
STERLING A. BONE

Professor of Marketing, Executive Director ProSales ■ Jon M. Huntsman School of Business ■ Utah State University

EDUCATION

Ph.D., Spears School of Business, Oklahoma State University, May 2006, Stillwater, Oklahoma, Major: Marketing

M.B.A., Utah State University, May 2001, Logan, Utah
Emphasis: Entrepreneurship

B.A., Utah State University, August 2000, Logan, Utah, 2000
Major: Liberal Arts and Sciences, Business; Minor: Spanish

ACADEMIC APPOINTMENTS

Professor of Marketing
Executive Director ProSales

Jon M. Huntsman School of Business, Utah State University **2020-present**

Associate Professor of Marketing

Jon M. Huntsman School of Business, Utah State University **2015-2020**

Assistant Professor of Marketing

Jon M. Huntsman School of Business, Utah State University **2012-2015**

Assistant Professor of Marketing

Marriott School of Management, Brigham Young University **2006-2012**

RESEARCH GRANTS

- W.K. Kellogg Foundation (\$1.2M) with the National Community Reinvestment Coalition (NCRC) for research on access to capital for racial/ethnic minority and women-owned minority businesses, 2018-2020
- Oracle Corporation and the Center for Services Leadership, Arizona State U., 2013
- Marketing Science Institute (MSI) Research Grant, 2012
- Oracle Corporation and the Center for Services Leadership, Arizona State U., 2010
- Marriott School of Management, 2011, 2010, 2009, 2008, 2007
- J.C. Penny Research Grant, 2008
- University of Texas at Austin, Center for African & African-American Studies, 2008

HONORS & AWARDS

- Distinguished Winner, AMA-EBSCO Responsible Research in Marketing, 2025
- Highly Commended, *Financial Times* Responsible Business Education Award, 2025
- Bradford–Osborne Research Award, University of Washington/UCLA, 2024
- Undergraduate Faculty Mentor of the Year, Huntsman School of Business, 2024
- ProSales Hall of Fame Inductee, Huntsman School of Business, 2024
- Runner-Up, *Financial Times* Responsible Business Education Award, 2022
- Visionary Leadership Award, Huntsman School of Business, 2022
- Researcher of the Year, Department of Marketing & Strategy, 2020-21

HONORS & AWARDS (cont.)

- Distinguished Winner, AMA-EBSCO Responsible Research in Marketing, 2020
- USU Student Research Symposium, Undergraduate Social Sciences, 2020
- Huntsman Research Symposium, Mentored Winner (Alex Tebbs), 2020
- Faculty Director, Arizona State University Center for Services Leadership, 2019-22
- Direct Selling Education Foundation Fellow, 2019
- Teacher of the Year, Jon M. Huntsman School of Business, 2017
- Teacher of the Year, Management Department, 2016-17
- Teacher of the Year, Management Department, 2014-15
- Best Practitioner Presentation, Frontiers in Service Conference, 2014
- Undergraduate Research Mentor Award, Jon M. Huntsman School of Business, 2014
- AMA SERVSIQ Doctoral Consortium Faculty Fellow, 2014
- Honeywell Customer Services Academy, Arizona State University, 2013
- Finalist, Best Positive Marketing Paper, Positive Marketing Conference, 2012
- Finalist, Best Practitioner Presentation, Frontiers in Service Conference, 2012
- Nominated, BYUSA Brigham Award, 2012
- AMA Sheth Foundation Consortium Faculty Fellow, 2011
- Nominated, STAR Award for Excellence in Innovative Support, Technology Services Industry Association, 2011
- Best Practitioner Presentation, Frontiers in Service Conference, 2011
- Center for Services Leadership Research Faculty, Arizona State University, 2010
- Finalist, Merrill J. Bateman “Student Choice” Award, Marriott School, 2010
- Outstanding Teacher, Business Management Department, Marriott School, 2009
- Invited Fellow, Emerging Scholars Research Consortium, 2009
- AMA Sheth Foundation Doctoral Fellow, 2005
- National Conference in Sales Management Doctoral Fellow, 2005
- Nominated, University-wide Outstanding Doctoral Student, 2005
- Outstanding Graduate Teaching Assistant, Spears School of Business, 2004
- Outstanding Instructor, Spears School of Business, 2004

RESEARCH INTERESTS

Marketplace inclusion, Anti-poverty, Artificial Intelligence in sales and revenue leadership, Customer experience management, Customer feedback processes, Vulnerability of resource-constrained consumers, Collective trauma and resilience

BOOKS PUBLISHED

1. Bone, Sterling A. and Scott Baird (2025), *Professional Selling Essentials: Process and Plays*, MyEducator.
2. Bone, Sterling A. and Scott Baird (2025), *Sales Leadership: Strategy and Performance*, MyEducator.
3. Bone, Sterling A. and Scott Baird (2025), *Advanced Selling Strategy: Science and Practice of Persuasion*, MyEducator.

