

KELLI M. FRIAS

Marketing Department, Kogod School of Business
American University, Washington DC 20016
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EDUCATIONAL BACKGROUND

- Ph.D. Marketing, (minor in Law)
The University of Arizona, Eller College of Management, Tucson, AZ
- B.S. Business Administration with Honors
University of California, Riverside, Anderson School of Management,
Riverside, CA

ACADEMIC APPOINTMENT

- American University**, Kogod School of Business
Assistant Professor of Marketing August 2019-Present
- Texas Tech University**, Rawls College of Business
Assistant Professor of Marketing 2011-2019

CIVIC APPOINTMENT

- Office of the Governor, State of Texas 2016-2019
Product Development and Small Business Incubator Board Appointee

ACADEMIC FOCUS

Research

Marketing strategy, innovation, technology commercialization and intellectual property protection, product-form strategy, business-to-business marketing, price formats, and marketing channels

Teaching

Marketing Strategy, New Product Development, Technology Commercialization, Marketing of Innovations, Marketing Principles, Business-to-Business Marketing

PUBLICATIONS

Journal Articles

1. Frias, Kellilynn M., Deidre Popovich, Dale F. Duhan, and Robert F. Lusch, "Perceived Market Risk in New Ventures: A Study of Early-Stage Business Angel Investment Screening," *Journal of Macromarketing*, 2020, (40) 3, 339-354.
2. Frias, Kellilynn M. and Deidre Popovich, "An Experiential Approach to Teaching Mixed Methods Research," *Journal of Education for Business*, 2020, (95) 3, 193-205.
3. Ertas, Atila, Heather Greenhalgh-Spencer, Utku Gulbulak, Turgut Batuhan Baturalp, and Kellilynn M. Frias, "Transdisciplinary Collaborative Research Exploration for Undergraduate Engineering Students," *International Journal of Engineering Education*, 2017, (33) 4, 1242-1256.
4. Frias, Kellilynn M. and James R. Carver, "Re-examining the "Service" of Education from a Service-Dominant Logic Perspective: Implications for Women in Business," *Educational Philosophy and Theory, (Special Issue): Gender and Education*, 2016, 1-7.
5. Ertas, Atila, Kellilynn M. Frias, Derrick Tate, and Susan Back, "Shifting Engineering Education from Disciplinary to Transdisciplinary Practice," *International Journal of Engineering Education*, 2015, (31) 1, 94-105.
6. Lo, Desmond, Kellilynn M. Frias, and Mrinal Ghosh, "Pricing Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View," *Organization Science*, 2012, (23) 5, 1282-1297.
7. Sierra, Jeremy, Nina Compton and Kellilynn Frias-Gutierrez, "Brand Response-Effects of Perceived Sexual Harassment in the Workplace," *Journal of Business and Management*, 2008, (14) 2, 175-198.

Book Chapters

1. Frias, Kellilynn M. and Deidre Popovich, "Bridging Marketing and STEM Education: Cross-Functional Teamwork for New Product Development," in *Preparing for Community-Engaged Scholarship in Higher Education*, Ed. Aaron S. Zimmerman, 2020, pp. 284-305.
2. Ghosh, Mrinal, Kellilynn M. Frias, and Robert F. Lusch, "Choosing Value-Chain Locations in Marketing Channels: Integrating Service Dominant Logic and Product-Form Strategy Perspectives," *Handbook on Distribution Channels Research*, Eds. Jim Brown and Chuck A. Ingene, 2019.
3. Greenhalgh-Spencer, Heather, Kellilynn M. Frias, and Atila Ertas "Transdisciplinary Content Pedagogy in Undergraduate Engineering Education: Being Pulled Up Short," *Transdisciplinary Higher Education: A theoretical basis revealed in practice*, Ed. Gibbs, P. Springer (Eds.), 2017 (peer-reviewed).
4. Back, Susan, Heather Greenhalgh-Spencer, and Kellilynn M. Frias "The Application of Transdisciplinary Theory and Practice to STEM Education," *Handbook of Research on Technology Tools for Real-World Skill Development*, Yigel Rosen, Steve Ferrara and Maryam Mosharoff (Eds.), 2015 (peer-reviewed).

Proceedings

1. Ertas, A., Frias, K., Greenhalgh-Spencer, H. and Back, S. (2015). “A Transdisciplinary Research Approach to Engineering Education.” *Proceedings of the 2015 ASEE Gulf-Southwest Annual Conference*. Copyright © 2015, American Society for Engineering Education (Nominated for Best Paper).
2. (Frias) Gutierrez, Kellilynn, Linda L. Price, and Eric J. Arnould, “Consuming Family Dinner Time,” 2008, *ACR Proceedings* (2008), vol. 35, 189-193.

