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EDUCATION

- 1969 Ph.D. in Business and Applied Economics – Major in Marketing and Minors in Economics and Statistics, University of Pennsylvania. Dissertation: *Planning of Retail Floor Space by Public Authorities in France and Great Britain.*
- 1964 M.A. (Hons) University of Manchester. Thesis: *The Development of Variety Chain Stores in France 1929-1964.*
- 1963 Certificat, Institut d'Etudes Politiques, Paris.
- 1962 B.A. (Hons) Economics, Politics and Modern History, University of Manchester, U.K.

PROFESSIONAL EXPERIENCE

Academic Positions

- 2001- present Paganelli-Bull Professor of Marketing and International Business.
- 1982-2001 Professor of Marketing and International Business, Stern School of Business, New York University, New York.
- 1978-80 Visiting Associate Professor of Marketing, New York University, New York.
- 1973-78 Professor of Management (Associated) European Institute for Advanced Studies in Management, Brussels.
- 1971-78 Associate Professor of Marketing, Centre d'Enseignement Superieur des Affaires, Jouy-en-Josas, France.
- 1969-71 Assistant Professor of Marketing, Temple University, Philadelphia.
- 1969 Lecturer in Marketing, Temple University, Philadelphia.
- 1968-69 Research Assistant, Marketing Science Institute, Philadelphia.

Visiting Positions

- 2005 (*Summer*) Visiting Professor of Marketing, EMBA Program, University of Wuhan, China.
- 2003 (*Summer*) Visiting Professor of Marketing, University of Ljubljana, Ljubljana, Slovenia
- 2000, 01, 02 (*Summers*) Visiting Professor, Aston Business School, Aston University,
1998 (*Spring*) Birmingham, U.K.
- 1996-97 Unilever Visiting Professor of Marketing, Erasmus University, Rotterdam, The Netherlands.
- 1995 (*Summer*) Visiting Professor of Marketing, ALBA, Athens, Greece.
- 1993 (*Summer*) Professor of Marketing, China-Europe Management Institute, Beijing, P.R.C.
- 1993 (*Spring*) Visiting Professor of Marketing, Indian Institute of Management, Bangalore, India.
- 1991 (*Summer*) Educational Consultant, UNDP Project on International Management Education, at Indian Institute of Management: Bangalore, Calcutta; Indian Institute of Foreign Trade, New Delhi; and International Management Institute, New Delhi.
- 1988 (*Spring*) Visiting Professor of Marketing, University of Warwick, U.K.
- 1988 (*February*) Visiting Professor of Marketing, ISIDA, Palermo, Italy
- 1985 (*April*) Visiting Professor of Marketing, Bocconi University, Milano, Italy.
- 1985 (*Spring*) Visiting Professor of Marketing, Centre HEC-ISA, Jouy-en-Josas, France.
- 1980 (*Fall*) Visiting Associate Professor of Marketing, Tatung Institute of Technology, Taipei, Taiwan.
- 1975 (*Spring*) Visiting Professor, University of the Witwatersrand, Johannesburg, South Africa.
- 1973-74 Visiting Professor, University of Louvain, Belgium.

PUBLICATIONS

Books

International Marketing Research: Concepts and Methods, with C. Samuel Craig. Chichester, U.K.: Wiley & Sons, 3rd edition 2005

Global Marketing Strategy, with C. Samuel Craig, McGraw Hill, 1995.

Contributed Chapters, Monographs

“Global Marketing Strategy” with C. Samuel Craig in Jagdish Sheth and Naresh K Malhotra eds., Dan Bello and David Griffith vol eds, Blackwell Publishing (forthcoming)

“ Consumer Worldmindedness” with Edwin. J Nijssen in Jagdish Sheth and Naresh K Malhotra eds.,Dan Bello and David Griffith vol eds Blackwell Publishing (forthcoming)

“ Global Marketing Research” with C Samuel Craig in Hussein Bidgoli ed. *Handbook of Technology Management*, John Wiley (2010) vol 2.

“Impact of Context on Cross- Cultural Research”with C Samuel Craig in Cheryl Nakata, ed. *Beyond Hofstede: Cultural Frameworks in Global Marketing and Management*, Palgrave Macmillan (2009) pp125-45.

" Reassessing Global Marketing Strategy", with C. Samuel Craig in Jean Boddewyn ed. *International Business Scholarship ; AIB Fellows on the First 50 Years and Beyond Research in Global Strategic Management*, vol 14, Bingley UK: JAI Press (2008)

“Advertising Across Cultures”, with C.Samuel Craig in Gerald Tellis and Tim Ambler, eds. *Handbook of Advertising*, Thousand Oaks, California: Sage Publications (2007) pp 416-429.