ARTICLES IN REFEREED JOURNALS

26. Bone, Sterling A., Glenn L. Christensen and Kaelyn Loveless (2026), “Academic Courage in a Politicized Marketplace: How Evidence-First Race Research Can Move Policy (and Markets) Forward,” *Journal of Public Policy & Marketing*, 45(3), 207-210.
25. Crockett, David K., Marie Yeh, Meredith Rhoads, Alexander I. Mitchell, Stacey Menzel Baker, Stacey R. Finkelstein, and Sterling Bone (2026), “Alice in Wonderland: Consumer Peril in Navigating the Antipoverty Service Ecosystem,” *Journal of Public Policy & Marketing*.
24. Shultz, Cliff, Marlys Mason, Amy Greiner Fehl, Stacey Baker, Karine Aoun Barakat, Sterling A. Bone, and Meredith Thomas (2024), “Social Traps and the Wicked Problems of Single-Use Plastics: A Marketing, Policy and Citizen-Consumer Perspective,” *Journal of Consumer Affairs*.
23. Scott, Maura L., Sterling A. Bone, Glenn L. Christensen, Anneliese Lederer, Martin Mende, Brandon G. Christensen, and Marina Cozac (2024), “Revealing and Mitigating Racial Bias and Discrimination in Financial Services,” *Journal of Marketing Research*, 61(4), 598-618
<https://doi.org/10.1177/00222437231176470>.

*Bradford-Osborne Research Award (2024) recognizing “research published in peer-reviewed journals that contributes to advancing the growth of businesses owned by people of color.”
*Cited in joint research conducted by the Consumer Financial Protection Bureau (CFPB) and the U.S. Department of Justice (DOJ) released on November 13, 2024
<https://www.consumerfinance.gov/data-research/research-reports/matched-pair-testing-in-small-business-lending-markets/>
*2025 Highly Commended, *Financial Times*, Responsible Business Education Award
*2025 Distinguished Winner of the AMA-EBSCO Award for Responsible Research in Marketing
22. Bone, Sterling A., Glenn L. Christensen, Jerome D. Williams, Samantha N. N. Cross, and Stephanie Dellande (2023), “Moving Beyond Perceptions: Examining Service Disparities Among Consumers,” *Journal of the Association for Consumer Research*, 8 (1), 107-119.
21. Voorhees, Clay M., Jonathan M. Beck, Praneet Randhawa, Kristen Bell DeTienne, and Sterling A. Bone (2020), “Assessing the Effects of Service Variability on Consumer Confidence and Behavior,” *Journal of Service Research*, 24 (3), 405-420.
20. Williams, Jerome D., Sterling A. Bone, Glenn L. Christensen, and Anneliese Lederer (2020), “Small Business of Color Matter Too,” *Penn Regulatory Review*, Oct. 28, 2020, link to article [here](#).
19. Voorhees, Clay M., Paul W. Fombelle, and Sterling A. Bone (2020), “Don’t Forget About the Frontline Employee During the COVID-19 Pandemic: Preliminary Insights and a Research Agenda on Market Shocks,” *Journal of Service Research*, 23 (4), 396-400.

18. William, Jerome D., Sterling A. Bone, Glenn L. Christensen, and Alexandra Tebbs (2020), "Profiting from Protecting Small Business Borrowers: Take That to the Bank!" *Rutgers Business Review*, 5 (2), 226-235.
 17. Fitzgerald, M. Paula, Sterling A. Bone, and Janis K. Pappalardo (2020), "Consumer Power and Access," *Journal of Public Policy & Marketing*, 39 (2): 95-98.
 16. Hamilton, Rebecca, Debora Thompson, Sterling A. Bone, Lan Nguyen Chaplin, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Chiraag Mittal, Paul Piff, Deborah Roedder John, Caroline Roux, Anuj Shah, Meng Zhu (2019), "The Effects of Scarcity on Consumer Decision Journeys," *Journal of the Academy of Marketing Science*, 47 (3), 532-550.
 15. Bone, Sterling A., Glenn L. Christensen, Jerome D. Williams, Stella Adams, Anneliese Lederer, and Paul C. Lubin (2019), "Shaping Small Business Lending Policy Through Matched-Paired Mystery Shopping," *Journal of Public Policy & Marketing*, 38 (3), 391-399.
- *2022 Runner-Up, *Financial Times* Responsible Business Education Award
 - *2022 Thomas C. Kinnear Award Finalist
 - *Bradford-Osborne Research Award Finalist recognizing "research published in peer-reviewed journals that contributes to advancing the growth of businesses owned by people of color."
 - *Featured in *Harvard Business Industry and Background Note (9-319-117)*, "Sources of Capital for Black Entrepreneurs," May 23, 2019.
 - *Presented to the Consumer Financial Protection Bureau and included in the oral and written testimony given before the U.S. House of Representatives' Financial Services Committee's Oversight and Investigations Subcommittee held on September 4, 2019.
 - *Cited in joint research conducted by the Consumer Financial Protection Bureau (CFPB) and the U.S. Department of Justice (DOJ) released on November 13, 2024
<https://www.consumerfinance.gov/data-research/research-reports/matched-pair-testing-in-small-business-lending-markets/>
14. Bone, Sterling A., Katherine N. Lemon, Clay M. Voorhees, Katie A. Liljenquist, Paul W. Fombelle, Kristen B. DeTienne, and R. Bruce Money (2018), "The Power of Surveys to Increase Repeat Business," *Keller Center Research Report*, 11 (1).
 13. Voorhees, Clay M., Paul W. Fombelle, Yany Gregoire, Sterling Bone, Anders Gustafsson, Rui Sousa, Travis Walkowiak (2017), "Service Encounters, Experiences and the Customer Journey: Defining the Field and a Call to Expand our Lens," *Journal of Business Research*, 79, 269-280.
 12. Anderson, Laurel, Jelena Spanjol, Josephine Go Jeffries, Amy Ostrom, Courtney Nations Baker, Sterling A. Bone, Hilary Downey, Martin Mende, Justine Rapp (2016), "Responsibility and Well-Being: Resource Integration Under Responsibilization in Expert Services," *Journal of Public Policy & Marketing*, 35 (2).

