

# Bryson Hilton

University of Oregon

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## EDUCATION & ACADEMIC POSITIONS

Doctoral Student, 2019-Current

University of Oregon, Lundquist College of Business

MBA in Business Administration (Marketing), 2015

Brigham Young University, Marriott School of Business

BFA in Music-Dance-Theatre, 2007

Brigham Young University, School of Music

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## RESEARCH

### *Research Objective*

To become a leading marketing strategy researcher.

### *Publications*

Hilton, B., Hajihashemi, B., Henderson, C. M., & Palmatier, R. W. (2020). Customer Success Management: The next evolution in customer management practice?. *Industrial Marketing Management*, 90, 360-369.

Hilton, J., Hilton, B., Ikahihifo, T. K., Chaffee, R., Darrow, J., Guilmett, J., & Wiley, D. (2020). Identifying Student Perceptions of Different Instantiations of Open Pedagogy. *The International Review of Research in Open and Distributed Learning*, 21(4), 1-19.

Hilton III, J., Wiley, D., Chaffee, R., Darrow, J., Guilmett, J., Harper, S., & Hilton, B. (2019). Student Perceptions of Open Pedagogy: An Exploratory Study. *Open Praxis*, 11(3), 275-288.  
doi:<http://dx.doi.org/10.5944/openpraxis.11.3.973>

## HONORS AND AWARDS

Robin & Roger Best Teaching Award, Lundquist College of Business, University of Oregon, 2021