MANUSCRIPTS UNDER REVIEW

1. “A Theory of Product-Form Strategy: When to Market Intellectual Property, Components, or Systems?,” Kellilynn M. Frias, Mrinal Ghosh, Narayan Janakiraman, Robert F. Lusch and Dale F. Duhan, under review at *Journal of Marketing*.

SELECTED WORK IN PROGRESS

1. “Product-Form Strategy: Selling Systems v. Components in Industrial Markets,” Mrinal Ghosh, Kellilynn M. Frias, and Shantanu Dutta, in preparation for submission to *Journal of Marketing Research*.
2. “The Impact of Policy Change on Agent Commission Rates in the US Crop Insurance Market,” Kellilynn M. Frias and Madhu Viswanathan, under preparation for submission to *Journal of Public Policy and Marketing*.
3. “Product-Form Strategy,” Kellilynn M. Frias and Mrinal Ghosh, under preparation for submission to *Organization Science*.
4. “The Value of Agent Information and Expertise: Analysis from the US Crop Insurance Market,” Kellilynn M. Frias, Madhu Viswanathan, and Mrinal Ghosh, under preparation for submission to *Journal of Marketing Research*.
5. “Price Format and Healthcare Provider Decision-Making,” under preparation for submission to *Journal of Public Policy and Marketing*.
6. “Price and Quality Perceptions in Healthcare” under preparation for submission to *Journal of Public Policy and Marketing*.
7. “‘How to Price’ versus ‘How much to Price’? Evidence from Industrial Procurement Contracts,” Mrinal Ghosh, Stephen Carson, Kellilynn M. Frias, and Shan Yu, under preparation for submission to the *Journal of Marketing*.

FUNDED GRANT PROPOSALS

1. **Blue Cross Blue Shield of Texas** (May 2020-2023). Amount \$1,259,769. *Title: Consumer Decision-Making in Healthcare*. PI: Kelli Frias, American University; PI: Deidre Popovich, Co-PI: Katie Langford, Texas Tech University; Madhu Viswanathan, Indian School of Business.

2. **National Science Foundation**, S-STEM Scholar Sci Tech Eng & Math (January 2019-2024). Amount \$1,000,000.00. *Title: Educating Engineering Undergraduates to be Industry Innovators and Managers*. PI/Co-PIs: Tim Dallas, Kelli Frias, Tanja Karp, Annette Rodriguez. Award #1834137. https://www.nsf.gov/awardsearch/showAward?AWD_ID=1834137
3. **National Science Foundation**, Innovation CORPS Program (May 2018-2021). Amount \$299,950. *Title: TTU Innovation-Corps Site*, PI/Co-PIs: Kimberly Gramm, Kelli Frias, Tim Dallas & Mike Ryan. Award # 1829254.
4. **GLEAMM** (Global Laboratory for Energy Asset Management and Manufacturing) (Nov 2017-Present). Amount \$50,000. *Title: Technology Commercialization--Solar Powered Digital Classroom in a Box*. PI/Co-PIs: Tim Dallas, Heather Greenhalgh-Spencer & Kelli Frias.
5. **VentureWell Foundation** (2017-2019). Amount \$25,000. *Title: Civil-Military Pre-hospital Care Innovation Curriculum a Scalable Pilot Program*. PI/Co-PIs: Annette Sobel & Kelli Frias. Grant #15533-16.
6. **VentureWell Foundation** (January 2016-Present). Amount \$18,000.00. *Title: Integrative E-learning Course: Bringing Together Business, Engineering, and Autism Spectrum Disorder Students*. PI: Kelli Frias, Co/PI: Tim Dallas & DeAnn Lechtenberger. Grant #13532-15.
7. **National Science Foundation** (January 2016 -2017). Amount \$50,000. *Title: I-Corps L: CyberExercises, Instructional Modules Development for Exercise-based Teaching of CyberSecurity Concepts*. PI/Co-PIs: Akbar Namin, Fethi Inan & Kelli Frias; Award #: 1514603. http://www.nsf.gov/awardsearch/showAward?AWD_ID=1514603
8. **Mason Greenstar** (May 2014). Amount \$11,270. *Title: Early-Stage Green Technology Ventures*. PI: Kelli Frias.