“Expanding the Perspective: Making US Marketing Relevant for the New World Order” with C. Samuel Craig in J.N. Sheth and R Sisodia, eds. *Does Marketing Need Reform?*, Armonk, New York: M.E.Sharpe, 2006 pp 217-221

“Dynamics of International Brand Architecture: Overview and Directions for Future Research,” with C. Samuel Craig, *Handbook of Research in International Marketing*, ed Subhash Jain, Edward Elgar, 2003.

“International Advertising,” with C. Samuel Craig, *International Encyclopedia of the Social and Behavioral Sciences*. In Neil J Smelser and Paul B. Baltes (eds.), 2002.

“Exploring New Worlds: The Challenge of Global Marketing,” special essay, *Journal of Marketing*, January 2001.

“Comparing the Strategy-Performance Interface in the U.S. and European Markets,” with Dong Kee Rhee. In Ajay Manrai and Lalita Manrai (eds.), *Designing Competitive Strategy in Global Marketing*, Research in Marketing special issue. Greenwich, Conn.: J.A.I. Press, 1998.

- “Global Marketing,” with C. Samuel Craig. In Michael Baker (ed.), *Encyclopedia of Marketing*. London: Routledge, 1995. (Revised, 1998)
- “Cross-National Consumer Research Traditions,” with C. Samuel Craig and Maureen Morrin. In Gary Lilien, Bernard Pras and Gilles Laurent (eds.), *Research Traditions in Marketing*. New York: Praeger, 1994.
- “Researching Global Markets,” with C. Samuel Craig. In Sidney J. Levy, George R. Fredicks, Howard L. Gordon (eds.), *The Marketing Manager’s Handbook*, third edition. Chicago: Darnell Press, 1994.
- “Spatial Dimensions of International Markets,” with C. Samuel Craig. In Charles Ingene and Avijit Ghosh (eds.), *Spatial Aspects of Marketing Analysis*, Research in Marketing Series. Greenwich, Conn.: J.A.I. Press, 1991.
- “Examining Consumer Behavior in International Markets,” in O.C. Ferrell and W. Pride (eds.), *Marketing*. Houghton Mifflin, 1988.
- “Market Structure, Performance and Strategy,” with C. Samuel Craig and Srinivas K. Reddy. In T. Cavusgil (ed.), *Advances in International Marketing*. Greenwich, CT: J.A.I. Press, 1987.
- “The Japanese Distribution System as a Barrier to Entry,” in Thomas A. Pugel with Robert G. Hawkins (eds.), *The Fragile Interdependence*. Lexington, Mass.: Heath Lexington Books, 1986.
- “Dressing the Female Executive: Some Clues for the Retail Strategist,” with Michael R. Solomon. In L. Pellegrini and S. Reddy (eds.), *Distributive Trades: An International Perspective*. Milano: Franco Agnelli Libri, 1986.
- “Contributions of Comparative Research to the Study of Consumer Behavior,” with C. Samuel Craig. In George Fisk (ed.), *Marketing Management Technology as a Social Process*. New York: Praeger, 1986.
- “The Female Clothes Horse: From Aesthetics to Tactics,” with Michael R. Solomon. In Michael R. Solomon (ed.), *The Psychology of Fashion*. Lexington, Mass.: D.C. Heath & Co., 1985.
- “Marketing Research,” *The Social Science Encyclopedia*, Winter 1985.
- “Establishing Equivalence in Comparative Consumer Research,” with C. Samuel Craig. In Erdener Kaynak and Ronald Savitt (eds.), *Comparative Marketing Systems*. New York: Praeger, 1984.
- “Marketing Research in the International Environment,” with C. Samuel Craig. In Ingo Walter (ed.), *Handbook of International Business*. New York: John Wiley & Sons, 1982, second edition 1988.

- “Information for International Marketing Decisions,” with C. Samuel Craig. In Ingo Walter (ed.), *Handbook of International Business*. New York: John Wiley & Sons, 1982, second edition 1988.
- “Protocols in Consumer Research: Problems, Methods and Uses,” with C. Samuel Craig and Jean-Philippe Faivre. In Jagdish Sheth (ed.), *Research in Marketing*, vol. V. Greenwich, Conn.: J.A.I. Press, 1981.
- “Culture et Comportement du Consommateur,” with Bernard Dubois. In *Techniques Commerciales*, Encyclopedie du Management, Paris, 1978.
- “L’Utilisation du Style de Vie dans le Media-Planning,” with Anne Macquin. Awarded the Jours de France Gold Medal for Advertising Research, 1977.
- “L’Analyse du Style de Vie: Problemes Actuels et Perspectives Futures,” in *Techniques Commerciales*, Encyclopedie du Management, Paris, Juin, 1977.
- “Public Planning of Retail Location in France and Great Britain,” in J. Boddewyn and S. Hollander (eds.), *Public Policy Toward Retailing: An International Study*. Lexington, Mass.: Heath Lexington Books, 1973.

