

**MARTIN S. ROTH**  
**Dean and Professor of Management and Marketing**  
**Barney School of Business**  
**University of Hartford**  
**West Hartford, CT 06117**  
**USA**  
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#### **ACADEMIC/INDUSTRY POSITIONS**

2013 – Current	<b>Dean and Professor of Management and Marketing</b> Barney School of Business, University of Hartford
2011 – 2013	<b>Professor &amp; Department Chair</b> , Sonoco International Business Department Moore School of Business, University of South Carolina
2008 – 2011	<b>Professor</b> , Sonoco International Business Department <b>Chief Innovation &amp; Assessment Officer</b> Moore School of Business, University of South Carolina
2005 - 2008	<b>Professor</b> , Sonoco International Business Department <b>Executive Director, International MBA Program</b> Moore School of Business, University of South Carolina
1997 - 2005	<b>Associate Professor</b> , Sonoco International Business Department Moore School of Business, University of South Carolina
1995 - 1997	<b>Associate Professor</b> , Marketing Department Carroll School of Management, Boston College
1989 - 1995	<b>Assistant Professor</b> , Marketing Department, Carroll School of Management, Boston College
1988 - 1989	<b>Lecturer</b> , Katz Graduate School of Business, University of Pittsburgh
1987 - 1988	<b>Associate Director of Research</b> , Pittsburgh Research Institute for Studies in Marketing (PRISM), Pittsburgh, PA
1985 - 1987	<b>Research Assistant</b> , PRISM Pittsburgh, PA
1983 - 1984	<b>Retail Manager</b> , Beacon Pharmacy Pittsburgh, PA

## EDUCATION

- 1985 - 1990            **Ph.D. in Business Administration**  
Katz Graduate School of Business, University of Pittsburgh  
Pittsburgh, Pennsylvania  
Major: Marketing, Minor: Anthropology
- 1984 - 1985            **Master of Business Administration**  
Graduate School of Business, University of Pittsburgh  
Concentration: Marketing
- 1979 - 1983            **Bachelor of Arts**  
University of Pittsburgh  
Majors: Business and Economics

## REFEREED JOURNAL PUBLICATIONS

- Simon Hudson, Li Huang, Martin S. Roth and Thomas J. Madden, (2016), "The Influence of Social Media Interactions on Consumer-Brand Relationships: A Three-country Study of Brand Perceptions and Marketing Behaviors," *International Journal of Research in Marketing*, 33 (1), 27-41.  
<http://www.sciencedirect.com/science/article/pii/S0167811615000841>
- Simon Hudson, Martin S. Roth, Thomas J. Madden and Rupert A. Hudson, (2015), "The Effects of Social Media on Emotions, Brand Relationship Quality, and Behavior: An Empirical Study of Music Festival Attendees," *Tourism Management*, 47, 68-76.  
<http://www.sciencedirect.com/science/article/pii/S026151771400171X>
- Thomas J. Madden, Martin S. Roth and William R. Dillon (2012), "Global Product Quality and Corporate Social Responsibility Perceptions: A Cross-national Study of Halo Effects," *Journal of International Marketing*, 20 (1), 42-57.
- Deborah A. Colton, Martin S. Roth, and William O. Bearden (2010), "Drivers of International E-tail Performance: The Complexities of Orientations and Resources," *Journal of International Marketing*, 18 (1), 1-22.
- Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah A. Colton (2009), "Subsidiary Use of Foreign Marketing Knowledge," *Journal of International Marketing*, 17 (1), 1-29. [Winner of the AMA 2009 S. Tamer Cavusgil Award, given to the article published in the calendar year that has made the most significant contribution to the advancement of the practice of international marketing management.]
- Elizabeth Bender, Charles Partlow and Martin S. Roth (2008) "An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations," *International Journal of Hospitality and Tourism Administration*, 9 (3), 219-243.
- Carolyn T. White, Martin S. Roth and Terence A. Shimp (2008), "Comparative Advertising in Countries Where Brands and Comparative Advertising Are Novel," *Journal of International Business Studies*, 39 (5), 851-863.

- Martin S. Roth, R. Bruce Money and Thomas J. Madden (2004), "Purchasing Processes and Characteristics of Industrial Service Buyers in the U.S. and Japan," *Journal of World Business*, 39 (2), 183-196.
- Kelly Hewitt, Martin S. Roth and Kendall Roth (2003), "Conditions Influencing Headquarters and Foreign Subsidiary Roles in Marketing Activities and Their Effects on Performance," *Journal of International Business Studies*, 34 (6), 567-585.
- Martin S. Roth (2003), "Media and Message Effects on DTC Prescription Drug Advertising Awareness," *Journal of Advertising Research*, 43 (June), 180-193.
- Thomas J. Madden, Kelly Hewitt and Martin S. Roth (2001), "Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences," *Journal of International Marketing*, 8 (4), 90-107.
- Martin S. Roth and Mourad Dakhli (2000), "Regional Trade Agreements As Structural Networks: Implications for Foreign Direct Investment Decisions," *Connections*, 23 (1), 60-71.
- Martin S. Roth and Jean B. Romeo (2000), "Co-Promotions Drive Health Plan Satisfaction and Subscriber Appeal," *Marketing Health Services*, 19 (Winter/Spring), 21-27.
- Martin S. Roth, Robert C. Davenport, and William Simpson (1998), "Assessing the Economic Value of Antihypertensive Medications," *American Journal of Managed Care*, 4 (September), 1267-1275.
- Martin S. Roth (1998), "Taming Technology: Financial Services Have Lessons to Share in Managing Customer Relationships," *Marketing Management*, 6 (Winter), 20-30.
- Martin S. Roth (1996), "Patterns in Direct-to-Consumer Prescription Drug Advertising and Their Public Policy Implications," *Journal of Public Policy and Marketing*, 15 (Spring), 63-75.
- Martin S. Roth (1995), "Effects of Global Market Conditions on Brand Image Customization and Brand Performance," *Journal of Advertising*, 24 (Winter), 55-75.
- Martin S. Roth (1995), "The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies," *Journal of Marketing Research*, 32 (May), 163-175.
- Martin S. Roth (1994), "Enhancing Consumer Involvement in Health Care: The Dynamics of Control, Empowerment, and Trust," *Journal of Public Policy and Marketing*, 13 (Spring), 115-132.
- Martin S. Roth and William P. Amoroso (1993), "Linking Core Competencies to Customer Needs: Strategic Marketing of Health Care Services," *Journal of Health Care Marketing*, 13 (Summer), 49-54.
- Martin S. Roth and Jean B. Romeo (1992), "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects," *Journal of International Business Studies*, 23 (3), 477-498.
- George M. Zinkhan, Martin S. Roth and Mary Jane Saxton (1992), "Knowledge Development and Scientific Status in Consumer Behavior Research: A Social Exchange Perspective," *Journal of Consumer Research*, 19 (September), 282-291.
- Martin S. Roth (1992), "Depth Versus Breadth Strategies for Global Brand Image Management," *Journal of Advertising*, 21 (June), 23-36.

