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Publications

Publications académiques

Articles

"A Conceptual Framework of Macrolevel and Microlevel Adaptive Selling Theory, Setting a Research Agenda, and Suggested Measurement Strategies" (R. Mcfarland), *Journal of Personal Selling & Sales Management*

"An Updated Taxonomy of Salesperson Influence Tactics" (R. Mcfarland, A. Dixon), *Journal of Personal Selling & Sales Management*

"Automated Adaptive Selling" (M. Kaptein, R. Mcfarland, P. Parvinen), *European Journal of Marketing*, août 2018, Vol. 52, Numéro 5/6, p. 1037-1059

"Generating leads with sequential persuasion: should sales influence tactics be consistent or complementary?" (E. Pöyry, P. Parvinen, R. Mcfarland), *Journal of Personal Selling & Sales Management*, juin 2017, Vol. 37, Numéro 2, p. 89-99

"The role of network density and betweenness centrality in diffusing new venture legitimacy: an epidemiological approach" (J. Bloodgood, J. Hornsby, M. Rutherford, R. Mcfarland), *International Entrepreneurship and Management Journal*, avr. 2017, Vol. 13, Numéro 2, p. 525-552

"A Contingency Model of Emotional Intelligence in Professional Selling" (R. Mcfarland, J. Rode, T. Shervani), *Journal of the Academy of Marketing Science*, janv. 2016, Vol. 44, Numéro 1, p. 108-118

"A Psychometric Analysis and Comparison of Three Competing Communication Style Taxonomies" (R. Mcfarland, YO. Whang), *Journal of Selling & Major Account Management*, juin 2013, Vol. 13, Numéro 2, p. 26-45

"Advancing Sales Performance Research: A Focus on Five Under Researched Topic Areas" (K. Evans, R. Mcfarland, B. Dietz, F. Jaramillo), *Journal of Personal Selling & Sales Management*, janv. 2012, Vol. 32, Numéro 1, p. 89-105

"Individual Differences and Sales Performance: A Distal-proximal Mediation Model of Self-efficacy, Conscientiousness, and Extraversion" (Y. Kim, B. Yang, R. Mcfarland), *Journal of Personal Selling & Sales Management*, nov. 2011, Vol. 31, Numéro 4, p. 371-381

"Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework" (S. Kim, R. Mcfarland, S. Kwon, S. Shon, D. Griffith), *Journal of Marketing Research*, juin 2011, Vol. 48, Numéro June, p. 603-616

"Supply Chain Contagion" (R. Mcfarland, J. Bloodgood, J. Payan), *Journal of Marketing*, mars 2008, Vol. 72, Numéro March, p. 63-79

"Perceiving Emotion in the Buyer-Seller Interchange: The Moderated Impact on Performance" (B. Kidwell, R. Mcfarland, R. Avila), *Journal of Personal Selling & Sales Management*, avr. 2007, Vol. 27, Numéro 2, p. 119-132

"Influence Tactics for Effective Adaptive Selling" (R. Mcfarland, G.

Challagalla, T. Shervani), *Journal of Marketing*, oct. 2006, Vol. 70, Numéro October, p. 103-117

"An Examination of Instrumental and Expressive Traits on Performance: The Mediating Role of Learning, Prove, and Avoid Goal Orientations" (R. Mcfarland, B. Kidwell), *Journal of Personal Selling & Sales Management*, avr. 2006, Vol. 26, Numéro Spring, p. 143-159

"Decomposing Influence Strategies: Argument Structure and Dependence as Determinants of the Effectiveness of Influence Strategies in Gaining Channel Member Compliance" (J. Payan, R. Mcfarland), *Journal of Marketing*, juil. 2005, Vol. 69, Numéro July, p. 66-79

Autres activités

Activités scientifiques

Membre d'un comité de lecture

Journal of Retailing, Elsevier

Journal of Personal Selling & Sales Management, Routledge