CONFERENCE PRESENTATIONS

1. “Developing Intrapreneurship in the Next Generation of Engineering Innovators and Leaders”, American Society for Engineering Education, Long Beach, CA July 2021.
2. “The Impact of Agent Information on Consumer Action: US Crop Insurance Market” (with Madhu Viswanathan), Marketing Association Winter Educator’s Conference, San Diego, CA, 2020.
3. "Product-Form Strategy," (with Mrinal Ghosh) Transaction Cost Economics: George John Symposium, University of Arizona, Sedona, AZ, 2019.
4. “The Product-Form Strategy Decision in Entrepreneurial Firms: A Multi-Method Examination,” (with Mrinal Ghosh, Narayan Janakiraman, Dale F. Duhan and Robert F. Lusch), American Marketing Association Winter Educator’s Conference, Austin, TX, 2019.
5. “Nascent Entrepreneurs and Angel Investor’s Perspectives of Venture Risk: The Impact of Product Modularity, Intellectual Property Enforceability, and Marketing Resources,” (with Dale F. Duhan), Special Session: New Issues and Perspectives in the Interface between Entrepreneurship and Marketing, American Marketing Association Summer Educator’s Conference, San Francisco, CA 2017.

6. "Resource Integration: Intellectual Property Rights from Service-Dominant Logic Lens and the Evolving Boundaries of Innovation," (with Stephen L. Vargo and Robert F. Lusch), Naples Forum on Service-Dominant Logic, Sorrento, Italy 2017.
7. "The Entrepreneurial University: Culture & Ecosystems" (with Annette Sobel and Kimberly Gramm), Deshpande Symposium, University of Massachusetts, Lowell, MA, 2017.
8. "Inclusiveness in Entrepreneurship Coursework: Texas Tech University's integrative e-learning course bringing together business, engineering, and students with Autism Spectrum Disorder," (with Tim Dallas and DeAnn Lechtenberger) Deshpande Symposium, University of Massachusetts Lowell, MA, 2016.
9. "Product-Form Strategy for Early Stage Ventures," (with Dale F. Duhan, Mrinal Ghosh, Narayan Janakiraman, and Robert F. Lusch), Texas Marketing Research Symposium, Arlington, TX, 2016.
10. "A Transdisciplinary Research Approach to Engineering Education," (with Atila Ertas, Heather Greenhalgh-Spencer, and Susan M. Back), American Society for Engineering Education proceedings (ASEE) GSW 2015 conference, San Antonio, TX, 2015.
11. "How Colleges of Business Can and Should be Leaders in Promoting an Expanded Definition of Diversity and Inclusiveness on Campuses Nationwide," panel discussant, American Accounting Association (AAA) 2015 conference, Atlanta, GA, 2015.
12. "Product-Form Strategy for Early-Stage Ventures," (with Mrinal Ghosh and Robert F. Lusch), at the Kauffman Foundation Emerging Scholars Conference, Kauffman Foundation, Kansas City, October 2014.
13. "Product-Form Strategies: Choosing Business Models in Technology Markets," (with Mrinal Ghosh and Robert F. Lusch), at the McGuire Center for Entrepreneurship Colloquium, University of Arizona, Tucson, October 2012.
14. "Product-Form Strategy: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta) at the 2012 ISBM Conference, Chicago, August 2012.
15. "Product-Form Strategy: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), at the 7th International Symposium in Marketing, Korea University, Seoul, Korea, May 2012.
16. "Product-Form Strategy: Offering Systems v. Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), Theory and Practice in Marketing Conference: Harvard Business School, Cambridge, MA, May 2012.
17. "Product-Form Choice: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), at the BI Norwegian School of Management, Oslo, Norway, June 2011.
18. "Institutional Environments and Product-Form Choice," (with Mrinal Ghosh and Robert Lusch) at the Winter American Marketing Association Conference, Austin, TX, February 2011.
19. "The Impact of Venture Capital on Product-Form Strategies in High-Technology Market," (with Mrinal Ghosh and Robert Lusch) at the Kauffman Foundation Workshop, Allied Social Science Association/American Economic Association Conference, Atlanta, GA, January 2010.

20. "When do Vendors Choose to Offer Systems versus Components," (with Mrinal Ghosh and Shantanu Dutta), at the INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009.
21. "Pricing Formats for Branded Components in B2B Markets," (with Desmond Lo and Mrinal Ghosh) at the INFORMS Marketing Science Conference, Vancouver, June 2008.
22. "Consuming Family Dinnertime," (with Linda L. Price and Eric J. Arnould) at the Advances in Consumer Research Conference, Memphis, Tennessee, June 2008.
23. "An Introduction to Service-Dominant Logic: A Relevant Framework for Antitrust Theory?" (with Robert F. Lusch) at the American Antitrust Institute Invitational Symposium, Washington, D.C., July 2007.
24. "Consuming Family Dinnertime: Is Family Dinner a Recipe for Success?" (with Linda L. Price) at the Transformative Consumer Research Conference, Hanover, New Hampshire, July 2007.
25. "The Future of Business Methods Patents," (with Stephen L. Vargo and Fred W. Morgan) at the American Marketing Association Marketing and Public Policy Conference Proceedings, Washington D.C., May 2003.