C. Whan Park, Martin S. Roth and Philip F. Jacques (1988), "Evaluating the Effects of Advertising and Promotion Campaigns," *Industrial Marketing Management*, April, 129-140.

### **BOOKS, CASES, CHAPTERS, INVITED, & PROFESSIONALLY REVIEWED PUBLICATIONS**

Lawrence Feick, Martin Roth, Michael Deighan, and Stuart James (2000-16), [\*Country Manager: The International Marketing Simulation\*](#). Charlottesville, VA: Interpretive Software, Inc.

Lawrence Feick, Martin Roth, Michael Deighan, and Stuart James (2000-16), [\*Country Manager: The International Marketing Simulation. Administrator's Guide\*](#). Charlottesville, VA: Interpretive Software, Inc.

Douglas Quackenbos, Richard Ettenson, Martin S. Roth and Seigyoung Auh (2016), "Does Your Company Have What It Takes to Go Global?" [\*Harvard Business Review\*](#), April 11, 2016. Summary articles also appear in "Globalization: These Traits Help Firms Grow" in *Harvard Business Review*, July/August 2016, p. 26, and "Demystifying Global Markets" in *BizEd*, July/August 2016, p. 16.

Mandeep Kaur Ghuman, Li Huang, Thomas J. Madden and Martin S. Roth (2015), "Anthropomorphism and Consumer Brand Relationships: A Cross-cultural Analysis," in [\*Strong Brands, Strong Relationships\*](#), ed. S. Fournier, M. Breazeale and J. Avery, Taylor & Francis/Routledge: London & New York, 135-148,

Martin Roth and Dominique Turpin (2013), "Spanish Vines: Colombia Market Entry" case (IMD-5-0791; Video IMD-5-0791-V; Teaching Note IMD-5-0791-T)

Martin Roth and Dominique Turpin (2013), "Walter Meier: JET International Expansion" case (IMD-5-0792; Video IMD-5-0792-V; Teaching Note IMD-5-0792-T)

Martin Roth and Dominique Turpin (2010), "Doosan Infracore International: Portable Power Brand Transformation" case series ("A" case IMD-5-0762; "B" case IMD-5-0763; Video IMD-5-0762-V; Teaching Note IMD-5-0762-T)

Martin S. Roth and Richard Ettenson (2009), "Surviving the Downturn: Emerging Lessons from Emerging Markets," *Wall Street Journal*, March 23, page R1 (<http://online.wsj.com/article/SB123731293002758943.html> and <http://sloanreview.mit.edu/business-insight/articles/2009/1/5111/surviving-the-downturn-lessons-from-emerging-markets/>).

Martin S. Roth (2007) "Global Language Partnerships: Preparing Mobile, Multilingual, International Business Managers," IIE Network.org (Institute of International Education), <http://ienetwork.org/page/102760/>. Abstract in IIE Networker, Spring 2007, page 13.

Martin S. Roth, C. Eugene Reeder and Chris M. Kozma (2002), "Pharmacoeconomics of Hypertension: Bridging the Clinical – Economic Gap," in *New Frontiers In the Management of Hypertension*, ed. M. Schachter and N. Kaplan. Lippincott Williams & Wilkins: London, 115-126.

Martin S. Roth (2002), "Capitalizando la Imagen Corporativa," *Mercado*, 101 (March), 88-91.

Martin S. Roth (1997), "New Strategies for a Global Industry: The Case of the Pharmaceutical Industry," in *Europe and the Global Competition*, ed. Sabine Urban. Gabler GmbH: Weisbaden, 193-214.

Martin S. Roth (1995), "The Value of Image Advertising," *Upside*, October, 18.

Gerald E. Smith and Martin S. Roth (1995), "Shaping Customers' Perceptions of Value: Differentiation Value Analysis and Strategic Pricing," *Journal of Professional Pricing*, 4 (Summer), 6-13.

Martin S. Roth and Gerald E. Smith (1995) "Shaping Customers' Perceptions of Value: Positioning and Reference Price Strategies," *Journal of Professional Pricing*, 4 (Spring), 6-11.

## **REFEREED CONFERENCE PROCEEDINGS**

George M. Zinkhan, Mary J. Saxton, Martin Roth and Gerald Zaltman (1990), "A Citation Analysis of the *ACR* Proceedings: A Knowledge Development and Social Exchange Perspective," in *Advances in Consumer Research*, 17, eds. M. Goldberg, G. Gorn, R. Pollay, Provo, UT: Association for Consumer Research, 627-635.

Martin S. Roth and Christine Moorman (1988), "The Cultural Content of Cognition and the Cognitive Content of Culture: Implications for Consumer Research," in *Advances in Consumer Research*, 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 403-410.

Martin S. Roth (1987), "Closing the Reality Gap: The Concept of Meaning in Marketing Theory and Research," in *Proceedings of the Winter Educators' Conference*, eds. Russell W. Belk and Gerald Zaltman, American Marketing Association.

## **CONFERENCE & INVITED PRESENTATIONS**

Mandeep Kaur, Li Huang, Thomas J. Madden and Martin S. Roth (2013) "Antecedents of Tendency to Anthropomorphise Products: A Cross-cultural Analysis," to be presented at the annual American Marketing Association Summer Educators' conference, August.

Mandeep Kaur, Li Huang, Thomas J. Madden and Martin S. Roth (2013) "Antecedents of Tendency to Anthropomorphise Products: A Cross-cultural Analysis," presented at the annual Consumer-Brand Relationships conference, May.

Helena Allman, Thomas J. Madden and Martin S. Roth (2012) "Effects of Survey Formats on Brand Halo Response," presented at the annual China Goes Global conference, October.

Thomas J. Madden, Martin S. Roth and William R. Dillon (2012) "Effects of Survey Formats on Brand Halo Response," presented at the annual American Marketing Association Winter Educators' conference, February.

Martin S. Roth (2012), "A Study of the IMBA Value Proposition," presented at the GMAC Leadership Conference, February.

Deborah A. Colton and Martin S. Roth (2011), "Different Means for Different Ends: Global E-tailing Resources and Progressive Performance Objectives," presented at the annual American Marketing Association Summer Educators' conference, August.