11. Bone, Sterling A., Katherine N. Lemon, Clay M. Voorhees, Katie A. Liljenquist, Paul W. Fombelle, Kristen B. DeTienne, and R. Bruce Money (2016), “Mere Measurement “Plus”: How Solicitation of Open-Ended Positive Feedback Influences Customer Purchase Behavior, *Journal of Marketing Research**, 54 (1), 156-170.

*Research also featured in *Harvard Business Review* as “The Power of Positive Surveying,” Jan-Feb 2017, pp.22-24.

10. Fombelle, Paul W., Sterling A. Bone, and Katherine N. Lemon (2016), “Responding to the 98%: Face-Enhancing Strategies for Dealing with Rejected Customer Ideas,” *Journal of the Academy of Marketing Science*, 44 (6), 685-706.
9. Bone, Sterling A., Paul W. Fombelle, Kristal R. Ray, and Katherine N. Lemon (2015), “How Customer Participation in B2B Peer-to-Peer Problem-Solving Communities Influences the Need for Traditional Customer Service,” *Journal of Service Research*, 18 (1), 23-38.
8. Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2014), “Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers’ Construction of Self,” *Journal of Consumer Research**, 41 (2), 451-474.
- *2020 Distinguished Winner of the AMA-EBSCO Award for Responsible Research in Marketing
- *Research curated in “Transformative Consumer Research,” Journal of Consumer Research Curations, Curator: Dr. Julie L. Ozanne, Spring/Summer 2015.
- *Research highlighted and discussed in “Creating Boundary-Breaking, Marketing-Relevant Consumer Research,” (2020) by Deborah J. MacInnis, Vicki G. Morwitz, Simona Botti, Donna L. Hoffman, Robert V. Kozinets, Donald R. Lehmann, John G. Lynch, Jr, Cornelia Pechmann, *Journal of Marketing*, 84(2), 1-23. (<https://doi.org/10.1177/0022242919889876>).
7. Voorhees, Clay, Paul Fombelle, Alexis M. Allen, Sterling A. Bone, and Joel Aach (2014), “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty,” *MSI Reports*, Marketing Science Institute, Cambridge, MA.
6. Crockett, David, Laurel Anderson, Sterling A. Bone, Abhijit Roy, Jeff Jianfeng Wang, and Garrett Coble (2011), “Immigration, Culture, and Ethnicity in Transformative Consumer Research, *Journal of Public Policy & Marketing*, 30 (1).
5. Bone, Sterling A. and John C. Mowen (2010), “By-The-Book Decision-Making: How Service Employee Desire For Decision Latitude Influences Customer Selection Decisions,” *Journal of Service Research*, 13 (2), 184-197.
4. Sampson, Scott E., Larry J. Menor, and Sterling A. Bone (2010), “Why We Need a Service Logic: A Comparative Review,” *Journal of Applied Management and Entrepreneurship*, 15 (3), 18-33.
3. Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, and Kristen B. DeTienne (2009), “Fishing for Compliments and Complaints: The Influence of Solicited Customer Feedback and Company Acknowledgement on Customer Attitudes and Intentions,” *MSI Reports*, 9

(3): 51-75, Marketing Science Institute, Cambridge, MA. *Also featured in *Insights from MSI*, “Harnessing the Power of Positive Feedback,” Fall 2009, 3-4.

2. Bone, Sterling A. and John C. Mowen (2006), “Identifying the Traits of Aggressive and Distracted Drivers: A Hierarchical Trait Model Approach,” *Journal of Consumer Behaviour*, (Sep-Oct) 5, 454-464.

1. Mowen, John C., Eric G. Harris, Sterling A. Bone (2004), “Personality Traits and Fear Response to Print Advertisements: Theory and an Empirical Study,” *Psychology & Marketing*, 21 (11), 927-943.

**PEER-
REVIEWED
BOOK
CHAPTERS**

“Happy Users, Grumpy Bosses: Current Community Engagement Literature and the Support Engagement in a B2B Setting on User and Upper Management Satisfaction” with Sander F.M. Beckers, Paul W. Fombelle, Jenny van Doorn, Perter Verhoef, and Kristal Ray, *Customer Engagement Marketing* book edited by Robert Palmatier, V. Kumar, and Colleen Harmeling.

**PEER-
REVIEWED
JOURNAL
ABSTRACTS**

Bone, Sterling, Jerome D. Williams, Glenn L. Christensen (2010), “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” *Journal of Macromarketing*, 30 (4), 419.

Larson, Jeffrey and Sterling Bone. 2009. "Attention Vulnerable Shoppers: Measuring Consumer Attitudes Toward Salespeople." *Advances in Consumer Research* 36: 785.

