El Paso

Monster Beverage Corporation 2021- Present
Internship Faculty Sponsor
California Lutheran University
California State University, Los Angeles

Dean's Advisory Board 2021- Present
Faculty Representative
California Lutheran University
California State University, Los Angeles

Golden Eagle Fest 2022- Present
Marketing Faculty Representative
California State University Los Angeles

HONORS AND AWARDS

2014 MBA Graduate- Highest Honors
2014 Society for Human Resource Management- Distinguished Graduate (Graduate)
2013 Beta Gamma Sigma Inductee (Graduate)
2012 Society for Human Resource Management- Distinguished Graduate (Undergraduate)
2012 Graduated Summa Cum Laude- Bachelor of Business Administration
2012 Dean's List- The University of Texas at El Paso- College of Business Administration
2011 Alpha Chi Honor Society Inductee
2011 Phi Kappa Phi Honor Society Inductee
2011 Golden Key International Honor Society Inductee
2011 Dean's List- The University of Texas at El Paso- College of Business Administration
2011 Alpha Lambda Delta Treasurer
2011 Alpha Lambda Delta Honor Society Inductee
2011 Beta Gamma Sigma Inductee (Undergraduate)
2010 Dean's List- The University of Texas at El Paso- College of Business Administration

TEACHING

COURSES TAUGHT- FULL RESPONSIBILITY- THE UNIVERSITY OF TEXAS AT EL PASO

Undergraduate:

Marketing 3300 Principles of Marketing
Mr. Justin R. Muñoz
Summer 2018
Department of Marketing and Management

Marketing 3300 Principles of Marketing
Mr. Justin R. Muñoz
Fall 2019

Department of Marketing and Management

Marketing 4305 Selling and Sales Management

Mr. Justin R. Muñoz

Spring 2020

Department of Marketing and Management

Marketing 4325 International Marketing

Mr. Justin R. Muñoz

Summer 2020

Department of Marketing and Management

Marketing 3300 Principles of Marketing

Mr. Justin R. Muñoz

Summer 2020

Department of Marketing and Management

Marketing 4305 Selling and Sales Management

Mr. Justin R. Muñoz

Fall 2020

Department of Marketing and Management

Marketing 4301 Marketing Research

Mr. Justin R. Muñoz

Spring 2021

Department of Marketing and Management

TEACHING

COURSES TAUGHT- FULL RESPONSIBILITY- CALIFORNIA LUTHERAN UNIVERSITY

Undergraduate:

BUS 375/ COMM 375- Principles of Marketing

Dr. Justin R. Muñoz

Fall 2021

School of Management

BUS 376- Sales Management

Dr. Justin R. Muñoz

Spring 2022

School of Management

BUS 375/ COMM 375- Principles of Marketing

Dr. Justin R. Muñoz

Spring 2022

School of Management

BUS 375/ COMM 375- Principles of Marketing

Dr. Justin R. Muñoz

Summer 2022

School of Management

Graduate:

MBA 509/ MSM 509- Marketing Management

Dr. Justin R. Muñoz

Fall 2021

School of Management

MBA 531- Sales Management

Dr. Justin R. Muñoz

Winter 2022

School of Management

MBA 509/ MSM 509- Marketing Management

Dr. Justin R. Muñoz

Summer 2022

School of Management

TEACHING

**COURSES TAUGHT- FULL RESPONSIBILITY- CALIFORNIA STATE UNIVERSITY,
LOS ANGELES**

MKT 3100- Principles of Marketing (2 Sections)

Dr. Justin R. Muñoz

Fall 2022

College of Business and Economics

BUS 4150- Contemporary Issues in Global Business

Dr. Justin R. Munoz

Fall 2022

College of Business and Economics

MKT 3100- Principles of Marketing (2 Sections)
Dr. Justin R. Muñoz
Spring 2023
College of Business and Economics

BUS 4150- Contemporary Issues in Global Business
Dr. Justin R. Munoz
Spring 2023
College of Business and Economics

TEACHING AND RESEARCH ASSISTANT- THE UNIVERSITY OF TEXAS AT EL PASO

PhD:

IBUS (PhD) 6300: Marketing Research Methods
Dr. Roland Gau
Department of Marketing and Management

MBA:

QMB 5311: Quantitative Methods in Business (MBA)
Rajesh Tahiliani- Lecturer of Quantitative Methods
Department of Accounting and Information Systems

Undergraduate:

Business 1301: Introduction to Global Business
Dr. John Hadjimarcou
Department of Marketing and Management

