

# LOUIS J. ZMICH

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## EDUCATION

Louisiana Tech University, Ruston, LA **May 2022 (Expected)**  
**Doctor of Business Administration, Marketing**  
**Dissertation Chair:** Dr. Laura Flurry

Northern Illinois University, DeKalb, IL **May 2018**  
**Master of Science in Management Information Systems**

Northern Illinois University, DeKalb, IL **May 2017**  
**Bachelor of Science in Marketing, Cum Laude**  
 Minor: Social Entrepreneurship  
*Certificate in Professional Selling*

## DISSERTATION TITLE:

"Pseudo Salespeople: Source and Recipient Antecedents to Social Media Influencer Selling Effectiveness. The Role of Congruence, Envy, and Source Credibility on Selling Outcomes"

**Tentative Dissertation Proposal Date:** August 31, 2021

**Tentative Dissertation Defense Date:** Early May 2022

## DISSERTATION COMMITTEE:

Dr. Laura Flurry (Chair), Dr. William Locander, Dr. Julie Moulard, Dr. Mark Groza

## ABSTRACT:

The expansion of the salesforce to include social media influencers (SMIs) as a digital arm of the selling organization is the primary focus of this study. The first section is a proposed conceptual model highlighting how social media influencers sell products or services based on the SMI/product and SMI/follower congruence, source credibility of the influencer, and the self-image congruence of the follower. This model was created using the theories of social comparison, balance, homophily, and self-congruence. The model also considers the mediating role of both benign and malicious envy, highlighting the effects on selling outcomes.

The second section is a two-part study. Part one tests the conceptual model using static post images of popular social media influencers on Instagram. Part two builds on Part one by partnering with a SMI on YouTube to gather data from real followers of sponsored content. The proposed managerial insight revolves around the need for selling organizations to maximize their marketing potential by partnering with SMIs that are most congruent with their brand. This dissertation is the first to accomplish three tasks, 1) combine both source and personal congruency antecedents to SMI effectiveness, 2) examine the moderating role of self-image on the SMIs' relationship with developing follower envy, and 3) tests the conceptual model in both controlled, and real-world contexts by partnering with an SMI in the YouTube space.

## PUBLISHED MANUSCRIPTS

Groza, M.D., **Zmich, L.** & Rajabi, R. (2021) “Organizational Innovativeness and Firm Performance: Does Sales Management Matter? *Industrial Marketing Management*,” 97, p. 10-20.

Groza, M.D., Groza, M.P. & **Zmich, L.** (2021), "Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding" *Journal of Marketing Education* (In press).

## MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Locander, D., **Zmich, L.** & Locander, W. “It is All About Me: Antecedents and Consequences of Salesperson Lone Wolf Tendencies” invited for a second review at: *Journal of Selling*.

**Zmich, L.**, Locander, J.A., Locander, W.B. & Groza, M.D. "The Dark Side of Social Media on Salesperson Influence Tactics in the Initial Stage of the B2B Buying Process" targeted for: *Journal of Business Research*.

Saleh, A., **Zmich, L.** & Babin, B.J. "A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch" targeted for: *Journal of Services Marketing*.

## REFEREED CONFERENCE PAPERS

**LOUIS ZMICH (2021)**, “Pseudo Salespeople: An Investigation Of Social Media Influencers' Sales Techniques Online” to be presented at the *Summer American Marketing Association 2021 Poster Session*, Online, August 4 – 6.

Mark D. Groza and **Louis Zmich** (2021), "Developing Sales Skills while Collecting Sales Research Data – A B2B Calling Project" to be presented at the *National Conference in Sales Management (Teaching Submission)*, St. Louis, Missouri, April 7 – 9.

Adam Mills, **Louis Zmich** and Karen Robson (2021), “Rethinking Online Marketing Education: Process as a Critical Strategic Consideration” to be presented at the *Marketing Management Association*, Online, October 13 – 15.

**Louis Zmich**, Mya Pronschinske Groza and Mark D. Groza (2020), "Organizational Innovativeness and Firm Performance: Does Sales Management Matter?" to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 – 17.

**Louis Zmich**, Breanne Mertz, Cameron Sumlin and Julie Moulard (2020), "What Happens When Social Media Influencers Lie? Authenticity and Human Brands" to be presented at the *Academy of Marketing Science Annual Conference*; Coral Gables, Florida, December 14 – 17.