- William R. Dillon, Thomas J. Madden and Martin S. Roth (2010), "Cross-National Perceptions of Product Quality and Corporate Social Responsibility: Identifying and Managing Halo Effects," presented at the Darla Moore School of Business Sustainability Symposium, Columbia, November.
- Martin S. Roth (2010), "Managing Strategy and Innovation in Times of Uncertainty," presented at the May Carolina Alumni Weekend, Columbia, May.
- Martin S. Roth (2008), "Forces Shaping the Economy: Local & Global Perspectives," presented at the Business at Sunrise, Northeast Columbia Chamber of Commerce meeting, Columbia, June.
- Deborah Colton, Martin S. Roth, and William O. Bearden (2008), "Sources of Global E-tail Advantage: Relationships Among Orientations, Resources, and Performance," at the annual American Marketing Association Winter Educators' conference, February (winner, Global Marketing track *Best Paper Award*).
- Martin S. Roth (2007), "North American Perspective on Globalization and Graduate Business Education: Program Structure, Content, and Experiential Learning," at the AACSB International Conference and Annual Meeting, Tampa, April.
- Elizabeth Bender, Charles Partlow, and Martin S. Roth (2007), "Corporate Strategies of U.S. Multinational Lodging Firms," Sloan Industry Studies Annual Conference, Cambridge MA, April.
- Martin S. Roth (2007), "The New Millennium Workforce: Interests and Initiatives," Institute of Internal Auditors District Conference, Charlotte, March.
- Martin S. Roth (2006) "Globalization, Intellectual Capital, and Education," Pedagogical Academy, Richland School District Two, Columbia, SC, October.
- Elizabeth Bender, Charles Partlow, and Martin S. Roth (2006) "Corporate Strategies of U.S. Multinational Lodging Firms," International Council on Hotel, Restaurant, and Institutional Education conference, Washington DC, July.
- Martin S. Roth (2006), "On the Cutting Edge of International Business Education," Institute of Management Accountants, Spartanburg, SC, May.
- Davina Vora and Martin S. Roth (2001), "A Model of Foreign Market Channel Relationships: The Role of Distributor Identification with and Commitment to a Manufacturer," competitive paper presented at the annual Academy of International Business conference, Sydney, November.
- Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton (2001), "Marketing Knowledge Transfer and Value Creation in MNEs: The Use and Effectiveness of External Marketing Knowledge," presented at the annual American Marketing Association Winter Educators' conference, February (winner, Global Marketing track *Best Paper Award*).
- Kelly Hewitt, Martin S. Roth and Kendall Roth (2000), "Factors Influencing Implementation of Successful Standardization or Customization Strategies by Foreign Subsidiaries: A Contingency Perspective," presented at the annual Academy of International Business conference, Phoenix, November.

- Lawrence Feick, Stuart James, and Martin S. Roth (2000) "*Country Manager: An International Marketing Strategy Simulation Game*," presented at the American Marketing Association International Educators' Conference, Buenos Aires, June-July.
- Martin S. Roth, R. Bruce Money and Thomas J. Madden (2000), "Buying Processes for Industrial Services: A Two-country, Two-culture Market Segmentation Study," presented at the annual American Marketing Association Summer Educators' conference, Chicago, August.
- Martin S. Roth (2000) "The Use and Effectiveness of DTC Message Strategies," presented at the annual Public Policy and Marketing conference, Washington DC, June.
- Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton (2000), "Learning From Experience: The Use and Effectiveness of Transferred Knowledge in Marketing Subsidiaries," presented at UCONN and at Harvard Business School, April-May 2000.
- Kelly Hewett and Martin S. Roth (2000), "Effects of Boundary Spanning Influences on Subsidiary Marketing Practices: The Fit Between Ideal Profiles and Product Performance," presented at the annual American Marketing Association Winter Educators' conference, San Antonio, February.
- Martin S. Roth, R. Bruce Money and Thomas J. Madden (1999), "Segmenting the Industrial Services Market in the U.S. and Japan: Effects of Organization Characteristics, Purchase Process, and Buying Situations on New Entrants' Purchases," presented at the annual Academy of International Business conference, Charleston, November.
- Kelly H. Uscategui, Thomas J. Madden and Martin S. Roth (1999) "Managing Images in Different Cultures: A Cross-national Study of Color Meanings and Preferences," presented at the annual American Marketing Association Summer Educators' conference, San Francisco, August.
- Martin S. Roth & Terrence A. Shimp (1999), "The Use and Effectiveness of DTC Message Strategies," presented at the annual American Marketing Association Summer Educators' conference, San Francisco, August.
- Mourad Dakhli and Martin S. Roth (1998), "Regional Trade Agreements As Structural Networks: Implications for Country Attractiveness Evaluations," presented at the annual Academy of International Business conference, Vienna, Austria, October.
- Martin S. Roth (1998), "Measuring and Managing Brand Images in the Global Marketplace," presented at the Marketing Science Institute's Understanding Customers and Consumers in a Global Marketplace conference, Barcelona, Spain, May.
- Martin S. Roth (1996), "Patterns in Direct-to-Consumer Prescription Drug Print Advertising and Their Public Policy Implications" presented at the annual Marketing and Public Policy Conference, Washington D.C., May.
- Jean B. Romeo and Martin S. Roth (1994), "Antecedents and Consequences of Joint Promotion Campaign Effectiveness," presented at the annual American Marketing Association Winter Educators' conference, St. Petersburg, February.
- Martin S. Roth (1993), "A Comparative Analysis of Four Research Techniques for Measuring Brand Image," presented at the annual Association for Consumer Research conference, Nashville, October.

Martin S. Roth (1993), “Customizing Brand Image Strategies Across International Markets: Effects on Financial Performance,” presented at the annual American Market Association Summer Educators' conference, Boston, August.

Martin S. Roth (1992), “The Impact of Pharmaceutical Advertising to Consumers on Drug Information Use, Compliance, and the Doctor-Patient Relationship: An Exploratory Analysis,” presented at the eleventh annual American Association for Advances in Health Care Research conference, Jackson WY, March.

Jean B. Romeo and Martin S. Roth (1992), “Joint Promotion Strategies for Health Care Organizations,” presented at the eleventh annual American Association for Advances in Health Care Research conference, Jackson WY, March.

Martin S. Roth (1991), “Market Specificity and Socioeconomics: Developments in Classifying and Segmenting Global Markets,” at the IAREP/SASE conference, Stockholm, June.

Martin S. Roth (1991), “Brand Image Strategy Breadth vs. Depth: Implications for International Advertising,” at the International Trade and Finance Association conference, Marseille, May.

George M. Zinkhan, Gerald Zaltman, and Martin S. Roth (1991), “Reviewers and Authors as Gift Givers: The Manuscript Review Process and Knowledge Development,” at the American Marketing Association Winter conference, Orlando, February.

Jean B. Romeo and Martin S. Roth (1990), “The Underlying Dimensions of Country Image and Their Relationship to Product Category Characteristics: A Cross-Cultural Investigation,” at the annual Association for Consumer Research conference, New York, October.

