

Scott C. Ambrose
Assistant Professor
Management, Marketing, and Operations
David B. O'Maley College of Business
Embry-Riddle, Daytona Beach
ambross2@erau.edu

ACADEMIC BACKGROUND

Doctor of Business Administration (DBA), Kennesaw State University, 2015

WORK EXPERIENCE

Assistant Professor – Marketing, Embry-Riddle Aeronautical University, 2015-Present

Associate Professor – Marketing, Emory & Henry College, 2012-2015

Assistant Professor – Marketing, Emory & Henry College, 2006-2015

Academic Positions

Assistant Professor, Embry-Riddle Aeronautical University, 2015

Associate Professor, Emory & Henry College, 2012

Assistant professor, Emory & Henry College, 2006

Courses Taught (Last 5 Years)

Airline Marketing, Principles of Marketing, Marketing Management, Sports Marketing, Professional Selling, Operations Management, Business Policy & Strategy, International Business, Advanced Spreadsheets for Business

Non-Academic Experience

Airline Marketing – Pratt & Whitney, Hartford, CT Fall 2018
Conducted an Airline Marketing Seminar for Chinese Airlines and Civil Aviation Authorities. Topics included both macro and micro environmental factors currently impacting airline marketing strategy choices along with current global trends in market offerings and promotional tactics.

Airline Marketing – ABEAR-Brazilian Airline Association, São Paulo, Brazil Spring 2018
Conducted a weeklong seminar on Airline Marketing for executives at Brazilian airlines including GOL, Avianca, Azul, and LATAM. This was in conjunction with our Embry-Riddle Executive Education Program in Central and South America and covered all aspects of airline strategic marketing.

Airline Marketing – Pratt & Whitney, Hartford, CT Fall 2017
Conducted an Airline Marketing Seminar for Chinese Airlines and Civil Aviation Authorities. Topics included both macro and micro environmental factors currently impacting airline marketing strategy choices along with current global trends in market offerings and promotional tactics.

Faculty Internship/Consulting – Eastman Chemical, Kingsport, TN	Summer 2011
Faculty Internship/Consulting – Universal Fibers, Bristol, TN	Summer 2009
Sales Representative – Novartis Pharmaceuticals, Atlanta, GA	2005-2006
Marketing Senior Analyst – Delta Air Lines, Atlanta, GA	2000-2005
Analyst – Delta Technology, Atlanta, GA	1997-2000
Sales Representative – Medical Services of America, Lexington, SC	1995-1997

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

- Ambrose, S. C., Matthews, L. M., & Rutherford, B. N. (2018). Cross-functional teams and social identity theory: A study of sales and operations planning (S&OP). *Journal of Business Research*, 92, 270-278.
- Tinoco, J.K., Ambrose, S.C., (2017). Collaborative Customers and Partners: The Ups and Downs of Their Influence on Firm Technology Competence for New Product Development. *Journal of Marketing Development and Competitiveness*, 11(4), 66-78.
- Ambrose, S.C., Schnitzlein, N. (2017). What Makes For the Best Rivalries in Individual Sports and How Can Marketers Capitalize on Them. *Sport Marketing Quarterly*, 26(4), 223-234.
- Gottfried, A., Ambrose, S.C., Plank, R. (2017). Inside Sales Force and Gender: Mediating Effects of Intrinsic Motivation on Sales Controls and Performance. *Journal of Selling*, 16(2), 20-36.
- Ambrose, S.C., Anaza, N.A., Rutherford, B. N. (2017). The Role of Prior Sales Experience of Buyers and Duration in Buyer-Seller Relationships. *Marketing Management Journal*, 27(1), 16-30.

- Ambrose, S.C., Rutherford, B. N. (2016). Sales and Operations Planning (S&OP): A Group Effectiveness Approach. *Academy of Marketing Studies Journal*, 20(2), 36-60.
- Ambrose, S. (2016). Achieving S&OP Success: How Principles of Team Effectiveness Can Help. *Foresight: The International Journal of Applied Forecasting*, (43), 25-31.
- Ambrose, S. C., Rutherford, B. N., Shepherd, C. D., & Tashchian, A. (2014). Boundary spanner multi-faceted role ambiguity and burnout: An exploratory study. *Industrial Marketing Management*, 43(6), 1070-1078.
- Ambrose, Scott C. (2010). The Educational Footprint of Corporate Executives. *Business Renaissance Quarterly*, 5(1), 55-72.
- Ambrose, Scott C. (2009). Effective Implementation of Business Simulations. *Academic Exchange Quarterly*, 13(3), 113-120.