Marketing 3330: Introduction to Marketing Analytics
Dr. Yoonsun Jeong
Department of Marketing and Management

Marketing 4304: Social Media Marketing
Dr. Yoonsun Jeong
Department of Marketing and Management

Marketing 3302: Consumer Behavior
Dr. Fernando Jimenez-Arevalo

Department of Marketing and Management

Marketing 4391: Marketing Research
Dr. Roland Gau
Department of Marketing and Management

Marketing 3320: Advertising and Sales Promotion
Robin Grambling- Senior Lecturer
Department of Marketing and Management

Marketing 4391: Services Marketing
Robin Grambling- Senior Lecturer
Department of Marketing and Management

Marketing 4395: Strategic Marketing Management
Robin Grambling- Senior Lecturer
Department of Marketing and Management

MGMT 3311: Introduction to Human Resource Management
Dr. Kevin Cruz
Department of Marketing and Management

QMB 3301: Quantitative Methods in Business
Dr. Laura Hall
Department of Accounting and Information Systems

CIS 3345: Management Information Systems
Dr. Leo Gemoets
Department of Accounting and Information Systems

CIS 3345: Management Information Systems
Dr. Peeter Kirs
Department of Accounting and Information Systems

CIS 4365 Database Management
Dr. Adam Mahmood
Department of Accounting and Information Systems

CIS 3345: Management Information Systems
Jagadish Dandu- PhD. Candidate
Department of Accounting and Information Systems

QMB 3301: Quantitative Methods in Business
Khendum Choden- PhD. Candidate
Department of Accounting and Information Systems

PROFESSIONAL AFFILIATIONS

Member, American Marketing Association
Member, Society for Marketing Advances
Member, Marketing Doctoral Student Association
Member, PhD Project
Community Member, ELMAR
Member, The Society of Human Resource Management

SERVICE TO COMMUNITY

Alpha Lambda Delta, Treasurer The University of Texas at El Paso <i>College of Business Administration</i>	June 2011-May 2012
Society of Human Resource Management Fundraising Chair & Vice President	January 2012-May 2014
Mothers Against Drunk Driving (MADD) Fundraising Assistant and UTEP Liaison	August 2012-December 2012

OTHER CONFERENCE PRESENTATIONS

PhD Project
Directly sponsored by the University of Texas at El Paso
Chicago, IL 2013

Society for Human Resources- HR Southwest Conference
Ft. Worth, TX, October 20-23, 2013

Society for Human Resources- HR Southwest Conference

Ft. Worth, TX, October 14-17, 2012

George K. Baum & Co.

Presented Central and East Texas market research for municipal bond underwriters to Regional Vice President, Vice President of Business Development, and Business Development Associates. Presentation was delivered after market research was performed over four months.

Albuquerque, NM, May 8, 2013

NON- ACADEMIC PROFESSIONAL EXPERIENCE

July 2014 – May 2016	Mesilla Valley Transportation (El Paso, TX, Nashville, TN) Assistant Training Manager/Supervisor- Research and Instructional Design
August 2013 – December 2013	Werner Co. (El Paso, TX, Cd. Juarez, MX) Business Development Intern (Internship/Mentorship)
January 2013 – May 2013	George K. Baum & Co. (El Paso, TX, Albuquerque, NM) Market Research Internship- Corporate Engagement Project

NON-ACADEMIC AWARDS

Mesilla Valley Transportation
eLearning Top 100 Learning Organization in the World for 2015
Mesilla Valley Transportation

Grovo Online Learning
Highest National Learning Retention Rate and Usage for Students 2015
Mesilla Valley Transportation

NON-ACADEMIC CERTIFICATIONS

Franklin Covey: Great Leaders Seminar Graduate
Wyndham Airport
El Paso, TX- October 2015

California Air Resources Board- Logistics
Hilton Garden Inn- University

El Paso, TX- January 2016

Smith System Certified Instructor

October 2014- Present

Received from Smith System Improvement Institute Inc.

Chicago, IL

REFERENCES

Dr. Veronica Guerrero

Associate Vice President for High Impact Practices and Experiential Education

Office of the Provost

Bell Tower West 2168

California State University Channel Islands

veronica.guerrero@csuci.edu

(805) 437-3285

Dr. Gerhard Apfelthaler

Dean

School of Management

Hanson House 101

California Lutheran University

apfelthaler@callutheran.edu

(805) 493-3352

Dr. Bruce Gillies

Assistant Professor of Marketing

School of Management

Swenson 232

California Lutheran University

bgillies@callutheran.edu

(805) 493-3377