Journal Articles

- “Contextual and Cultural Factors underlying Americanization” with C.Samuel Craig and Aronte Bennett, *International Marketing Review*, 26, (2009) pp 90-109
- “ The Effect and Moderation of Gender in Cross-national Advertising” with Amanda Broderick and Stephanie Feiersen, *Psychology and Marketing* November (2009)
- “ Consumer Worldmindedness, Social Responsibility and the Impact on Store Choice” with Edwin J. Nijssen *Journal of International Marketing* 16, 3, (2008)
- “Collaborative and Iterative Translation”, with C. Samuel Craig, *Journal of International Marketing*, 15. (2007) , pp.30-43
- “On Improving the Conceptual Foundations of International Marketing Research,” with C. Samuel Craig, *Journal of International Marketing*, 14, 1, pp 1-22 (2006) (lead article)- Awarded S. Tamer Cavusgil Best Paper Award 2006.
- “Culture Matters: Consumer Acceptance of U.S. Films in Foreign Markets” with C. Samuel Craig and W.H.Greene, *Journal of International Marketing* 13, 4 pp.80-103 (2005).
- “Found in Translation” with C. Samuel Craig and William H. Greene, *Stern Business*, Fall, pp.32-33.

- “Examining the Animosity Model in Countries with High Levels of Foreign Trade” with Edwin J Nijssen, *International Journal of Research in Marketing*, 21, January pp.23-38 (2004)
- “On the Use of Borrowed Scales in Cross-National Research: a Cautionary Note,” with Edwin J. Nijssen, *International Marketing Review*, December 2003. (awarded Best Paper Award for 2003).
- “The Internet and Consumer Behavior in International Markets,” with C. Samuel Craig and Theresa Flaherty, *Journal of Internet Commerce*, July 2003.
- “Integrating Branding Strategy Across Markets: Building International Brand Architecture,” with C. Samuel Craig and Edwin J. Nijssen, *Journal of International Marketing*, 19, 2, (2001), 97-114, awarded S.Tamer Cavusgil Best Paper Award 2001.
- “Conducting International Marketing Research in the 21st Century,” with C. Samuel Craig, *International Marketing Review*, 18, 1, (2001).
- “Global Marketing Strategy in the 21st Century: The Challenges,” *Japan and the World Economy* (12, (2000), 381-384.
- “Building Global Brands in the 21st Century,” with C. Samuel Craig, *Japan and the World Economy*, 382, (2000).
- “Configural Advantage in Global Markets,” with C. Samuel Craig, *Journal of International Marketing*, 8, 1, (2000) awarded S Tamer Cavusgil Best Paper Award 2000 and Hans B. Thorelli 5 Year Award 2008.
- “Competing in the Next Millenium: Challenges Facing International Marketers,” with C. Samuel Craig, *International Marketing Review*, 16, 2, 1999.
- “Gathering and Using Information for the Selection of Trading Partners,” with Ed Nijssen and Gilles Callis, *European Journal of Marketing*, 1999.
- “Effect of Assimilation on Purchase External Information – Search Tendencies,” with Denver D’Rozario, *Journal of Consumer Psychology*, 8, 2, 1999.
- “The Changing Dynamic of Consumer Behavior: Implications for Cross-National Research,” with C. Samuel Craig, *International Journal of Research in Marketing*, 14, 4, October 1997.
- “Managing the Transnational Value Chain: Strategies for Firms from Emerging Markets,” with C. Samuel Craig, *Journal of International Marketing*, 5, 3, 1997.
- “Responding to the Challenges of Global Markets: Change, Complexity, Competition and Conscience,” with C. Samuel Craig, *Columbia Journal of World Business*, Spring 1997.

- “Developing Strategies for Global Markets: An Evolutionary Perspective,” with C. Samuel Craig, *Columbia Journal of World Business*, vol. XXXI, no. 1, Spring 1996. Reprinted in *Chemtech*, April 1997.
- “Global Market Portfolio and Market Interconnectedness,” with C. Samuel Craig, *Journal of International Marketing*, Winter 1996.
- “Market Entry Strategies: An Emerging Market Perspective,” with C. Samuel Craig, *Foreign Trade Review*, June 1995.
- “Convergence and Divergence Among Industrialized Nations: 1960-1988,” with C. Samuel Craig and Andreas Grein, *Journal of International Business Studies*, Fall 1992.
- “Advances in International Marketing: A Review,” with C. Samuel Craig, *International Journal of Research in Marketing*, Fall 1992.
- “Achieving Success in Japanese Consumer Markets,” with C. Samuel Craig, *Japan and the World Economy*, 2, 1990.
- “Evolution of Global Marketing Strategy: Scale, Scope and Synergy,” with C. Samuel Craig, *Columbia Journal of World Business*, Fall 1989. Reprinted in John Quelch and Robert Buzzell, *Global Marketing Management*, Addison Wesley: 1991. Reprinted in Ben Enis, Keith Cox and M.P. Mooka, *Marketing Classics: A Selection of Influential Articles*, Prentice Hall (2000).
- “Examining Generic Competitive Strategy Types in U.S. and European Markets,” with Dong Kee Rhee, *Journal of International Business Studies*, Fall 1989.
- “The Ranking of Masters’ Programs in International Business: A Reply,” *Journal of International Business Studies*, Spring 1989.
- “Pinpointing Opportunities for Small Businesses in International Markets,” *Business Age*, January 1988.
- “The Myth of Globalization,” with Yoram Wind, *Columbia Journal of World Business*, vol. XII, Winter 1988.
- “Instrumentality versus Self-expression in Role Projection: Boundaries of Choice for Female Business Dress,” with Michael R. Solomon, *Psychology and Marketing*, vol. 4, 1987.
- “Global Market Myopia,” with C. Samuel Craig, *Journal of Marketing Management*, vol. 2, Winter 1986.
- “A Cross-National Analysis of Country of Origin Effects on Product Evaluations,” with Johnny K. Johansson and Ikiyiro Nonaka, *Journal of Marketing Research*, November 1985.