**Louis J. Zmich** (2020), "The YouTube Paradox of Success: How Sponsorship Opportunities Turn Social Media Influencers Into Pseudo Salespeople - A Measurement Theory Approach to Burnout" to be presented at the *Society for Marketing Advances*, Digital, November 5-6.

**Louis J. Zmich**, Sean Dwyer and Mark D. Groza (2020), "Splitting Grit: Differentiating Between Perseverance and Passion on Sales Performance" *National Conference in Sales Management*; Norfolk, Virginia, April 1 – 3.

B. Mertz, **L.J. Zmich**, C. Sumlin, W.B. Locander (2019), "Doing the right thing right: Mystery monitoring in achieving sales force ethical goal commitment" *Society for Marketing Advances*; New Orleans, Louisiana, November 6 - 9.

Amyx, Douglas, Bruce Alford, **Louis Zmich**, Jennifer Cowden, Breanne Mertz and Cameron Sumlin (2019), "The Study of Different Factors Affecting Salesperson Deviance" *Academy of Marketing Science Annual Conference*; Vancouver, BC, Canada, May 29 – 31.

A. Saleh, **L.J. Zmich**, B.J. Babin (2019), "A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch" *American Marketing Association Summer Academic Conference*; Chicago, Illinois, August 9 – 11.

**Zmich, Louis J.**, Mya Pronschinske Groza and Mark D. Groza (2018), "Abstract Thinking and Salesperson Entrepreneurial Orientation" *Academy of Marketing Science Annual Conference*; New Orleans, Louisiana, May 23 – 25.

Groza, Mark D., **Louis J. Zmich** and Mya Pronschinske Groza (2018), "Sponsoring the Professional Sales Program: A Win-Win for Students and Companies" *National Conference in Sales Management*; San Diego, California, April 11 –13.

## RESEARCH INTERESTS

### ***Social Media & the Influencer–Sponsor Selling Relationship***

- Spearheading the literature related to social media influencers and how sponsoring brands create a pressure to sell their products or services to a dedicated following
- Understanding the psychological pressures associated when social media influencers become a pseudo-salesperson for sponsoring brands

### ***Salesperson Influence Tactics & the Behavioral Change Associated with Digital Media***

- Continuing the literature related to salesperson influence tactics. Specifically investigating how social media and other digital technologies shape how salespeople behave on the job
- Investigating the connection between digital forms of communication and salesperson success when interacting with buyers both in-person and face-to-face

### ***Personal Selling & the Salesperson–Customer Dyadic Relationship***

- Continuing the literature related to salespeople and how the salesperson–customer relationship can be strengthened with technology to form a better understanding of needs, while also creating new ways to deliver value to the customer
- Furthering the psychological connection between the salesperson and customer, and examining customer habits specifically asking why certain outcomes are achieved and how these evolving relationships can lead to new ways of marketing to the end user

**AWARDS**

<i>MMA Annual Outstanding Teacher-Scholar Doctoral Student Competition</i> <b>Finalist</b> Louisiana Tech University	2021
<i>Academy of Marketing Science: Doctoral Consortium Fellow Nomination</i> Louisiana Tech University	2020
<i>Society for Marketing Advances: Doctoral Consortium Fellow Nomination</i> Louisiana Tech University	2019
<i>Harold &amp; Muriel Berkman Charitable Foundation Scholarship Award</i> Louisiana Tech University	2019
<i>Planey Family Future Outstanding Alumni Award</i> Northern Illinois University	2017
<i>Dr. Robert Peterson Professional Selling Award</i> Northern Illinois University	2017

**COURSES TAKEN**

*Marketing Theory*  
*Applied Regression Analysis*  
*Survey of Marketing & Strategy*  
*Applied Descriptions & Analysis of Experiments*  
*Research Methods I*  
*Applied Multivariate Statistics*  
*Advanced Seminar in Research*  
*Advanced Topics in Marketing Management*  
*Applied Structural Equations Models*  
*Seminar in Marketing Management*  
*Leadership & Decision Making*  
*History Foundations of Modern Psychology*  
*Seminar in Buyer Behavior*  
*Directed Study in Marketing*  
*Advanced Seminar in Research*

