

Ryan E. Freling

Thomas O'Kelly Mitchner Assistant Professor of Marketing and Analysis,
Louisiana Tech University

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Education

Ph.D. Management Science (Marketing), *University of Texas at Dallas* (December 2017)

M.B.A., *University of Kentucky* (December 2005)

B.S. in Optical Engineering, *University of Rochester* (May 1994)

Dissertation: Understanding Influences & Bias in Decision-making: Three Meta-analyses on Information Processing

Chair: Dr. Brian Ratchford, Charles and Nancy Davidson Chair in Marketing

Essay 1: "How Online Product Reviews Affect Retail Sales: A Meta-analysis"

Essay 2: "When the Goal Counts: A Meta-analysis of Goal-Framing"

Essay 3: "Understanding Biases in Charitable Giving: A Meta-analysis on Scope Insensitivity to Suffering"

Awards

William R. Davidson Award, Honorable Mention for best article published in *Journal of Retailing* in 2014, Volume 90 for "How online product reviews affect retail sales: A meta-analysis" with Kris Floyd, Saad Alhoqail, Hyun Young Cho, and Dr. Traci Freling.

Publications

Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). "Finding the Perfect Return Policy". *Harvard Business Review*, October 2016, 94 (10), 26.

Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). "How to Design a Return Policy". *Harvard Business Review* (<https://hbr.org/2016/08/how-to-design-a-return-policy>), Digital Article published August 2, 2016.

Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). "The Effect of Return Policy Leniency on Consumer Purchase and Return Decisions: A Meta-analytic Review". *Journal of Retailing*, 92(2), 226-235.

Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). "How Online Product Reviews Affect Retail Sales: A Meta-analysis". *Journal of Retailing*, 90(2), 217-232.

Work in Progress

Ryan Freling, Traci Freling, David Henard, and Leslie Vincent, "When the Goal Counts: A Meta-analysis of Goal-Framing" [Invited for revision at *Organizational & Human Decision Processes*]

Ryan Terry, Jeffrey McGee and Ryan Freling, "Star Power: A Meta-Analytic Review of the Star Employee-Organizational Performance Relationship" [Being Prepared for submission to *International Journal of Human Resource Management* by 31 December 2018].

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Work in Progress (cont.)

Pamela Richardson-Greenfield, Ryan Freling, and Traci Freling, "The Impact of Deceptive Advertising on Consumer Evaluations: A Meta-analysis"

Research Assistantships

Raising Money for Charity: A Field Experiment Investigation (Fall 2011)

Primary Researchers: Dr. Jeffrey Carpenter, Dr. Peter Matthews and Dr. Jessica Holmes, Middlebury College

Academic Teaching Appointments

Southern Methodist University (Cox School of Business) (Fall 2016)
Adjunct Professor, Marketing Department

Texas Christian University (Neeley School of Business) (2014-2016)
Visiting Lecturer, Marketing Department

Certificates

Teaching Marketing Analytics Academy of Marketing Science Conference (2018)

Teaching Course Experience

<i>Course</i>	<i>School</i>	<i>Term</i>
Basic Business Statistics	LaTech	2017 (F), 2018(Sp, F)
Applied Design & Analysis of Experiments	LaTech	2018(W), 2019(W)
Fundamentals of Marketing	SMU	2016 (F)
Marketing Management	TCU	2015 (F, Sp) 2016 (Sp)
Marketing Research	UT Arlington	2014 (Su)
Marketing Research	UT Dallas	2014 (Sp)
Principles of Marketing	UT Arlington	2014 (Sp)
Principles of Marketing	UT Dallas	2012 (F) 2013 (Sp)

Teaching Assistantships

<i>Course</i>	<i>Professor</i>	<i>Term</i>
Principles of Marketing	multiple	2008, 09, 11, 12
Marketing Research	Qin Zhang	2009 (Sp)
Marketing Research (Graduate)	Gonca Soysal	2012 (Sp)
Data Analysis w/ SAS & Gauss (Ph.D seminar)	B.P.S. Murthi	2010 (Sp)
Marketing Management (Graduate)	B.P.S. Murthi	2010 (Sp)
Channels and Retailing (Graduate)	Brian Ratchford	2010 (F)
Interactive & Digital Marketing (Graduate)	Yu Wang	2011 (F)
Personal Selling and Sales Management	Alex Edsel	2012 (Su)
Sales and Customer Relationship Management	Howard Dover	2013 (Su)

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Selected Coursework

Marketing

Consumer Search (seminar)
Marketing Engineering
Consumer Choice (seminar)
Pricing (seminar)
Market Design (seminar)
Social Media in Marketing (seminar)

Brian Ratchford
Brian Ratchford
Brian Ratchford
Ashutosh Prasad
Ernan Haruvy
Ram Rao

Economics

Microeconomics
Game Theory
Experimental Economics I

Harold Zhang
Ram Rao
Catherine C. Eckel

Econometrics and Operations Research

Introduction to Econometrics
Econometrics
Econometrics II
Data Analysis with SAS and Gauss
Optimal Control Theory and Applications

Alejandro Zentner
Yexiao Xu
Donggyu Sul
B.P.S. Murthi
Suresh P. Sethi

Statistics

Applied Probability and Stochastic Processes
Approaches to Statistical Inference
Bayesian Analysis seminar
Bayesian Dynamic Linear Models

Shun-Chen Niu
John Wiorowski
Andrei Strijnev
Norris Bruce

Academia

Doctoral Writing and Teaching Seminar

McClain Watson

Other Professional Experience

Leukemia and Lymphoma Society, (Kentucky & S. Indiana Chapter) (2006-2007)
Program Manager, Team In Training—Louisville, KY

Kentucky High School Athletics Association (2006)
Championship Events Operations and Communications Intern—Lexington, KY

ASML (Lithography Systems & Optics Divisions) (1995-2003)
Production Engineer—Wilton, CT, Richmond, CA
Manufacturing Manager—Richmond, CA