- “Examining the Performance of U.S. Multi-nationals in Foreign Markets,” with C. Samuel Craig, *Journal of International Business Studies*, Winter 1983.
- “The Power of Pinstripes,” with Michael R. Solomon, *Savvy*, March 1983.
- “Approaches to Assessing International Marketing Opportunities for Small and Medium-sized Companies,” with C. Samuel Craig and Warren J. Keegan, *Columbia Journal of World Business*, Fall 1982.
- “Strategic Factors Associated with Market and Financial Performance,” with C. Samuel Craig, *Quarterly Review of Economics and Business*, 22 Summer 1982, 101-112.
- “Comparative Consumer Research: The Next Frontier,” with Yoram Wind, *Management Decision*, 20, 1982, 24-35.
- “Item Non-Response in Cross-National Surveys,” with Robert Shoemaker, *European Research*, July 1981.
- “International Portfolio Analysis and Strategy: The Challenge of the 80’s,” with Yoram Wind, *Journal of International Business Studies*, Special Issue Fall 1981, 69-82. Reprinted in William A. Dyma and Robert V. Vamberg (eds.), *International Business Knowledge*, New York: Praeger, 1987. Reprinted in James C. Baker, John K. Ryans, Jr. and Donald G. Howard, *International Business Classics*, Lexington Books: DC Heath, 1988. Reprinted in *International Marketing: Modern and Classic Papers vol III* ed. Stanley Paliwoda and John K Ryans J Edward Elgar 2008
- “Measure Unreliability: A Hidden Threat to Cross National Marketing Research?” with Harry L. Davis and Alvin J. Silk, *Journal of Marketing*, Spring 1981.
- “Examining Family Role and Authority Patterns: Two Methodological Issues,” with Yoram Wind, *Journal of Marriage and the Family*, February 1978.
- “Looking at the Cultural Environment for International Marketing Opportunities and Insights,” with Bernard Dubois, *Columbia Journal of World Business*, Winter 1977/1978. Reprinted in Harold H. Kassarian and Thomas S. Robertson (eds.), *Perspectives in Consumer Behavior*, 3rd edition, Glenview, Ill.: Scott, Foresman and Co., 1981.
- “Life-style Analysis to Profile Women in International Markets,” with Christine Urban, *Journal of Marketing*, July 1977.
- “Do Working Wives Read Different Magazines from Non-Working Wives,” *Journal of Advertising*, 6, Winter 1977.
- “Les Styles de Vie a Travers les Activities, Attitudes et Opinions,” with P. LeMaire, *Revue Francaise du Marketing*, juin 1976.

- “Cross-National Comparisons and Consumer Stereotypes: A Case Study of Working and Non-Working Wives,” *Journal of Consumer Research*, 3, June 1976. Reprinted in Harold H. Kassirjan and Thomas S. Robertson (eds.), *Perspectives in Consumer Behavior*, 2nd edition, Glenview, Ill.: Scott, Foresman & Co., 1979.
- “Men’s Leisurewear: A Male-Dominated Market?” *European Journal of Marketing*, vol. 10, no. 1, Spring 1976.
- “Quelques Reflexions sur des Recherches sur le Comportement du Consommateur en Europe,” with Bernard Dubois, in *Les Consommateurs et L’Enterprise*, *Cahiers de Recherche Economique et Commerciale*, n. 1, janvier 1976.
- “La Communication: Concepts-cles,” with Bernard Dubois and Jacques Lendrevie, *Hommes et Commerce*, n. 139-140, Nov./Dec. 1974.
- “Issues in International Consumer Research,” with Yoram Wind, *European Journal of Marketing*, vol. 8, no. 3, Winter 1974.
- “Environmental Factors and Marketing Practices,” with Yoram Wind, *European Journal of Marketing*, 8, Winter 1974.
- “Le Geocentrisme-La Politique Strategique Preferee pour le Marketing International,” *Revue Francaise du Marketing*, Cahier 47, 2nd Quarter 1973.
- “You Are What You Buy -- The Life-Style Concept,” *European Business*, Spring 1973.
- “Guidelines for Developing International Marketing Decisions,” with Yoram Wind and Howard Perlmutter, *Journal of Marketing*, April 1973. reprinted in *International Marketing*, ed. Stanley J Paliwoda and John K Ryans, London: Edward Elgar.2008.
- “International Market Segmentation,” with Yoram Wind, *European Journal of Marketing*, Spring 1972.
- “On the Meaning of Comparison: A Methodology for Cross-Cultural Studies,” with Yoram Wind, *Quarterly Journal of Management Development*, March 1972.
- “Experimentation as a Tool for the Small Retailer,” with Yoram Wind and Aaron Ascoli, *Journal of Marketing Research Society*, Summer 1971.
- “Patterns and Parallels of Marketing Structures in Five Countries,” *M.S.U. Business Topics*, Spring 1971.
- “Household Correlates of Brand Loyalty for Grocery Products,” with Ronald E. Frank and Ronaldo Polli, *Journal of Business*, April 1968.
- “Household Correlates of Package Size Proneness for Grocery Products,” with Ronald E. Frank and Ronaldo Polli, *Journal of Marketing Research*, November 1967.