Bone, Sterling A. and C. Shane Hunt (2005), “The Influence of Internal Communications and Role Conflict on the Relationship between Salesperson Citizenship Behaviors and Supervisor Rated Performance,” *Journal of Personal Selling and Sales Management*, 25 (3), 298. (Extended Abstract)

WORKING PAPERS

“Customer Indirect Termination and Alienation in Financial Services,” with Glenn Christensen, Martin Mende, and Maura Scott. (Preparing initial submission at the *Journal of Marketing*)

“The Dynamic of Racial Homophily on Service Quality and Marketplace Equity,” with Glenn L. Christensen, Jerome D. Williams, Anneliese Lederer, and Bruce C. Mitchell. (Analyzing data and preparing manuscript)

“Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty,” with Paul Fombelle, Clay Voorhees, Alexis Allen, and Joel Aach
(Received Research Grant from the Marketing Science Institute (MSI).
(Preparing for second round at the *Journal of Consumer Research*)

“Service Innovation Implementation and the Voice of the Employee,” with Paul Fombelle, Kristal Ray, and Michael Brady. (Received Research Grant from Oracle and the Arizona State University Center for Services Leadership (CSL),
(Preparing for submission)

COURSES TAUGHT

Strategic Sales (MGT/MSLE 4560), Utah State University/BYU **2006-present**

- Taught multiple sections of this B2B sales training course. Developed a unique training pedagogy which includes extensive role-playing, live and recorded student presentations, guest speakers, and professional outside-reviewers and sales recruiters.

Strategic Sales Management (MSLE 6650), Utah State University **2019-present**

- Developed and taught this course to MBA students. (On-campus, Executive and Online). This course combines topics of professional selling, revenue leadership, sales management and salesforce technology.

ProSales (MSLE 2900), Utah State University **2017-present**

- Developed and teach this advanced selling course for students in the ProSales program. Experiential teaching methods employed where students manage key accounts and develop opportunities for the business school.

New Venture Marketing (MGT 3530), Utah State University **2013-2017**

- Taught multiple sections of this entrepreneurship minor/marketing elective course. Employ BoomStart principles to help students prepare a low-cost, creative marketing plan.

Marketing Techniques (MGT 6510), Utah State University **2013-2014**

- Taught multiple sections of 2- or 7-week accelerated broadcast course for MBA and MHR graduate students. Present the fundamentals of marketing and introduce students to advanced marketing research techniques that students apply to address a marketing and human resources problem.

MBA Marketing Strategy (MGT 6520), Utah State University **2012-2013**

- Periodically teach the MBA marketing core course. This survey course focuses on advanced qualitative and quantitative research insights to create and execute marketing, product and brand strategy. Course pedagogy includes case study discussions, field projects, and simulation.

Marketing Management (Business Management 341), BYU **2006-2007**

Services Marketing (Marketing 4773), Oklahoma State University **2003-2006**

Promotional Strategy (Marketing 3433), Oklahoma State University **2002-2003**

CONFERENCE
PRESENTATIONS

- Bone, Sterling A. (2023), "Responsible Research: Conducting Research that Matters," Summer AMA Preconference Workshop, Summer AMA Educators' Conference.
- Bone, Sterling A.(2023), "Mitigating the Effects of Racial Bias in Financial Services," Organizational Frontlines Symposium (OFR) Winter AMA Educators' Conference.
- Bone, Sterling A. Jerome Williams, Glenn Christensen (2020), AMA-EBSCO Responsible Research in Marketing Award Presentations, Summer AMA Educators' Conference.
- Amy Fehl, Marllys Mason, and Sterling Bone (2020), "Marketplace Violence and Consumer Resiliency: Exploring Individual and Collective Transformation following the 2015 Paris Terrorist Attacks," *North American Association of Consumer Research Conference*, Paris, France.
- Bone, Sterling A. Glenn L. Christensen, Jerome D. Williams, Stella Adams, Ali Lederer, and Paul Lubin (2018), "Detecting Discrimination in Small Business Lending," *2018 Winter AMA Educators' Conference*, New Orleans.
- Francisco A. Espinoza, César J. Sepúlveda, and Sterling A. Bone (2017), "Unintended Consequences of Race Primes on Service Applications: Does Asking About Race Really Matter?" *2017 Marketing and Public Policy Conference*, Washington D.C.
- Ray, Kristal R., Paul W. Fombelle, Sterling A. Bone, Michael K. Brady, and Scott A. Thompson (2014), "Cliffs of Dissatisfaction: The Effect of Introducing Technology-Based Innovations on Service Employees and Customers," *Proceedings of the Frontiers in Service Conference*, Miami, Florida. (**Best Practitioner Presentation Award**)
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2014), "What You See Is What You Get: Using Video Scenarios to Analyze Discrimination in Consumer-Banker Service Encounters," *2014 Marketing and Public Policy Conference*, Boston, MA.
- Bone, Sterling A., E. Deanne Brocato, Tracy A. Suter, and Amy Nelson (2014), "Princess Pressures: Investigating How Princess Ideology Influence Mother-Daughter Well Being," *Proceedings of the Positive Marketing Conference*, Fordham University, New York.
- Ray, Kristal R., Paul W. Fombelle, Sterling A. Bone, and Michael K. Brady (2014), "The Effect of Introducing Technology-Based Service Innovations on Employee Experience and Customer Experience," *Proceedings of the Winter Educators' American Marketing Association Conference*, Orlando, FL.