Martin S. Roth and James S. Boster (1988), "Wine Tasting Groups as Information Cartels," at the annual American Association for the Advancement of Science meeting, Boston, MA, February.

### **CONFERENCE SESSION CHAIR, PANELIST AND DISCUSSANT**

Martin S. Roth (2014), Panelist on “Will Technology Lead to the Demise of the MBA as We Know It?” at the Northeast Business Deans' Association (NEBDA) annual meeting, Newport, RI, September.

Martin S. Roth (2007), Chairperson and organizer for session “Tri-regional Perspectives on Globalization and Graduate Business Education: Program Structure, Content, and Experiential Learning,” at the AACSB International Conference and Annual Meeting, Tampa, April.

Martin S. Roth (2000), Chairperson and Moderator for special session, “Issues in Sharing Marketing Practices Across Subsidiaries in MNCs,” at the American Marketing Association International Educators' Conference, Buenos Aires, June-July 2000.

Martin S. Roth (2000), Discussant for three papers in “The Relationship Between Market Orientation and Performance” track at the American Marketing Association International Educators' Conference, Buenos Aires, June-July 2000.

Martin S. Roth (2000), Chairperson for special session, “New Questions and Answers on DTC Drug Advertising,” at the Public Policy and Marketing Conference, Washington DC, June.

Martin S. Roth (1999), Chairperson for special session, “Giving Customers Control: Multi-discipline Perspectives on Direct-to-Consumer Drug Advertising,” at the American Marketing Association Summer Educators’ Conference, San Francisco, August.

Martin S. Roth (1994), Discussant for three papers in “Problems with Advertising” track at the annual Association for Consumer Research conference, Boston, October.

Martin S. Roth (1993), Chairperson for special session, “Innovations in Defining and Measuring Brand Image,” at the annual Association for Consumer Research conference, Nashville, October.

Martin S. Roth (1992), Chairperson for session “Consumer Behavior,” at the annual Northeast Decision Sciences Institute Meeting, Boston, April.

Martin S. Roth (1992), Discussant for paper “Comparative Study of Variables Affecting Productivity in the U.S. and Taiwan,” at the annual Northeast Decision Sciences Institute Meeting, Boston, April.

Martin S. Roth (1990), Chairperson for special session “Global Research in Consumer Values and Perceptions of Foreign Products,” at the annual Association for Consumer Research conference, New York, October.

#### **INDUSTRY and PROFESSIONAL CONFERENCE PRESENTATIONS**

Martin S. Roth, “Getting Talent Acquisition and Retention Right,” Central CT Chambers Business Forum, Bristol CT, March 2016.

Martin S. Roth, “A Business School Dean Looks at the ‘Business of Pastoring’,” New Pastors Program, Center for Continuing Formation, St. Mary’s Seminary & University, Baltimore MD, November 2015, 2014.

Martin S. Roth, “Raising the Bar: How Can We Meet the Talent Demands of Business?” President’s College at Duncaster, Bloomfield CT, October 2014.

Martin S. Roth, “Developing Innovative Marketing & Sales Programs in Turbulent Times,” presented at the South Carolina Chamber of Commerce Human Resources Conference, Wild Dunes SC, May 2010.

Martin S. Roth, “Mastering the Message: Findings From the DTC Print Ad Awareness Study,” presented at the 2004 DTC National Conference, Boston, March 2004.

Martin S. Roth and Carole Huntsman, “A Value-Based Approach to Partnering & Relationship Building,” Institute for International Research's "Services Marketing Forum” conference, Baltimore, November 1996.

Martin S. Roth, “Value-Based Pricing and Product Positioning,” The Professional Pricing Society’s *Profitable Pricing Strategies* conference, Chicago, October 1995.

Martin S. Roth “Value-Based Positioning and Pricing: Strategies for Service Providers,” Institute for International Research's "Pricing for Profit: A Forum for Service Providers” conference, Boston, August 1995.

Martin S. Roth "The Consumers' Role in the Managed Health Care System," Association of Healthcare Educators meeting, Boston, April 1995.

Martin S. Roth "Creating Value Through Strategic Pricing and Promotions," Global Business Research's "Pharmaceutical Pricing" conference, Philadelphia, January 1995.

Martin S. Roth "Linking Your Core Competencies to Customer Needs," Institute for International Research's *Designing, Developing and Delivering Outstanding Service Value* conference, New Orleans, December 1994.

## CONFERENCE TRACK CHAIR

2005 American Marketing Association "Global Marketing" Track co-chair, Summer Educators' Conference, San Francisco, August 2005.

2000 American Marketing Association "Marketing Strategy" SIG Track co-chair, International Educators' Conference, Buenos Aires, June-July 2000.

## BOOK REVIEWS

*Journal of Marketing Research* (1997), 34 (August), p. 411-412, a review of *Marketing in a Multicultural World*, (1995) Janeen A. Costa and Gary J. Bamossy eds., Sage Publications.

*Journal of Marketing* (1991), 55 (April), p. 80-82, a review of *Marketing Strategies for the New Europe: A North American Perspective on 1992*, (1990) John K. Ryans Jr. and Pradeep A. Rau, American Marketing Association.

## TRADE & POPULAR PRESS STORIES & QUOTES

*Hartford Business Journal*, "Colleges Boost Entrepreneurship Classes, Seminars," September 26, 2016.  
<http://www.hartfordbusiness.com/article/20160926/PRINTEDITION/309229910>

*Biz Ed*, "Virtual Impressions," September/October 2016, p. 66.  
<http://www.bizedmagazine.com/archives/2016/5/ideas-in-action/virtual-impressions>

*Digiday*, "Colleges Turn to Snapchat Geofilters to Lure New Students," April 28, 2016.  
<http://digiday.com/brands/college-recruitment-snapchat/>

*eCampus News*, "University Uses Virtual Reality for Recruitment," April 26, 2016.  
<http://www.ecampusnews.com/technologies/virtual-reality-recruitment/>

*Hartford Business Journal*, "UHart Launches Virtual Reality Campaign to Entice Students," April 26, 2016.  
[http://www.hartfordbusiness.com/article/20160426/NEWS01/160429953/1004?utm\\_source=enews&utm\\_medium=HBJToday&utm\\_campaign=Tuesday](http://www.hartfordbusiness.com/article/20160426/NEWS01/160429953/1004?utm_source=enews&utm_medium=HBJToday&utm_campaign=Tuesday)

*Hartford Business Journal*, "CT's MBA Programs Get A Re-Make," September 28, 2015.  
<http://www.hartfordbusiness.com/article/20150928/PRINTEDITION/309249906>