Refereed Proceedings

- Edmondson, Diane, Matthews, Lucy, Ambrose, Scott C. (2018). A Meta-Analytic Review of Emotional Exhaustion in a Sales Context. Presentation and proceedings at the Annual Conference of The Society For Marketing Advances, West Palm Beach, FL. (Won best paper for the personal selling and sales management track).
- Ambrose, Scott C., Matthews, Lucy (2017). Cross-functional Teams and Social Identity Theory: A Study of Sales and Operations Planning (S&OP). Presentation and proceedings at the Annual Conference of The Society For Marketing Advances, Louisville, KY. (Won best paper for the supply chain management track and best paper overall for the conference).
- Gottfried, Anne, Ambrose, Scott C., Plank, Richard (2016). Inside Sales Force and Gender: Mediating effects of intrinsic motivation on sales controls and performance. Presentation and proceedings at the Annual Conference of the Atlantic Marketing Association, Charleston, SC. (Won best paper for the sales track).
- Ambrose, Scott C. (2015). Sales and Operations Planning (S&OP): A Performance Framework. Presentation and proceedings at the National Conference in Sales Management, Houston, TX.
- Ambrose, Scott C., Rutherford, Brian, Tashchian, Armen, Shepherd, David (2014). The State of Salesperson Burnout Research and Scaling. Presentation and proceedings at the Annual Conference of the Atlantic Marketing Association, Asheville, NC. (Won best paper for the sales track).
- Ambrose, Scott C., Rutherford, Brian, Tashchian, Armen, Shepherd, David (2013). Salesperson Multi-faceted Role Ambiguity and Burnout: An Exploratory Study. Presentation and proceedings at the International Marketers and Purchasers (IMP Group) Conference hosted by Georgia State University, Buckhead, GA.

Ambrose, Scott C., Macione, Beatriz. (2009). The Rewards and Challenges of Service Learning Projects. Presentation and proceedings at the 12th Annual Summit of the Appalachian College Association, Abingdon, VA.

Ambrose, Scott C. (2008). The Tensions Between Globalization & Localization. Presentation and proceedings at the 11th Annual Summit of the Appalachian College Association, Abingdon, VA.

Ambrose, Scott C., Klik, Katie. (2008). Assessing Health Care Issues in Southwest Virginia. Presentation at the 13th Biennial Conference on Appalachian Geography and Geography Education, Pipestem, WV.

Ambrose, Scott C. Blending Business and the Liberal Arts. (2007). Presentation and proceedings at the Symposium sponsored by the Council of Independent Colleges entitled: Integrating Professional and Liberal Education, Chicago, IL.

Other Publications

Ambrose, Scott C., OP-ED: Planes and Football, What a Perfect Combination. *Airways Magazine Online*, June 2018
<https://airwaysmag.com/industry/op-ed-planes-and-football-what-a-perfect-combination/>

Ambrose, Scott C., OP-ED: Emirates Rules the Sports Sponsoring Arena. *Airways Magazine Online*, May 2018
<https://airwaysmag.com/industry/op-ed-emirates-rules-the-sports-sponsoring-arena/>

Ambrose, Scott C., Is the US airline industry ready for the next downturn? *Airways Magazine*, March 2016 p. 19

Work in Progress

Reconceptualizing the Measurement of Multi-Dimensional Salesperson Job Satisfaction. Under 2nd review at the *Journal of Personal Selling and Sales Management*

A Meta-Analytic Review of Emotional Exhaustion in a Sales Context. Under 2nd review at the *Journal of Personal Selling and Sales Management*