SERVICE PRESENTATIONS

1. "Marketing and New Product Development in Pre-Hospitalization Contexts," Texas Tech University Health Sciences Center, Lubbock, Texas, October 2, 2017.
2. "Marketing Strategy and Operational Effectiveness," Texas Tech University Accelerator Program, Innovation Hub, Lubbock, Texas, August 14, 2017.
3. "Entrepreneurship and Transition Opportunities for Veterans in West Texas," Veteran's Art in Medicine Symposium, TTU HSC, National Ranching Heritage Center, Lubbock Texas, November 17, 2016.
4. "Product-Form Strategy for Early-Stage Ventures," Texas Tech Accelerator, Innovation Hub, Texas Tech University, Lubbock, Texas, March 7, 2016.
5. "Innovation in Early-Stage Ventures," Night of the Innovators, Texas Tech University Research Park, Lubbock, Texas, December 7, 2015.
6. "What will your Startup Sell?," Guest lecture to Electrical Engineering Department, Texas Tech University, Lubbock, Texas, April 14, 2014.
7. "Pursuing a Ph.D. in Marketing," Ph.D. Project Recruiting Conference, Chicago, Illinois, November 2008.
8. "Ten Guides to Being a Great Doctoral Student: Introduction for First Year Ph.D. Students," Ph.D. Project Conference, Chicago, Illinois, August 2006.

AWARDS

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|------|---|
| 2018 | Faculty C-Startup Program for Innovation and Entrepreneurship Award (\$2,500) |
| 2016 | Rawls College of Business, Dean's Teaching Excellence Award (\$5,000) |
| 2015 | Texas Tech University Summer Research Proposal Grant (\$25,000) |
| 2012 | Ewing Marion Kauffman Foundation Emerging Scholar Award (\$20,000) |

- 2010 Institute for the Study of Business Markets (ISBM) Business Marketing Doctoral Support Award Recipient (\$10,000)
- 2010 Lisle and Roslyn Payne Outstanding Doctoral Student Award (\$2,500)
- 2010 Ewing Marion Kauffman Emerging Scholar (\$20,000)
- 2010 AMA Sheth Foundation Doctoral Consortium Fellow (Ft. Worth, TX)
- 2009 Jim Click Doctoral Student Fellowship (\$2,000)
- 2008 Arizona Graduate Diversity Fellowship (\$10,000)
- 2008 Dean's Service Award, Eller College of Management
- 2007 Best Abstract Award, Transformative Consumer Research Conference

TEACHING EXPERIENCE

American University

Brand Management	Fall 2019-present
Brand Strategy (MS)	Spring 2020, 2021

Texas Tech University

Marketing Strategy	Fall 2013-Spring 2019
New Product Development	Winter Intersession 2016
Principles of Marketing	Fall 2011-Spring 2012
Technology Commercialization	Summer 2015, 2016
Principles in Marketing	Fall 2011-Spring 2013

University of Arizona

Marketing and Public Policy	Spring 2009, Summer 2008
Introduction to Marketing	Summer 2007, 2006

Doctoral Dissertation Committee Member

Melhem, Samer, "Communication Apprehension in an Employment Interview Setting: extension of the Component Theory of Communication Apprehension," committee-member (Completion Date: June 2019).

Lie, Zen, "Computational Approach for Identifying and Visualizing Innovation in Patent Networks," Ph.D. in Mechanical Engineering/Transdisciplinary Program, committee-member (Completion Date: May 2013).

OTHER EMPLOYMENT

2001-2006	West Harbor Intelligence, Consultant, Aliso Viejo, California
1995-2001	Albertsons Grocery Company, Grocery Retail, Southern California

PROFESSIONAL SERVICE

Department, College, and University Service

2019-present American University Center for Innovation, I-Corps Team Mentor
2017-2019 President's Hispanic Council, Texas Tech University
2017-2019 Rawls College of Business Representative, Hispanic Serving Institution (HSI) Committee
2016-2019 Texas Tech University Latino Hispanic Faculty and Staff Association, Member
2016-2019 Innovation Hub, Texas Tech University, Technology Accelerator Mentor
2015-2019 3-Day Startup, Mentor
2014-2019 Technology Accelerator Guest Instructor
2014-2017 Faculty Recruitment Committee in the Marketing Area
2015 Rawls College of Business Day Diversity Panelist
2015 Marketing Scholarship Committee Chair
2014 TEDx Texas Tech University, Co-Organizer & Author of University License
2014 National Collegiate Ethics Case Competition, Faculty Advisor
2011-2017 Marketing Scholarship Committee, Faculty Evaluator
2011-2016 Ph.D. Project Faculty Representative, Rawls College of Business
2011-2014 Office of Research Commercialization, Faculty Advisor