- Hartford Business Journal*, “In-Demand Skills: Risk Management, Business Analytics,” September 28, 2105. <http://www.hartfordbusiness.com/article/20150928/PRINTEDITION/309249905>
- Hartford Business Journal*, “Universities Build Flexibility Into MBA Programs,” March 10, 2014. <http://www.hartfordbusiness.com/article/20140310/PRINTEDITION/303079957>
- Hartford Business Journal*, “UHart's New Man of Steel Ready to Run Barney School,” September 2, 2013 <http://www.hartfordbusiness.com/article/20130902/PRINTEDITION/308309974>
- BusinessWeek*, “The Best Undergrad B-Schools for International Business,” May 6, 2013, <http://www.businessweek.com/articles/2013-05-06/the-best-undergrad-b-schools-for-international-business>.
- USC Day Times*, “Open Innovation: Bridging Global Business Development and Experiential Learning,” Nov. 19, 2012, [http://mooreschool.sc.edu/news.aspx?article\\_id=332](http://mooreschool.sc.edu/news.aspx?article_id=332).
- Wall Street Journal*, “Weathering a Turbulent Economy,” March 23, 2009, video interview (<http://online.wsj.com/video/weathering-a-turbulent-economy/CB8DB719-E35B-44E8-B1DE-B5083D986295.html>) and <http://sloanreview.mit.edu/business-insight/articles/2009/1/5111/surviving-the-downturn-lessons-from-emerging-markets/>).
- International Educator*, September-October 2008, “Building a Fluent Workforce,” Janet Hulstrand, pages 24-31 ([http://www.nafsa.org/File/ie\\_sepoct08\\_fluentwork.pdf](http://www.nafsa.org/File/ie_sepoct08_fluentwork.pdf)).
- Newswatch, WIST TV*, April 2008, “Moore International MBA Program.”
- Carolina Minute*, April 2008, “European Business Schools Set Trends,” (<http://uscnews.sc.edu/03EuropeanBusinessSchools.mp3>).
- South China Morning Post*, May 23, 2007, “Firm's US arm fits mainland strategy,” Josie Liu.
- South China Morning Post*, May 23, 2007, “Mainland fridge maker's US factory helping head off a trade cold war,” Josie Liu.
- Business Education Forum*, April 2007, “Internationalizing the Business Curriculum,” Joanne M. Lozar Glenn, 9-15.
- Newswatch, WIST TV*, April 2005, “Moore International MBA Program.”
- Carolina Minute*, March 2000, “Advertising Prescription Drugs.”
- Carolina Minute*, February 2000, “Global Consumer Culture.”
- CNBC*, March 1997, “Direct-to-Consumer Drug Advertising.”
- Boston Herald*, February 1997, “RiteAid and Revco Merger.”
- DTC Solutions*, Summer 1995, “Using Database Marketing to Change Consumer Behavior.”

*Med Ad News*, March 1995, “The Compliant Patient is Well-Informed.”

*Med Ad News Executive Edition*, November 1994, quoted in five articles in a special issue titled “The Consumer Takes Charge.”

*Boston Herald*, December 5, 1993, “This Year it's Chic to Shop Cheap.”

*Boston Globe*, September 20, 1993, “Big Business Around the Campus.”

*Boston Business Journal*, October 19, 1992, “State Lags Behind in Exports.”

## RESEARCH GRANTS AND AWARDS

- 2010 Center for International Business Education and Research, Moore School of Business, University of South Carolina (CIBER) (with T. Madden), “Crossover Effects of CSR and Corporate Ability: A Cross-national Study of Mediation for International Brand Associations,” \$7,000.
- 2009 S. Tamer Cavusgil Award, *Journal of International Marketing*, American Marketing Association. The S. Tamer Cavusgil award is given each year to the *Journal of International Marketing* article published in the calendar year that has made the most significant contribution to the advancement of the practice of international marketing management.
- 2008 CIBER (with R. Ettenson), “Asset Rationalization: Strategic Realignment in MNCs,” \$2,500.
- 2004 Alfred P. Sloan Foundation Travel and Tourism Industry Center, University of South Carolina (with E. Bender, C. Partlow, D. Schweiger), “Corporate Strategy and Management Practice,” \$78,091.
- 2001 CIBER (with L. Feick and S. Jayachandran, M. Dakhli, D. Colton), “Marketing Knowledge Transfer and Value Creation in MNEs,” \$3,500.
- 2001 CIBER (with S. Jayachandran), “The Relationship Between Performance and Innovation,” \$3,700.
- 2001 CIBER (with D. Vora), “A Model of Distributor Identification with Foreign Manufacturers,” \$3,500.
- 2001 Best Paper Award, Global Marketing track, American Marketing Association Winter Educators’ conference, Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton, “Marketing Knowledge Transfer and Value Creation in MNEs: The Use and Effectiveness of External Marketing Knowledge.”
- 2000 CIBER (with S. Jayachandran, M. Dakhli, D. Colton), “Marketing Knowledge Transfer and Value Creation in MNEs,” \$3,500.
- 2000 CIBER (with S. Jayachandran), “The Relationship Between Performance and Innovation,” \$750.
- 2000 CIBER (with D. Vora), “A Model of Distributor Identification with Foreign Manufacturers,” \$3,000.
- 2000 CIBER (with D. Colton), “The Effects of marketing Resources on E-Commerce Performance in International Markets,” \$750.
- 1999 Marketing Science Institute research award (with T. Madden and W. Dillon), “Integrated Marketing Communications and Brand Performance,” \$6,000.
- 1998 Visiting Professor, Wirtschaftsuniversitat Wien, Vienna, Austria.
- 1998 CIBER “Response Bias in Global Customer Satisfaction Surveys,” \$5,500.
- 1997 CIBER “Regional Trade Agreements As Structural Networks: Implications for Foreign Direct Investment Location Decisions,” \$5,400.
- 1996 Visiting Professor, University Robert Schuman - IECS Strasbourg, France.

- 1995 Summer Research Incentive Grant, Boston College “Identifying What Customers Value: Value-Related Strategies and Techniques from Health Care and High Technology Markets,” (with Gerald Smith) \$5000.00.
- 1994 Summer Research Expense Grant, Boston College, “A Content Analysis of Direct-to-Consumer Prescription Drug Advertising,” \$700.00.
- 1993 Summer Research Incentive Grant, Boston College, “Framing Benefit and Risk Information in Direct-to-Consumer Prescription Drug Advertising,” \$5000.00.
- 1993 Awarded position in the *Visiting Professor Program* sponsored by the Advertising Education Foundation. Worked in the American Chicle Division of the Warner-Lambert Co., Morris Plains, NJ, May-June 1993.
- 1992 Summer Research Incentive Grant, Carroll School of Management, Boston College, “The Impact of Pharmaceutical Advertising to Consumers,” \$5,000.00.
- 1992 Summer Research Expense Grant, Boston College, “The Impact of Prescription Drug Advertising to Consumers: Developing Measures of Benefits and Risks,” \$650.00.
- 1992 Summer Research Expense Grant, Boston College (with J. Romeo), “Joint Promotion Campaigns for Health Care Organizations,” \$812.50.