- Fombelle, Paul W., Clay Voorhees, Sterling A. Bone, and Alexis Allen (2013), "Acknowledging Consumer Gratitude: Leveraging the Voice of the Consumer to Increase Loyalty," *North American Association of Consumer Research Conference*, Chicago, IL.
- Allen, Alexis, Sterling A. Bone, Paul W. Fombelle, and Clay Voorhees (2013), "Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty," *Proceedings of the Winter Educators' American Marketing Association Conference*, Las Vegas, NV.
- Beckers, Sander F.M., Sterling A. Bone, Paul W. Fombelle, Kristal R. Ray, Katherine N. Lemon, and Jenny van Doorn (2012), "How Does a B2B Customer Support Community Influence Customer Loyalty and Future Customer Engagement," *Proceedings of the Positive Marketing Conference*, Fordham University, New York. **(Finalist Best Positive Marketing Paper)**
- Ray, Kristal R., Sander F.M. Beckers, Sterling A. Bone, Paul W. Fombelle, Katherine N. Lemon, and Jenny van Doorn (2012), "How Does a B2B Customer Support Community Influence Customer Loyalty," *Proceedings of the Frontiers in Service Conference*, College Park, Maryland **(Finalist Best Practitioner Presentation Award)**
- Larson, Jeffrey S. and Sterling A. Bone (2012), "A New Customer Typology for Adaptive Selling," *Proceedings of the Summer Educators' American Marketing Association Conference*, Chicago, IL.
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2012), "Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination," *Proceedings of the Winter Educators' American Marketing Association Conference*, St. Petersburg, FL.
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2012), "The Camera Doesn't Lie: A Video Content Analysis of Consumer-Banker Service Encounters," *2012 Marketing & Public Policy Conference*, Atlanta, GA.
- Bone, Sterling A., Paul W. Fombelle, Katherine N. Lemon, and Kristal Ray (2011), "Cross-Channel Participation of B2B Customers in Online Communities and its Influence on Loyalty and Repurchase," *Proceedings of the Frontiers in Service Conference*, Columbus, Ohio **(Best Practitioner Presentation Award & 2011 Nominee for STAR Award for Excellence in Innovative Support)**
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2011), "Rejected, Shackled, and Alone: The Experience of Restricted Consumer Choice among Minority Entrepreneur Consumers," *Proceedings of the Asia-Pacific Conference of the Association for Consumer Research*, Beijing, China.
- Bone, Sterling A., Paul W. Fombelle, Katherine N. Lemon and W. Adam Powell (2011), "Customer, will you marry me? Engaging Customers through Company and Peer

Responses to Customer Ideas in a Social Media Environment,” *Proceedings of the Winter Educators’ American Marketing Association Conference*, Austin, Texas.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2011), “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination, *Proceedings of the Winter Educators’ American Marketing Association Conference*, Austin, Texas.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2010), “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination, *North American Association of Consumer Research Conference*, Jacksonville, Florida.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2010), “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination, *Proceedings of the 2010 Macromarketing Conference*, Laramie, Wyoming.

Bone, Sterling A., Lemon, K. N., Liljenquist, K. A., Money, R. B., & DeTienne K. B. (2010, August), New Dare to Care Attitude: Why Soliciting (and Acknowledging) Customers' Feedback Brings Them Back, *Proceedings of the 2010 Academy of Management Annual Meeting*, Montreal, Canada.

Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, R. Bruce Money, Kristen DeTienne (2010), “Fishing for Compliments and Complaints: The Influence of Solicited Customer Feedback and Company Acknowledgement on Customer Attitudes and Intentions,” *Proceedings of the Winter Educators’ American Marketing Association Conference*, New Orleans, Louisiana.

Sampson, Scott E., Sterling A. Bone, Larry J. Menor (2010), “Service Innovation from a New Service Process Logic,” *Service and Solution Innovation Conference*, Karlstad, Sweden.

Fombelle, Paul W., Sterling A. Bone, Katherine N. Lemon, and James Ward (2010), “Thanks, But No Thanks: The Impact of Provider Responses to Customer Advice on Customer Advocacy, *Proceedings of the Winter Educators’ American Marketing Association Conference*, New Orleans, Louisiana.

Bone, Sterling A., Paul W. Fombelle, Charles L. Colby, Gina Woodall, and Katherine N. Lemon (2010), “Thumbs Up or Thumbs Down: How Do Responses to User-Generated Ideas in a Social Media Environment Influence Customer Advocacy and Repurchase Behaviors?” *Proceedings of the Frontiers in Service Conference*, Karlstad, Sweden.