Editorship

Editorial Review Board Member – *Marketing Management Journal* 2017-2018

Ad-hoc Reviewer

World Review of Intermodal Transportation Research 2018-2018

Journal of Personal Selling and Sales Management 2018-2018

<i>Atlantic Marketing Association Annual Conference</i>	2018-2018
<i>Society for Marketing Advances Annual Conference</i>	2018-2018
<i>Summer Educators Conference of the American Marketing Association</i>	2018-2018
<i>Journal for Advancement of Marketing Education (JAME)</i>	2018-2018
<i>Journal of Air Transport Management</i>	2017-2017
<i>Marketing Management Journal</i>	2017-2017
<i>Summer Educators Conference of the American Marketing Association</i>	2017-2017
<i>Qualitative Market Research Journal</i>	2017-2017
<i>Atlantic Marketing Association Annual Conference</i>	2016-2016
<i>Journal of Advances in Management Research</i>	2016-2016
<i>Journal of Business and Industrial Management</i>	2016-2016
<i>Advancement of Marketing Education</i>	2015-2015
<i>National Conference in Sales Management</i>	2014-2015
<i>Academy of Management Learning and Education</i>	2014-2014

Presentations

Edmondson, Diane, Matthews, Lucy, Ambrose, Scott C. (2018). A Meta-Analytic Review of Emotional Exhaustion in a Sales Context. Presentation and proceedings at the Annual Conference of The Society For Marketing Advances, West Palm Beach, FL. (Won best paper for the personal selling and sales management track.

Ambrose, Scott C., Matthews, Lucy (2017). Cross-functional Teams and Social Identity Theory: A Study of Sales and Operations Planning (S&OP). Presentation and proceedings at the Annual Conference of The Society for Marketing Advances, Louisville, KY.

Tinoco, Janet, Ambrose, Scott C. (2017). Collaborative Customers and Partners: The Ups and Downs of Their Influence on Firm Technology Competence for New Product Development. Presentation at the Annual Winter Conference for the Academy of Marketing Association, Orlando, FL.

Gottfried, Anne, Ambrose, Scott C., Plank, Richard (2016). Inside Sales Force and Gender: Mediating effects of intrinsic motivation on sales controls and performance. Presentation and proceedings at the Annual Conference of the Atlantic Marketing Association, Charleston, SC.

Ambrose, Scott C. (2015). Sales and Operations Planning (S&OP): A Performance Framework. Presentation and proceedings at the National Conference in Sales Management, Houston, TX.

Ambrose, Scott C., Rutherford, Brian, Tashchian, Armen, Shepherd, David (2014). The State of Salesperson Burnout Research and Scaling. Presentation and proceedings at the Annual Conference of the Atlantic Marketing Association, Asheville, NC.

Ambrose, Scott C., Rutherford, Brian, Tashchian, Armen, Shepherd, David (2013). Salesperson Multi-faceted Role Ambiguity and Burnout: An Exploratory Study. Presentation and

proceedings at the International Marketers and Purchasers (IMP Group) Conference hosted by Georgia State University, Buckhead, GA.

Ambrose, Scott C., Macione, Beatriz. (2009). The Rewards and Challenges of Service Learning Projects. Presentation and proceedings at the 12th Annual Summit of the Appalachian College Association, Abingdon, VA.

Ambrose, Scott C. (2008). The Tensions Between Globalization & Localization. Presentation and proceedings at the 11th Annual Summit of the Appalachian College Association, Abingdon, VA.

Ambrose, Scott C., Klik, Katie. (2008). Assessing Health Care Issues in Southwest Virginia. Presentation at the 13th Biennial Conference on Appalachian Geography and Geography Education, Pipestem, WV.

Ambrose, Scott C. Blending Business and the Liberal Arts. (2007). Presentation and proceedings at the Symposium sponsored by the Council of Independent Colleges entitled: Integrating Professional and Liberal Education, Chicago, IL.

SERVICE

Awards

Outstanding Teacher Award, *David B O'Maley College of Business Embry-Riddle*, 2018

Fanelli Award Winner, *Emory & Henry College Athletic Department*, 2011

Committees and Other College Service

Member – University Faculty Benefits and Development Committee – 2017-2018

Editor for the Quarterly College of Business Newsletter – 2016-2018

Member – New Hire Recruitment Committee for the Center for Teaching and Learning Excellence (CTLE) – 2018-2018

Member – Undergraduate Recruitment Committee – 2015-2018

Steering Committee Member – Center for Entrepreneurship 2015-2018

Social Media Manager for The College of Business – 2016-2018

Member – Undergraduate Programs Committee – 2015-2016, 2018