### **EDITORIAL REVIEW BOARDS**

- 2010-2015 *Journal of International Marketing*
- 1994-2013 *Journal of Advertising*
- 1998-2013 *Journal of Public Policy & Marketing*
- 2009-2012 *Journal of International Business Studies*
- 2001-2011 *Journal of World Business*

### **AD-HOC JOURNAL REVIEWING**

- 2011 *International Marketing Review*
- 2010 *Journal of Marketing*
- 2010 *Marketing Letters*
- 2009 *Journal of International Marketing*
- 2008 *Journal of International Business Studies*
- 2008 *Journal of International Marketing*
- 2007 *Journal of International Business Studies*
- 2006 *Journal of International Business Studies*
- 2006 *Journal of International Marketing*
- 2005 *Journal of International Marketing*
- 2005 *Journal of the Academy of Marketing Science*
- 2004 *Journal of International Marketing*
- 2004 *Journal of the Academy of Marketing Science*
- 2004 *Journal of Management*
- 2003 *Journal of International Business Studies*
- 2003 *Journal of the Academy of Marketing Science*
- 2003 *Journal of International Marketing*
- 2003 *Journal of Management*
- 2002 *Journal of International Business Studies*
- 2002 *Journal of International Marketing*
- 2002 *Journal of the Academy of Marketing Science*
- 2001 *Journal of Marketing Research*

2001 *Journal of International Business Studies*  
 2001 *Journal of International Marketing*  
 2001 *Journal of the Academy of Marketing Science*  
 2000 *Journal of Marketing Research*  
 2000 *Journal of International Marketing*  
 2000 *Journal of World Business*  
 2000 *Journal of the Academy of Marketing Science*  
 2000 *Journal of Marketing Theory and Practice*  
 2000 *American Journal of Managed Care*  
 2000 *Journal of International Business Studies*  
 1999 *Journal of the Academy of Marketing Science*  
 1999 *Journal of International Marketing*  
 1999 *Journal of World Business*  
 1999 *American Journal of Managed Care*  
 1999 *Journal of Marketing Theory and Practice*  
 1998 *Journal of Public Policy & Marketing*  
 1997 *Journal of Marketing Research*  
 1997 *Journal of Retailing*  
 1997 *Journal of International Business Studies*  
 1997 *Journal of Public Policy & Marketing*  
 1996 *Journal of International Business Studies*  
 1996 *Journal of Public Policy & Marketing*  
 1995 *Journal of Marketing Research*  
 1995 *Journal of International Business Studies*  
 1994 *Journal of International Business Studies*  
 1994 *Journal of Advertising*  
 1993 *Journal of Advertising*  
 1993 *Journal of International Business Studies*  
 1992 *Journal of Advertising* special edition on International Advertising  
 1992 *Journal of Advertising*

#### **AD-HOC CONFERENCE REVIEWING**

2012 American Marketing Association 2012 Summer Educators' Conference  
 2010 Academy of Marketing Science 2011 Annual Conference  
 2007 American Marketing Association 2008 Winter Educators' Conference  
 2006 American Marketing Association 2006 Summer Educators' Conference  
 2005 American Marketing Association 2006 Winter Educators' Conference  
 2005 American Marketing Association 2005 Summer Educators' Conference  
 2005 Academy of International Business 2005 Meeting  
 2004 Academy of International Business 2004 Meeting  
 2003 American Marketing Association 2004 Marketing and Public Policy Conference  
 2002 American Marketing Association 2003 Marketing and Public Policy Conference  
 2002 American Marketing Association 2002 Summer Educators' Conference  
 2002 Academy of International Business 2002 Meeting  
 2000 American Marketing Association 2001 Marketing and Public Policy Conference  
 1999 American Marketing Association 2000 International Educators' Conference  
 1999 American Marketing Association 2000 Marketing & Public Policy Conference  
 1997 American Marketing Association 1998 Winter Educators' Conference  
 1996 American Marketing Association 1997 Dublin Educators' Conference

1996 Association for Consumer Research Conference  
 1995 Association for Consumer Research Conference  
 1994 Atlantic Marketing Association Meeting  
 1993 Northeast Decision Sciences Institute Meeting  
 1992 American Marketing Association 1993 Winter Educators' Conference  
 1992 American Marketing Association 1992 Summer Educators' Conference  
 1992 Northeast Decision Sciences Institute Meeting  
 1991 Northeast Decision Sciences Institute Meeting

## TEACHING

### Awards

2010 Outstanding Elective Professor Award, Executive International Master of Business Administration (EIMBA) Class of 2010

2004 Alfred G. Smith, Jr. Outstanding Teacher Award, Moore School of Business

2004 Excellence in Teaching Award, University of South Carolina Alpha Chapter of the Mortar Board senior honor society

### Courses Taught

#### • Undergraduate

Marketing Principles  
 Marketing Principles, Honors  
 International Marketing  
 Multinational Marketing  
 Advertising and Promotion  
 Consumer Behavior  
 Foreign Market Entry & Growth

#### • Graduate

Marketing Management  
 International Marketing  
 Global Marketing  
 Advertising and Promotion  
 European Management Experience  
 Marketing Strategies for the Global  
 Financial Services Industry  
 Global Brand Management  
 Global Strategy and Policy  
 Foreign Market Entry & Growth

#### • Executive

Faculty member and co-coordinator, *Faculty Development in International Business – International Marketing*, DMC, 1998-present.

Faculty member and coordinator, *CTP - Strategic Thinking and Analysis* for CSX, Daniel-Mickel Center for Executive Education (DMC), Moore School of Business (MSB), University of South Carolina (USC), 2011-2013.

Faculty member and coordinator, *Management Development Program* for Metso, DMC, 2005-2013.

Faculty member and coordinator, *Marketing Tools and Marketing Strategy & Innovation* for Fiberweb, Columbia SC & Frankfurt Germany, DMC, 2011-2013.

Faculty member, *Strategic Thinking and Analysis*, DMC, open enrollment, 2003-2013.

Faculty member, *Strategic Marketing Programme* for Royal TenCate, TSM & University of Georgia, 2013.

Faculty member and coordinator, *Managing Innovation* for Blue Cross Blue Shield SC, DMC, 2011.

Faculty member and coordinator, *Management Development Program* for Upward Unlimited, DMC, 2007.

Faculty member, *Strategic Thinking and Analysis* for School Leadership Executive Institute, SC, DMC, 2007-2008.