- Sampson, Scott E. and Sterling A. Bone (2010), "Service Process Analysis with Process Chain Diagrams," *Proceedings of the Frontiers in Service Conference Conference*, Karlstad, Sweden.
- Sampson, Scott E., Sterling A. Bone, and Larry J. Menor (2010), "Service Innovation through Process Mutation," *Proceedings of the EurOMA Annual Meeting*, 17 (1), 10 Brussels, Belgium.
- Sampson, Scott E., Sterling A. Bone and Larry J. Menor (2010), "Service Innovation from a New Service Process Logic," *Proceedings of the 11th La Londe Conference in Service Management*, 11 (1), 10. AIX Provence, France.
- Fawcett, Stanley and Sterling A. Bone (2009), "Turning Customer Horror into Customer Delight: A Cross-Cultural Perspective," *Proceedings of the Cross Cultural Research Conference*, Puerto Vallarta, Mexico.
- Williams, Jerome D., Sterling A. Bone, and Glenn L. Christensen (2009), "Analyzing the Response of Minority Small Business Entrepreneurs to Marketplace Discrimination," *Proceedings of the Cross Cultural Research Conference*, Puerto Vallarta, Mexico.
- Fombelle, Paul, Sterling A. Bone, James Ward, Haila Fine, and Katherine N. Lemon (2009), "Thanks, But No Thanks: The Impact of Provider Responses to Customer Advice on Customer Advocacy," *Proceedings of the Frontiers in Service Conference*, Honolulu, Hawaii.
- Sampson, Scott, Larry Menor, and Sterling Bone (2009), "Waking Up Service-Dominant Logic to the Voice of Production," *Proceedings of the Frontiers in Service Conference*, Honolulu, Hawaii.
- Bone, Sterling A., Glenn L. Christensen and Elise Briggs (2009), "The Plight and Pilgrimage of Minority Small Business Entrepreneurs: Exploring the Experience of Vulnerable Populations with ZMET," *Proceedings of the Marketing and Public Policy Conference*, Washington D.C.
- Bone, Sterling A. and Katherine N. Lemon (2008), "The Power of a 'Thank You': The Influence of Customer Compliments on Customer Loyalty," *Proceedings of the Winter Educators' American Marketing Association Conference*, Austin, Texas.
- Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, and R. Bruce Money (2008), "Fishing for Compliments: The Influence of Solicited Customer Feedback and Company Acknowledgement on Loyalty," *Proceedings of the Frontiers in Service Conference*, College Park, Maryland.
- Larson, Jeffrey S. and Sterling A. Bone (2008), "Measuring Salesperson Orientation of Consumers," *North American Association of Consumer Research Conference*, San Francisco, California.

Bone, Sterling A., John C. Mowen, and Karen E. Flaherty (2007), “Customer Screening and Selection: The Influence of Salesperson Need for Discretion,” *Proceedings of National Conference in Sales Management*, Irvine, California.

Bone, Sterling A., Glenn Christensen, John C. Mowen, and Nishan J. Wilde (2007), “Customer Protection Regulations and the Vulnerability of Small Entrepreneurial Business Bank Customers: A Qualitative Investigation,” *Proceedings of the Marketing and Public Policy Conference*, Washington D.C.

Bone, Sterling A. and C. Shane Hunt (2005), “The Influence of Internal Communications and Role Conflict on the Relationship between Salesperson Citizenship Behaviors and Supervisor Rated Performance,” *Proceedings of the National Conference in Sales Management* Miami, Florida.

Bone, Sterling A. and Gary L. Frankwick (2004), “Salesperson Perception of Sales Management Openness on Salesperson Job Creativity,” *Proceedings of the Winter Educators’ American Marketing Conference Proceedings*, Tempe, Arizona

Bone, Sterling A. and John C. Mowen (2004), “Understanding Distracted Driving Behaviors: A Hierarchical Model Perspective,” in Debbie Scammon, Marlys Mason, and Rob Mayer (eds.) *Proceedings of the Marketing and Public Policy Conference*, Chicago, IL: American Marketing Association.

Bone, Sterling A. Bone “A Quest for Inclusive Financial Services,” West Virginia University, September 27, 2024.

Bone, Sterling A. Bone “A Quest for Inclusive Financial Services,” University of Washington, April 26, 2024.

Bone, Sterling A. Bone, “Mitigating the Effects of Racial Bias in Financial Services,” University of Alabama, September 2, 2022.

Bone, Sterling A. Bone, Maura L. Scott, Glenn L. Christensen, Anneliese Lederer, Martin Mende, Brandon Christensen, “Mitigating the Effects of Racial Bias in Financial Services,” HEC Montreal, March 11, 2022.

Bone, Sterling A., Glenn Christensen, Jerome Williams, Anneliese Lederer, Sara Oros, and Brad Blower, “More Tests and More Signs of Discrimination in PPP Lending by Banks,” Consumer Financial Protection Bureau and U.S. Department of Justice, November 20, 2020.

Bone, Sterling A. “TSR Research Odyssey,” Arizona State University, TSR Doctoral Seminar, October 22, 2020.