**TAUGHT BY**

| Dr. Barry Babin  
 | Dr. Hani Mesak  
 | Dr. Douglas Amyx  
 | Dr. Ryan Freling  
 | Dr. Bruce Alford  
 | Dr. Hani Mesak  
 | Dr. Barry Babin  
 | Julie G. Moulard  
 | Dr. Bruce Alford  
 | Dr. William Locander  
 | Dr. Marita Apter-Desselles  
 | Dr. Michael Ternes  
 | Dr. Laura Flurry  
 | Dr. William Locander  
 | Dr. William Locande

## TEACHING

MKTG 425: Sales Management | Evaluation: 3.9\*

Louisiana Tech University, Ruston, LA

**Winter 2020-2021**

- Students developed an understanding of leadership and salesperson mentorship through lectures, open class discussions, and in-person roleplays. Each student was then tasked with a three-part final presentation that took into account the following real-world situations:
  - Building and presenting a 45-day transition calendar to their upper-level management team as they move from salesperson to sales manager in a different company region
  - Put together an ROI and breakeven analysis between four candidates looking to join their team once they settle into the sales management position
  - Offer merit-based bonuses of \$1,000 divided amongst their seven sales associates. The students had to decide which factors mattered the most between performance-based metrics and behavior-based metrics
- Students also learned about their strengths through the Gallop strength-based leadership assessment simulation. They then needed to explore their strengths through in-depth interviews with sales managers in positions they would want to apply after graduation

MKTG 307: Personal Selling | Evaluation: 3.9\*

Louisiana Tech University, Ruston, LA

**Fall 2020**

- Students were tasked to complete a series of roleplays to enhance their selling ability, take what they learned in class, and apply it to real-world situations. Additionally, the roleplays were conducted with several industry business professionals who previously spoke to the student in class as guest lecturers
- "The amount of effort professor Zmich put into this class was insane. He truly was there for EVERY student and made sure to know everyone's names as well as small facts about us. He honestly is better than half of the professors I have had in the past, I am very grateful to have taken this class with professor Zmich!!"
- "LOVE this class! I am a design major marketing minor and Louis made sure that us design students had examples of marketing in our fields and he had guest speakers that spoke as well and answered questions for us. I loved this class so much. I was thinking about changing my minor out of marketing but this class has made me want to continue with marketing because he made it so fun and so informative. He was very accommodating during covid, and he made a point to learn our names and our interests. This has been my favorite marketing class and would love to take more classes offered by professor Louis."

## MKTG 365: Digital Marketing Analytics

Louisiana Tech University, Ruston, LA

Fall 2021

- Students will develop a deep understanding of digital technologies, communication mediums, and the role in which these platforms aid in both business commerce as well as social interactions. Students will then participate in a quarter-long project consisting of a Student Simulation which covers the following:
  - Practice with A/B testing on a company's website which consists of marketing analytic decisions, social media advertisement campaign management, analytic measurements and budget optimization
  - Understanding how to access and present social media analytics like impressions, click-through-rate, and engagement. Then equate those numbers to actionable business decisions for clients
  - Gain full control over digital marketing advertisement campaigns in a competitive setting where students can deeply understand the role of a digital marketing analyst through hands-on simulations

## SERVICE

### *Academic Service*

- Consistent reviewer for the Journal of Strategic Marketing
- Reviewer for the 2020 Summer American Marketing Association Conference
- Author reviewer, 2020 National Conference in Sales Management
- Author reviewer, 2020 Academy of Marketing Science Annual Conference
- Sub reviewer, 5th International AR & VR Conference 2019 Conference
- Author reviewer, 2019 Summer American Marketing Association Conference
- Author reviewer, 2019 Academy of Marketing Science Annual Conference
- Junior reviewer with Dr. Mark Groza, 2018 Academy of Marketing Science Annual Conference

### *Professional Service*

Current (2020-21) Chair Elect, American Marketing Association (AMA) DocSIG

- Support and work with the Chair of DocSIG to provide a clear form of communication and protocol to all DocSIG members regarding upcoming AMA opportunities
- Assist the Chair of DocSIG with organizing DocSIG events at both Winter and Summer American Marketing Association (AMA) conferences

Current (2019-21) Doctor of Business Administration Association President, Ruston, LA

- Represent the DBA members both in the community and university, while maintaining proper representation to address issues that are unique to doctoral student success
- Offer guidance and assistance to ensure student success both when entering the program, through to successfully exiting the DBA program