Conference And Seminar Proceedings

- “Worldmindedness: A Multifaceted Construct” with Edwin J. Nijssen, *EMAC Conference*, Athens, Greece, May 24th 2006.
- “On Decentring in International Marketing Research”, *Korea Business School Centennial Conference*, June 19th 2005
- “Measuring Marketing Capabilities: a Cross-national Study”, with Graham Hooley et al, *EMAC Conference*, Murcia, Spain May 2004
- “Using Gender Appeals in Advertising a Cross-National Study”, with Amanda Broderick and Ian Lings, *EMAC Conference* Glasgow, Scotland, May 2003
- “The Worldminded Consumer: An Emic Exploration,” with Suzanne Beckmann, Gunther Botschen, Martina Botschen, and Susanne Friese, *Association for Consumer Research*, Salt Lake City, 2000.
- “Attitudes Towards the Purchase of Foreign Products: Extending the Model,” with Edwin J. Nijssen, University of Nijmegen, and Paul Bressers, Akzo Nobel, *AM-AMA Global Marketing SIG Conference*, Stirling, Scotland, 6 July 1999, **Best Paper Award**.
- “Developing and Managing an International Brand Portfolio,” with C. Samuel Craig, *Academy of Marketing Science World Marketing Congress Proceedings*, Malta, June 23-26, 1999.
- “Global Marketing Strategy: An Evolutionary Perspective,” *inaugural lecture*, Unilever – Erasmus Visiting Professor of Marketing, Erasmus University, February 20, 1997.
- “Understanding Global Market Segmentation: A Managerial Approach,” Douglas Stayman (ed.), *Proceedings: Society for Consumer Psychology Conference*, San Diego, February 1995.
- “International Expansion Paths: Countries vs. Products,” with Veronica Wong, *20th Annual Meeting of European Marketing Academy*, Dublin, Ireland, May 1991.
- “Successes of Western Products in the Japanese Market,” Seminar on *International Marketing Research*, ESOMAR: Ljubljana, Yugoslavia, 1991.
- “Key to Success in Penetrating Japanese Markets,” with C. Samuel Craig, *18th Annual Meeting of European Marketing Academy*, Athens, Greece, April 1989.
- “Comparing the Performance and Competitive Strategy of U.S. and European Businesses,” *17th Annual Meeting of European Marketing Academy*, Bradford, April 1988.
- “Formulating Global Marketing Strategy,” with C. Samuel Craig, *International Symposium on The State and Private Enterprise in the Global Society*, Tokyo, Japan, September 1987.