**INVITED
RESEARCH
PRESENTATIONS**

- Bone, Sterling A. “Qualitative Research and Video Methods,” Kennesaw State University, Qualitative Methods Doctoral Seminar, September – October 2020.
- Bone, Sterling A., Glenn Christensen, Jerome Williams, Anneliese Lederer, Sara Oros, Brad Blower, and Bruce Mitchell, “Small Business Testing of Payroll Protection Program,” Congressional Oversight Commission, August 25, 2020.
- Bone, Sterling A., Glenn Christensen, Jerome Williams, Anneliese Lederer and Brad Blower, “Small Business Testing,” Consumer Financial Protection Bureau and U.S. Department of Justice, July 17, 2020.
- Bone, Sterling A., Jerome Williams, Stella Adams, Ali Lederer, Amber Lee, and Bruce Mitchell, “A Tale of Three Markets: Small Business Race and Gender Testing,” Consumer Financial Protection Bureau, June 5, 2019.
- Bone, Sterling A. “Shedding Light on the Actual Experience of Minority-Owned and Women-Owned Businesses Shopping Banks for Small Business Loans,” Fort Hayes State University, January 25, 2019.
- Bone, Sterling A., “Moving Beyond Perceptions of Service Quality: Using Video and Mystery Shopping Methods to Analyze Actual Service Disparities Among Ethnoracial Minority Customers,” Michigan State University, August 31, 2018.
- Bone, Sterling A., “Finding A Castle for your Research,” Aarhus BSS, Aarhus Denmark, June 15, 2018.
- Bone, Sterling A., Jerome Williams, Stella Adams, Ali Lederer, “Small Business Lending Test,” Consumer Financial Protection Bureau, May 30, 2017.
- Bone, Sterling A., “Creating Post-Purchase Moments of Truth: Soliciting and Acknowledging Positive Customer Feedback,” Oklahoma State University, October 28, 2016.
- Bone, Sterling A., “Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers’ Construction of Self,” Rutgers University, April 2, 2014.
- Bone, Sterling A., “How Racial Minority Consumers Frame the Experience of Systemic Restricted Choice and Its Impact on the Self,” Utah State University, Inclusive Excellence Symposium, October 3, 2013
- Bone, Sterling A., “Improving Consumer and Societal Welfare by Enhancing Access, Quality, and Productivity of Service,” Hot Topics IV Workshop, Manchester Business School (United Kingdom), September 13, 2012.

- Ray, Kristal R., Sterling A. Bone and Kevin Burkhard, “Conquering Big Data to Enhance VoC Initiatives,” Allegiance VoC Fusion User Conference, May 16, 2012.
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams, “Transformative Service: Improving Access and Equity in Financial Services,” Arizona State University Center for Services Leadership Webinar, September 20, 2011.
- Bone, Sterling A., “The Psychology of Customer Voice: Closing the Gap between Customer Feedback and Future Customer Behavior,” Keynote address for Mindshare User Conference, Park City, UT, September 23, 2011.
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2011), “Rejected, Shackled, and Alone: The Experience of Restricted Consumer Choice among Minority Entrepreneur Consumers,” presented at the U-Y Research Symposium, University of Utah, April 28, 2011.
- Bone, Sterling A., Jerome D. Williams, and Glenn L. Christensen, “Creating an Evidence-based Research Model for Growing Urban Enterprises,” presented at the White House Urban Entrepreneurship Summit on Minority Business and Barriers to Capital, Newark, New Jersey, June 6, 2011.
- Bone, Sterling A., Katherine N. Lemon, Katie L. Liljenquist, R. Bruce Money, and Kristen B. DeTienne, “Under What Conditions Should You Ask For What Type of Feedback? The Effect of Soliciting Customer Feedback on Repurchase Intentions and Behavior,” presented at the U-Y Research Symposium, University of Utah, April 28, 2011.
- Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2011), “Rejected, Shackled, and Alone: The Experience of Restricted Consumer Choice among Minority Entrepreneur Consumers,” presented at the U-Y Research Symposium, University of Utah, April 28, 2011.
- Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, R. Bruce Money, Kristen DeTienne, “Managing Customer Feedback,” presented at the Institute of Service Excellence Conference, Singapore Management University, July 2010.
***Highlighted in *Singapore Business Times* 22 July 2010 and 29 Jul 2010.**
- Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, R. Bruce Money, Kristen DeTienne, “Fishing for Compliment: The Influence of Soliciting Feedback and Company Acknowledgement on Customer Attitudes and Repatronage Behavior,” presented at the University of Arizona Marketing Research Seminar, March 5, 2010.
- Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, R. Bruce Money, Kristen DeTienne, “Fishing for Compliment: The Influence of Soliciting Feedback and Company Acknowledgement on Customer Attitudes and Repatronage Behavior,”

presented at: 2nd Annual Center for Services Leadership (CSL) Academic Meeting, Center for Services Leadership, Arizona State University, Feb. 4-5, 2010.

Bone, Sterling A., “Mind your P’s and Q’s and Say ‘Thank You,’” Presented at: “Non-Ivory Tower Conversations, Department of Psychology Seminar Series, Brigham Young University, Feb. 11, 2010.

Bone, Sterling A., “Voice of the Customer,” Presented at: BYU Management Society – Oklahoma City Chapter, Norman, OK, July 22, 2010.

Bone, Sterling A., Katherine N. Lemon, Katie Liljenquist, and R. Bruce Money, “The Power of a ‘Thank You’: The Influence of Customer Compliments on Customer Loyalty,” *Customer Management: Academia Meets Practice Conference*, Technical University of Munich, July 2008.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams, “Racial Profiling in Small Business Lending: The Vulnerability of Minority-Owned Businesses,” *The Minority Business Networking Night, Bronx Hispanic Chamber of Commerce*, Bronx, New York, June 2008.