Current (2019-21) Marketing Representative, Ruston Farmers Market Board of Directors, Ruston, LA

- Offer guidance and oversight for marketing efforts while working to automate social media posts and engagement
- Represent the local student interests of the Farmers Market while collaborating with local farmers and community members to continue the Farm-to-Table Initiative

Current (2019-21) Young Alumni Board of Representatives, College of Business, NIU, DeKalb, IL

- Striving to create a strong connection between the College of Business and younger business alumni
- Representing the unique alumni population in the College of Business initiatives and activities
- Providing strong networking opportunities among alumni, students, and faculty

Previous (2019-20) Assistant Vice Chair of Special Projects and Partnerships, AMA DocSIG

- Coordinate DocSIG Student Spotlight Series, highlighting doctoral student success
- Assist the Vice Chair of Special Projects and Partnerships with organizing DocSIG events at both Winter and Summer American Marketing Association (AMA) conferences.

Previous Graduate Representative, Dean Student Advisory Board, DeKalb, IL

- Selected by the Dean to work with fellow peers on issues facing the College of Business
- Work as a team to talk about ways to improve the learning experience of all students

### ***Community Service***

Previous Vice President of Pledge Education and Social Chair, Delta Sigma Pi, DeKalb, IL

- Organize and plan social events for brothers of the Fraternity, both on and off campus
- Lead all seven weeks of pledge activities and help mold potential brothers into professional businesspeople

Previous Vice President of Marketing, CAUSE, DeKalb, IL

- Fund, organize, and recruit speakers for the Collegiate Association of Unreasonable Social Entrepreneur events and conduct the Social Impact Summit, an annual event for socially responsible companies to coordinate and encourage social change
- Help raise \$500 - \$1,000 every month to be donated to social organizations around the world

Previous Guest Lecturer, Northern Illinois University College of Business

- Taught marketing concepts to undergraduate students, helping those classes form marketing plans for their start-up business plans

Previous Keynote Speaker, Northern Illinois University College of Business

- "How to Use LinkedIn as a Professional" Presentation created for undergraduate students, showcasing the strategic leverage a well-crafted profile can achieve

### **INDUSTRY PUBLICATIONS**

**Zmich, Louis J.** (2018), "One in 7.5 Billion: How Can One Person Positively Impact the World?", NIU Business, Northern Illinois University, College of Business, 18-19, 31.

## PROFESSIONAL EXPERIENCE

Graduate Research Assistant

Louisiana Tech University, Ruston, LA

**September 2018 – Present**

- Collaborate with professors and doctoral students on the development and execution of academic research projects
- Develop proficiency in quantitative analysis, marketing theory, and research methodology

Owner: Zmich Consulting

Ruston, LA

**August 2019 – Present**

- Work closely with small businesses, providing guidance on marketing materials, social media strategies, website coding, and search engine optimization strategies
- Volunteer to teach various social media strategy classes within the local community, assisting small businesses with their various marketing needs

Graduate Research Assistant

Northern Illinois University, DeKalb, IL

**June 2017 – July 2018**

- Work with professors on the development and execution of academic research projects
- Learn the intricacies and nuances of research while offering feedback on peer-reviewed conference and journal submissions
- Coauthor on two projects that have led to submission to marketing conferences

Graduate Teaching Assistant

Northern Illinois University, DeKalb, IL

**June 2017 – July 2018**

- Conducted student roleplays for the Principles of Selling course
- Worked with professors to examine, grade, and provide feedback on student's work
- Offered input to the development of in-person and online marketing courses

Junior Sales Partner

Apex Energy Solutions, Oakbrook, IL

**May 2016 – August 2016**

- Used leading technology to profile neighborhoods and speak with various homeowners
- Provided a professional, passionate, and ethical sales environment for the homeowner
- Canvassed and helped sell \$150,000, as an intern, over the three 2016 summer months

Marketing and Social Media Intern

Northern Illinois University, DeKalb, IL

**December 2015 – June 2017**

- Published articles on all four of the College of Business social media pages, while also reporting the analytical data from those outlets to the university on a monthly basis
- Spearheaded the Student Voices Blog and conduct interviews from NIU student profiles
- Worked autonomously and with a team of social media personnel to complete timed weekly tasks