- “Emerging Consumer Markets in Japan,” in Melanie Wallendorf and Paul F. Anderson (eds.), *Advances in Consumer Research*, Vol. XIV, 1987.
- “Approaches to Assessing International Marketing Opportunities Based on Secondary Data,” *Twelfth Annual International Trade Conference*, Manhattan, Kansas, March 1986.
- “Global Marketing Myopia,” with C. Samuel Craig, *15th Annual Meeting of European Marketing Academy*, Helsinki 1986.
- “Pricing and Production Location Decisions in International Markets,” with Avijit Ghosh, in *Proceedings, AMA Educators Conference*, Washington: American Marketing Association, 1985.
- “Clothing the Female Executive: Fashion or Fortune,” with Michael R. Solomon, in *Proceedings, AMA Educators Conference*, Chicago: American Marketing Association, 1983.
- “Country-of-Origin Effects in Multi-Attribute Product Evaluations,” with Johnny K. Johansson, *10th International Seminar of Research in Marketing*, Aix-en-Provence: Institute d’Administration des Enterprises, 7-10 Juin, 1983.
- “Marketing Mix Strategy and Performance in International Operations,” with C. Samuel Craig, *11th Annual Meeting of the European Marketing Academy*, Antwerp, Belgium, April 1982.
- “Measure Equivalence and Reliability Differentials: A Special Problem for Cross-National Marketing Research,” with Harry Davis and Alvin Silk, in Alden Clayton (ed.), *Attitude Measurement Reaches New Heights*, Carlsbad, California 1980.
- “Hierarchical Cognitive Content in Four Domains of Consumption,” with Elizabeth C. Hirschman, in *Advances in Consumer Research*, Vol. VIII, Washington: Association for Consumer Research, 1980.
- “Teaching International Marketing Management: A Geocentric Perspective,” with Donald Sexton, in *Proceedings American Marketing Association Conference*, Chicago 1980.
- “On the Comparative Study of Marketing Systems,” with Yoram Wind, *Second Annual Conference on Marketing Theory*, Phoenix, Arizona 1980.
- “Examining the Impact of Sampling Characteristics in Multi-Country Survey Research,” *9th Annual Meeting of European Academy for Advanced Research in Marketing*, Edinburgh 1980.
- “On the Use of Verbal Protocols in Cross-Cultural and Cross-National Consumer Research,” *Advances in Consumer Research*, Vol. VII, San Francisco, Association for Consumer Research, 1979.

- “A Cross-National Exploration of Husband-Wife Involvement in Selected Household Activities,” *Advances in Consumer Research*, Vol. VI, Miami, Association for Consumer Research, 1978.
- “A Multivariate Logit Model for Analyzing Attitudinal Data in Cross-National Surveys,” with Alain Bultez, *7th Annual Meeting of European Academy for Advanced Research in Marketing*, Stockholm 1978.
- “Protocol Analysis: New Techniques for Examining Consumer Decisions,” with Jean-Francois Boss, *Way and New Ways of Data Collection*, ESOMAR Seminar, Jouy-en-Josas, 1977.
- “Qui est le Nouveau Consommateur?” with Yves Evrard, *3rd International Marketing Seminar*, Senanque, June 1976.
- “Teaching Consumer Behavior in Europe: Some Experiences in a French Business School,” with Bernard Dubois, *Educating the Marketing Decision Maker*, ESOMAR Seminar, Barcelona, 1976.
- “What’s Fashion All About and Does it Really Matter Anyhow?” *Research for Today’s Marketing Problems*, ESOMAR Seminar, Venice, 1976.
- “Working Wife Families: A Basis for Segmenting Grocery Markets?” in Beverlee Anderson (ed.), *Advances in Consumer Research*, Vol. III, Cincinnati: Association for Consumer Research, 1975.
- “Applying a Conceptual Framework in Life-Style Research,” *Seminaire de Recherche en Marketing*, Abbaye de Senanque, 4-7th June 1974.
- “Pour une Approche Systematique dans les Etudes Styles de Vie,” with Patrick LeMaire, *Journees de l’IREP*, le 27 er 28 Mai, 1974.
- “Improving the Quality and Efficiency of Life-Style Research,” with Patrick LeMaire, *Proceedings of the XXV ESOMAR Congress*, September 1974.
- “Profiling Customers Based on Product Purchasing Characteristics,” with Patrick LeMaire and Yves Evrard, *Proceedings of XXIV ESOMAR Congress*, September 1973.
- “Recherches sur le Style de Vie et le Positionnement des Products,” with Patrick LeMaire, *Journees de l’IREP*, 1973.
- “The Working Wife: Marital Roles and Purchase Behavior,” *2nd Annual Meeting of European Academy for Advanced Research in Marketing*, May 1973.
- “Selection of Global Target Markets: A Decision Theoretic Approach,” with Patrick LeMaire et Yoram Wind, *Proceedings of XXIII ESOMAR Congress*, September 1972.

“Purchase Intentions as Predictors of Buying Behavior,” with Yoram Wind, *Proceedings of the Association for Consumer Research*, Maryland, September 1971.

“The Midi is Dead, Long Live the Mini: A Study of Perceptions, Preferences and Purchasing Behavior,” with Frank J. Carmone, *Proceedings of the American Marketing Association*, Fall 1971.

“Environmental Influences on the Development of Market Structures,” *Proceedings of the American Marketing Association Meeting*, Fall 1970.

Unpublished Conference And Seminar Presentations

“Building Buying Potential Among Rural Low Income Consumers in Emerging Markets”, with C. Samuel Craig, 3rd IIMA Conferences on *Marketing Paradigms for Emerging Economies*, Ahmenabad, India, January 7-9th 2009.

“Exploring New Worlds”, WAIB Trailblazers Panel, AIB Annual Conference, Milan, Italy, June 26th 2008.