**INVITED
TEACHING
PRESENTATIONS**

“Building and Maintaining Sales Pipeline,” Huntsman Scholars E-Lab, November 4, 2020.

“Building and Maintaining Sales Pipeline,” Cache Business Summit, Logan, UT, April 23, 2019.

“Shedding Light on the Actual Experience of Minority-Owned and Women-Owned Businesses Shopping Banks for Small Business Loans,” Cache Chamber Luncheon Speaker, Logan, UT., November 20, 2018.

“Working Effectively with Co-Authors and Building Successful Research Teams,” Society for Marketing Advances Doctoral Consortium, Atlanta, GA., November 2, 2016.

“Show Me The Learning: Developing a Teaching Portfolio To Showcase Excellence in Teaching and Learning,” AMA ServSIG Doctoral Consortium, Miami, FL., July 2014.

American Marketing Association Sheth Foundation Doctoral Consortium, Stillwater OK, July 2011

“Debunking the Myth of the Natural Born Salesperson,” *Griffin Hill Sales Summit*, Salt Lake City, UT, October 2009.

“Developing a Professional Alliance In and Outside of your University,” *2009 SERV SIG Frontiers in Service Doctoral Consortium*, Honolulu, Hawaii, October 2009.

EDITORIAL SERVICE

Co-editor, Special Issue, *Journal of Service Research*, Disadvantaged and Vulnerable Consumers (targeted publication 2025)

Co-editor, Special Issue, *Journal of Public Policy & Marketing*, Consumer Access and Power (targeted publication April 2020)

Associate Editor, *Journal of Public Policy & Marketing*

Associate Editor, *Journal of Service Research*

Editorial Review Board Member, *Journal of Business Research*

Editorial Review Board Member, *Journal of Consumer Affairs*

Ad Hoc Journal Reviewer, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and *Journal of Product Innovation Management*

PROFESSIONAL SERVICE

Invited Faculty

AMA ServSIG Doctoral Consortium, College Park, MD, October 2008

AMA ServSIG Doctoral Consortium, Honolulu, Hawaii, October 2009

AMA ServSIG Doctoral Consortium, Karlstad, Sweden, May 2010

AMA ServSIG Doctoral Consortium, Columbus, Ohio, July 2011

AMA ServSIG Doctoral Consortium, Miami, Florida, June 2014

SERVSIG Mentoring Officer, Appointed Services Special Interest Group (SERVSIG), American Marketing Association, 2011

Consortium Organizer, 2011 SERVSIG Doctoral Consortium, Columbus, Ohio

Chair and Organizer

- 2024 Marketing and Public Policy Conference, Washington DC.
- 2017 Marketing and Public Policy Conference, Washington DC.
- Special Session, American Marketing Association 2011 Winter Educators' Conference, Austin, Texas
- Special Session, Marketing and Public Policy Conference, Washington DC, May 2009.
- Special Session, American Marketing Association 2008 Winter Educators' Conference, Austin, Texas

Workshop Assistant Chair

Sterling A. Bone
August 2026

Jon M. Huntsman School of Business
Logan, UT 84322-3550

Tel: (801) 369-7171
Email: sterling.bone@usu.edu

Researching Risk Workshop, 2004 Marketing and Public Policy Conference, Salt Lake City, Utah.

**UNIVERSITY &
COLLEGE
SERVICE**

Educational Policy Committee, August 2018-present
Academic Standards Committee, August 2020-present
Executive Director, Huntsman ProSales Program, August 2015-present
Faculty Search Committee Chair, February 2019-present
Differential Tuition Committee, August 2017-present
Institutional Review Board (IRB), August 2015-August 2018
Huntsman Strategy Committee, January 2014-August 2014
Partners in Business Leadership Conference Planning Committee, September 2013-August 2016
Presenter at USU Student Services Retreat, November 2013
Presenter at USU A-Team Leadership Orientation Class, October 2013
MBA Admissions Committee, October 2013-present

Marketing Curriculum Chair, Fall 2013

- Directed the major revision of the marketing major and marketing minor

Club Advisor

- Huntsman Marketing Association, 2012-2015
- MBA Association, 2012-2015

Huntsman Marketing Career Exploration Faculty Advisor, Fall 2012-present

- Served as faculty advisor to four Wasatch Front marketing career exploration trips that involved over 100 undergraduate and graduate students

MBA Orientation Committee, Summer 2013

- Organized an executive and recent alumni panel for MBA Orientation Week

Search Committee Member, Utah State University

- Served on search committees that resulted in hiring two marketing faculty, Fall 2012
- Served on search committee that resulted in hiring a director of partnerships, Summer 2013
- Served on search committee that resulted in hiring a strategy faculty, Fall 2013

**COMMUNITY
INVOLVEMENT**

Board Member, Board of Directors
Cache Chamber of Commerce

2024-present

Founder and Executive Director
Casa Amor Foundation, Orem, Utah

2023-present

School Community Council (Chair)

Mountain Crest High School, Hyrum, Utah

2019-2021

Booster Club Representative

Mountain Crest High School, Hyrum, Utah

2018-2021

**PROFESSIONAL
EXPERIENCE**

Marketing Manager and Sales Associate

Carolyn Koskan Real Estate, Coldwell Banker Gold Key Realty

1997-2002