Faculty member and co-coordinator, *Strategic Marketing Program* for Nissan Motors, Tokyo and Yokohama Japan, DMC, 2000-2005.

Faculty member and coordinator, *Managing Innovation Program* for Verizon, various locations, DMC, 2005.

Faculty member, *International Management Development Program* for Verizon, various locations, DMC, 1998-2004.

Faculty member and coordinator, *Marketing Training Program* for Bayer Pharmaceuticals (Yakuhin) Japan, DMC, 2004.

Faculty member and coordinator, *Building Service, Driving Profits* program for University Health Care System, Augusta GA, DMC, 2002.

Faculty member, *International Competence Course* for BMW Group, Greenville SC, DMC, 2000.

Faculty member and coordinator, *Building Service, Driving Profits Through Strategic Thinking* program for MYND Enterprise Solutions (Computer Sciences Corp.; formerly PMSC), DMC, 2000.

Faculty member, *Business Skills for General Managers*, DMC, 2000-02.

Faculty member, *Leading the Global Enterprise*, DMC, 2000.

Faculty member and coordinator, *HFSG European Expansion Program* for Hillenbrand Industries, DMC, 1999.

Faculty member and co-coordinator, *Marketing Excellence Series* for Xerox ACO, various locations, DMC, 1997-1999.

Faculty member, *Creating Customer Value*, DMC, 1998-2000.

Faculty member, *Developing Profit Center Managers*, DMC, 1998-2001.

Faculty member, *Mini-MBA Program* for Hill-Rom, Charleston SC, DMC, 1997.

Faculty member, *Small Business Development Programme*, Center for Irish Management (CIM), Boston College, 1997.

Faculty coordinator, *Tourism Marketing Management Program*, CIM, 1995-96.

Instructor, *Program Evaluation*, Center for Corporate Community Relations, Boston College, 1994-present.

Faculty member and computer simulation coordinator, *Marketing Management Program*, International Marketing Institute (IMI), Boston College, 1990-95.

Faculty member, *North American Executive Program*, IMI, 1992-93.

Faculty member, *International Marketing Management Program*, IMI, 1995.

Faculty member, *Russian Bank Executive Program*, IMI, 1994-95.

Faculty member, *Soviet Executive Program*, IMI, 1991.

Faculty member, *Banking and Society in America Program*, University of Pittsburgh, 1987.

• **Visiting and Invited Teaching**

Austria: Wirtschaftsuniversität Wien

France: University of Strasbourg

Hong Kong: Chinese University of Hong Kong

México: Tecnológico de Monterrey, Guadalajara

Portugal: Porto Business School

Thailand: Chulalongkorn University

Tunisia: Mediterranean School of Business

United States: Arthur D. Little School of Management (Hult International Business School)

### Dissertation & Thesis Committees (Moore School of Business, USC)

- Kurt Gleichauf, “The Antecedents and Firm Performance Impact of Senior Marketing Executive in the Top Management Team in US and German Multinational Corporations” Ph.D. completed 2016 (co-chair).
- Helena Allman, “Vertical versus Horizontal Line Extension Strategies: When Do Brands Prosper?” Ph.D. completed 2013 (co-chair).
- Rupert Hudson, “The Use of Social Media to Attract and Engage Music Tourists,” Undergraduate Exploration & Magellan Grants (Mentor), 2012-13.
- Shane David Smith, “Brand Rating Biases: Effects of Instrument Design on Brand Evaluations,” Ph.D. completed April 2008 (member).
- Jennifer Nevin, “Relationship Continuity in Export Channels: The Implications of Social Capital and Resource Exchange,” Ph.D. completed July 2005 (member).
- Amber Liebsch, “Doing Business in Mexico,” Undergraduate Honors Thesis (Reader), April 2004.
- Deborah Colton, “The Effects of Marketing Resources on E-commerce Performance in International Markets,” Ph.D. completed April 2004 (chairperson).
- Tracy Dunn, “How Do Elderly African American Female Consumers Experience Direct-to-Consumer Prescription Drug Advertising? A Meaning-Based Model Approach,” Ph.D. completed September 2003 (member).
- Carolyn White, “Comparative Advertising Across Cultures: Investigating the Effects of Alternate Execution Styles,” Ph.D. completed April 2001 (chairperson).
- Timothy Sinclair, “International Markets for Children’s Furniture: Harper Mfg. Co., Inc.” Undergraduate Honors Thesis Director, defended April 2000.
- Kelly Uscategui, “Fostering Successful Headquarters-Subsidiary Marketing Function Relationships: Implications for Market Brand Performance,” Ph.D. completed 1998 (member).

### Development

- “*Country Manager*,” an international marketing simulation game (with Lawrence Feick, Stuart James, and Michael Deighan). Published (2000-16) and distributed by Interpretive Simulations, Inc.
- Administrator’s Guide for “*Country Manager*,” an international marketing simulation game (with Lawrence Feick, Stuart James, and Michael Deighan). Published (2000-16) and distributed by Interpretive Simulations, Inc.
- “Foreign Market Entry and Growth” undergraduate, graduate, and blended online learning courses.
- “Global Brand Management” graduate course.
- “Marketing Strategies for the Global Financial Services Industry” graduate course.
- “Global Strategy and Policy” IMBA graduate capstone graduate course
- “International Marketing Problems & Analysis” spreadsheet-based exercises.
- “Strategic Marketing Program” for Nissan and the Daniel Management Center (DMC), Moore School of Business, University of South Carolina.
- “Global Leadership Program” for GTE and the DMC.
- “HFSG European Expansion Program” executive program for Hillenbrand Industries and the DMC.
- “Marketing Excellence” executive program for Xerox ACO and the DMC.
- “Opportunities, Strategies and Practices in North America” executive program for the Center for Irish Management (CIM), CSOM, Boston College.

“Tourism Marketing Management Program” executive program for the CIM.  
 “Program Evaluation” executive program for the Center for Corporate Community Relations, CSOM, Boston College.  
 Participant, Seminar on “Developing Discussion Leadership Skills,” taught by Roland Christensen, Boston College, February-April 1994.  
 “Management of Financial Institutions” MBA concentration, Boston College.