“Impact of Context on Cross-Cultural Research” with C. Samuel Craig, Cross- Cultural Symposium, University of Illinois, Chicago, May 23-25, 2008

“Global Marketing Strategy: Future Directions and Key Challenges”, opening plenary address , FIBE (Norwegian Association of Business Economists) 2008 Conference, Bergen, Norway, January 2008

“International Marketing Research: Recent Developments and Future Challenges” University of Wuhan, China August 1st 2005

“Challenges of International Marketing Research: Countries, Constructs and Confounds” University of Vienna, Nov 26th 2004.

“Examining the Animosity Model in Small Export-Oriented Countries”, University of Ljubljana, Ljubljana, Slovenia, May 27th 2003

“Measuring Marketing Capabilities: a Cross-National Study”, with Graham Hooley and John Cadogan, EMAC/ANZMAC Conference, Perth, Australia, Dec 16th 2002

"On Decentring in Cross-National Research," Building Bridges, keynote panel, EMAC Conference, Rotterdam, May 2000.

"Information Access and Interpretation: The Impact of the Internet on Consumer Behavior in International Markets," with C. Samuel Craig and Theresa Flaherty, Conference and Symposium on Electronic Conference and Global Business, Santa Cruz, California, May 17-19, 2000.

- “On Truth in Cross-National Research,” SAVE Seminar, University of Richmond, March 30, 2000.
- "On the Use of Borrowed Scales in Cross-National Research," KPMG Seminar, Judge Institute, University of Cambridge, October 28, 1999.
- “Balancing Brand Portfolios in Europe,” Academy of International Business North East Regional Meetings, Fox School of Business and Management, Temple University, Philadelphia, June 5, 1999.
- "Examining the Cross-Cultural Validity of the CETSCALE," University of Edinburgh, Business School, May 17, 1999.
- “Research Directions in International Marketing,” Eighteenth AMA Faculty Consortium, Michigan State University, July 12, 1998.
- “Conducting Survey Research in International Markets,” Eighteenth AMA Faculty Consortium, Michigan State University, July 11, 1998.
- “Challenges Facing Firms in International Markets,” AIB North East Meetings, Loyola University, Baltimore, January 30, 1998.
- “International Branding Strategies,” Globalization at the Millennium, Marketing Science Institute Conference, Brussels, June 16-17, 1997.
- “Assessing the Validity of Attitudinal Scales in Cross-National Research,” Research Seminar, Group HEC, Jouy-en-Josas, France, April 1997.
- “Examining the Construct Validity of the CETSCALE in the Netherlands,” IRSM Seminar, Erasmus University, Rotterdam, May 1997.
- “Use of Research in Developing International Marketing Strategy,” International Marketing Research Seminar, Tilburg University, November 20, 1996.
- “The Emic/Etic Dilemma in International Marketing Research,” EIBS Seminar, Erasmus University, Rotterdam, September 11, 1996.
- “Conducting International Marketing Research,” AMA/Notre Dame, Seminar on Marketing Research, July 25, 1996.
- “Extending Involvement in the Transnational Value Chain: Strategies for Firms from Emerging Markets,” with C. Samuel Craig, Fifth Annual World Business Congress, Bermuda, July 17-21, 1996.
- “The Changing Dynamics of Global Positioning,” Seminar on Advertising Theory and Practice, Athens, Greece, June 19, 1995.

- “Internationalizing the Marketing Curriculum: Three Approaches,” presentation at School of Business, Indiana University, March 3, 1995.
- “Evolving Perspectives in International Marketing: A Research Agenda,” presentation at CIBER Center, School of Business, Indiana University, March 3, 1995.
- “New Directions for Cross-Cultural Research: Understanding the Dynamics of Change,” AMA Winter Educator’s Conference, San Diego, February 13, 1995.
- “Developing Global Marketing Strategies,” presentation at CIBER Center, School of Business, Michigan State University, December 8, 1994.
- “Research Directions in International Marketing,” EMAC Conference, Maastricht, Holland, May 1994.
- “What is Global Marketing?” AMA Educator’s Conference, San Francisco, August 1993.
- “The Role of Collaboration in Cross-National Consumer Research,” AMA Educator’s Conference, Washington, August 1992.
- “Cross-National Consumer Research Traditions,” with Maureen Broadman and C. Samuel Craig, at EIASM Conference on Research Traditions in Marketing, Brussels, January 9-10, 1992.
- “Products, Promotion and Channels: International Strategy in Relation to Domestic Strategy,” Workshop on Internationalizing the Marketing Curriculum, University of Maryland, July 1991.
- “Internationalizing the Marketing Research Course,” AMA Faculty Consortium on Global Marketing, Georgetown University, July 1991.
- “Product Symbolism and the Female Executive,” John Labatt Seminar, Quebec, Montreal, October 1987.
- “Generic Competitive Strategies in International Markets,” with Dong Kee Rhee, paper presented at AIB Meetings, Chicago, November 1987.
- “Internationalizing the Marketing Research Course,” paper presented at American Marketing Association Faculty Consortium, Atlanta, July 5-8, 1983.
- “Some Decision Variables Related to Performance in International Operations,” with C. Samuel Craig, paper presented at AIB Meetings, Montreal, Canada, October 15-17, 1981.

IN PREPARATION AND UNDER REVIEW

“Empowering Consumers in Emerging Markets’ with C, Samuel Craig, January 2008

“The Role of Context in Assessing International Marketing Opportunities” with C. Samuel Craig (under review) September 2009

“Convergence; Developing a Semi-Global Marketing Strategy” with C. Samuel Craig (under review) November 2009

“Consumer Worldmindeness and Attitudes to Product Positioning in Advertising: an Examination of Alternative International Positionings”, with Edwin J. Nijssen.

ASSOCIATION ACTIVITIES

- | | |
|-----------|--|
| 2007/8 | Member, AIB Fellows Special Awards Committee |
| 2003-06 | Chair, EMAC (European Marketing Academy) Fellows |
| 2003 | Faculty Member, EMAC (European Marketing Academy) Doctoral Consortium, Strathclyde, Scotland, May 2003 |
| 2001 | Fellows Panel, AIB Annual Meeting, Sydney, Australia. |
| 2000 | Faculty Member, EMAC (European Marketing Academy), Doctoral Consortium, Rotterdam, the Netherlands, May 2000. |
| 1999-2002 | Dean, Fellows of Academy of International Business. |
| 1998 | Faculty Member, 18 th AMA Faculty Consortium, Michigan State University, July 10-13 th . |
| 1997-98 | Chair, AIB Fellows Election Committee. |
| 1997 | Member, External Examination Board, Smurfitt Chair, University College, Dublin, Ireland. |
| 1997 | Faculty Member, EMAC (European Marketing Academy), Doctoral Consortium, Warwick, U.K., May 1997. |
| 1995 | Faculty Member, EMAC (European Marketing Academy), Doctoral Consortium, Cergy Pontoise, France, May 1995. |
| 1994 | Faculty Member, EMAC (European Marketing Academy), Doctoral Consortium, Maastricht, Holland, May 1994. |
| 1991-93 | Vice President, Academy of International Business, Executive Board Member. |

- 1991 Faculty Member, Workshop on Internationalizing the Marketing Curriculum, University of Maryland, July 8, 1991.
- 1991 Faculty Member, AMA (American Marketing Association), Faculty Consortium on Global Marketing, Georgetown University, July 1, 1991.
- 1991 Faculty Member, EMAC (European Marketing Academy), Doctoral Consortium, Dublin, Ireland, May 19-21, 1991.
- 1991 Program Chair, Academy of International Business Annual Meetings, Miami, October 17-20, 1991.
- 1990 Chair, Richard Farmer Doctoral Dissertation Award Committee, Academy of International Business.
- 1988-90 Member, Richard Farmer Doctoral Dissertation Award Committee, Academy of International Business.
- 1988-89 Member, External Relations Committee, Academy of International Business.
- 1987 Co-chairman, AMA Educators Conference, Toronto.
- 1986 Faculty Member, American Marketing Association Doctoral Consortium, New York, August.
- 1985 Member, International Steering Committee, Marketing Science Institute, Cambridge.
- 1983 Faculty Member, American Marketing Association Faculty Consortium, Atlanta, July.
- 1977 Co-organizer of European Colloquium for Doctoral Students in Marketing, European Institute for Advanced Studies in Management, Brussels.
- 1976-78 Member of Marketing Faculty, European Institute for Advanced Studies in Management, Brussels. Chairman of various seminars and workshops.
- 1976-77 President of the European Academy for Advanced Research in Marketing (EAARM).
- 1974 Convenor of ESOMAR Seminar on Fashion, Barcelona, December 1974.
- 1972-79 Founder Member, member of Steering Committee, Executive Committee, and Editor of Newsletter of European Academy for Advanced Research in Marketing.

HONORS AND AWARDS

- 2008 AMA Global SIG Award for Significant Contributions to Global Marketing Knowledge
- 2002 Fellow of European Marketing Academy (EMAC)
- 1991 Fellow of the Academy of International Business (AIB)
- 1977 Jours de France Gold Medal for Advertising Research

EDITORIAL BOARDS

- 2008- Present Journal of Global Academy of Marketing Science
- 1997- 2006 Revue Française du Marketing
- 1997- 2007 Journal of World Marketing
- 1993-Present Journal of International Marketing
- 1993-2005 Recherches et Applications en Marketing
- 1980-Present Journal of International Business Studies
- 2000 -2008 Consulting Editor, JIBS
- 1987- Present International Marketing Review
- 1984-87 Journal of Advertising
- 1982-88 International Journal of Research in Marketing
- 1978-94 Journal of Marketing
- 1977-80 Journal of Business Research

AD HOC REVIEWER

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Journal of Academy of Marketing Science
- Journal of Marketing Management
- International Journal of Research in Marketing

LANGUAGES

Fluent French
Working knowledge of German
Some Italian