## UNIVERSITY and PROFESSIONAL SERVICE

- Dean, Barney School of Business (BSB, University of Hartford (UHart), 2013-present.
- Council of Deans, UHart, 2013-present.
- Provost’s Tenure and Promotion Committee, UHart, 2013-present.
- Board of Regents Strategic Planning Committee, UHart, 2013-present.
- Budget Advisory Team, UHart, 2014-present.
- Retention Task Force, co-chair, 2016-present.
- Program Approval Process Working Group, UHart, 2014-16.
- Information Technology Executive Committee, UHart, 2015-16.
- Annual Evaluation of Full-time Faculty Task Force, UHart, 2013-14.
- Department Chair, Sonoco International Business Department, The Darla Moore School of Business (MSB), University of South Carolina (USC), September 2011-2013.
- Distinguished Alumni Award Committee, MSB, 2010-2013.
- Visioning Committee (new MSB building), 2009-2013.
- Community-Engagement Task Force, USC, 2008-2013.
- Carolina and McNair Scholars Selection Committee, USC, 2012-2013.
- Chief Marketing Officer search committee chair, MSB, 2013.
- *Journal of International Marketing* 2011 Awards Committee (selection of Cavusgil and Thorelli award winning articles), 2012.
- Outside Reviewer for West Virginia Higher Education Policy Commission, Vice Chancellor for Academic Affairs, 2012.
- Integrated Marketing Communications Network, USC, 2011-12.
- Integrated Marketing Communications Implementation Team, USC, 2011-12
- Chief Innovation and Assessment Officer, MSB, USC, July 2008-September 2011.
- Committee to Promote Teaching Effectiveness and Student Learning, Chair, MSB, 2008-11.
- Undergraduate Program Faculty Committee, Ex-officio, MSB, 2008-11.
- Graduate Program Faculty Committee, Ex-officio, MSB, 2008-11.
- Ph.D. Program Faculty Committee, Ex-officio, MSB, 2008-11.
- Executive Committee, MSB, 2009-11.
- Graphic Identity System Advisory Team, USC, 2011.
- Chair, Search Committee, Director of Marketing, MSB, USC, 2010-2011.
- Outside Reviewer for Thunderbird School of Global Management, Office of the Dean, 2011.
- Outside Reviewer for Farmer School of Business, Miami University of Ohio, 2011.
- International Task Force, MSB, 2008-2009.
- Outside Reviewer for Farmer School of Business, Miami University of Ohio, 2009.
- External Reviewer, Social Sciences and Humanities Research Council of Canada, 2009.
- Executive Director, International Master of Business Administration Program, MSB, May 2005-June 2008.
- Darla Moore Fellows Selection Committee, MSB, March 2000-2008.
- International Masters of Business Administration Faculty Executive Committee, MSB, 2003-2008.

- Professional Masters of Business Administration Faculty Executive Committee, MSB, 2005-2008.
- Outside Reviewer for Thunderbird School of Global Management, Office of the Dean, 2008.
- Outside Reviewer for Sy Syms School of Business, Yeshiva University, Office of the Dean, 2008.
- General Education Task Force, USC, “Global Awareness and Multicultural Understanding” Team Leader, 2006-2007.
- Outside Reviewer for Kelley School of Business, Indiana University, Office of the Dean and Faculty Review Committee, 2007.
- Outside Reviewer for Black School of Business, Penn State Erie, Behrend College, Director’s Office, 2007.
- Executive Education Strategic Planning Committee (Chair), MSB, 2004.
- Faculty Advisory Council, MSB, 2004.
- Daniel Management Center Oversight Committee, MSB, 1997-2000; 2003-2004.
- John Howard Dissertation Competition Award Reviewer, American Marketing Association, 2004
- Committee to establish the Alfred P. Sloan Travel and Tourism Industry Center, collaboration between MSB and School of Hospitality, Retail, and Sport Management, USC, 2003-04.
- Student Grievance Committee, MSB, 1999-2003.
- Outside Reviewer for Penn State – Behrend College School of Business, Promotion and Tenure Committee, 2001.
- Graduate Program “Global Marketing Management” Core Sub-committee, MSB, 2000.
- Chair, Daniel Management Center Oversight Committee, MSB, University of South Carolina, 1999-2000.
- Chair, Daniel Management Center Executive Director Search Committee, MSB, 1999-2000.
- Member of the Board and Newsletter Editor, Marketing Strategy Special Interest Group, American Marketing Association, 1996-2000.
- Outside Reviewer for George Washington University International Business Department, School of Business Administration, Promotion and Tenure Committee, 1998.
- MBA Curriculum Review Committee, Carroll School of Management (CSOM), Boston College, 1997.
- Email Migration Coordinator, Marketing Department, CSOM, 1997.
- Chair, Marketing Department Faculty Recruitment Committee, 1996.
- Home Page Standards Committee, CSOM, 1996.
- Full-time MBA Second Semester Core Committee, CSOM, January 1996-97.
- Faculty Advisor, International Exchange students, CSOM, 1996-97.
- Associate Staff Member, Center for Corporate Community Relations, Boston College, 1995-present.
- Education Policy Committee (EPC), CSOM, 1992-95.
- International Management Subcommittee of the EPC, CSOM, 1989-1997.
- Market Research Seminar Coordinator, Marketing Department, CSOM, 1992-97.
- Faculty Advisor, CSOM Honors Program, 1993-97.
- Faculty Coordinator, Marketing Academy, CSOM, 1990-1994.
- Faculty Advisor, Concordia MBA case competition, CSOM, 1994.
- Management of Financial Institutions MBA concentration development team, CSOM, 1994-97.
- Judge, Diane Weiss MBA case competition, CSOM, 1990-92, 1994.
- Faculty Representative, MBA Open House sessions, CSOM, 1989-93.
- Interviewer of faculty candidates for CSOM Accounting, Organization Studies, and Operations and Strategic Management Departments, 1991-94.
- Open House Week Faculty Representative, CSOM, 1994.
- Outside Reviewer for Duquesne University Graduate School of Business Administration's Promotion and Tenure Committee, 1992.
- Freshman Orientation Faculty Advisor, CSOM, 1992-93.

- Participant, Andover Workshop IV, on balancing and enhancing faculty teaching and research, Boston College. February 1992.
- Marketing Department faculty recruiting committees, CSOM, 1990-97.
- Mission, Objectives, Structure, and External Relations panel of the Long Range Planning Committee, CSOM, 1991.

### **COMMUNITY SERVICE**

- International Business Council, Metro Hartford Alliance, 2014-present
- Judge, CFO of the Year, *Hartford Business Journal*, 2016
- Spring Valley High School, School Improvement Council, 2008-2013
- Kelly Mill Middle School, INC. Advisory Board, 2008-2013
- Dent Middle School, School Improvement Council (Chair), 2006-2011
- Columbia Interfaith Basketball League, Coach, 2004-2012

### **CONSULTING CLIENTS**

Bank of America, Boston College Alumni Association, Delta Air Lines, Colonial Life and Accident, Holopack International, Kimmel & Associates, Lifeline Systems, Inc., Owens-Illinois, Rhone-Poulenc Rorer, Inc., Rockwell International, Spirax Sarco, Inc., Sun Hill Industries, Inc., TeleCheck, TenderCare.

### **PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- Beta Gamma Sigma
- Metro Hartford Alliance

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January 2017