

CURRICULUM VITA: STEVEN J. LYSONSKI

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Work Address

College of Business Administration

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EDUCATION

1977 - 1980 GRADUATE SCHOOL OF MANAGEMENT, SYRACUSE UNIVERSITY

Ph.D., August 1980

Major Field: Marketing

Minor Fields: Quantitative Research Methodologies, Organization and Management

1975 - 1977 GRADUATE SCHOOL OF MANAGEMENT, SYRACUSE UNIVERSITY

M.B.A., Marketing

Graduated Summa Cum Laude

1971 - 1975 BATES COLLEGE - LEWISTON, MAINE

A.B., Economics

Thesis: A Macroeconomic Analysis of the Wage-Price Guideposts

ACADEMIC EXPERIENCE

August 2000- Present FULL PROFESSOR, MARQUETTE UNIVERSITY

Chair of Marketing Department—May 2013-present

August 1989 -July 2000 ASSOCIATE PROFESSOR, MARQUETTE UNIVERSITY (Tenured)

Jan. 1996 – May 1996 VISITING PROFESSOR, UNIVERSITY OF CANTERBURY

CHRISTCHURCH, NEW ZEALAND

July 1986 - July 1989 SENIOR LECTURER, UNIVERSITY OF CANTERBURY

CHRISTCHURCH, NEW ZEALAND (Tenured)

July 1985 - July 1986 ASSOCIATE PROFESSOR, UNIVERSITY OF RHODE

ISLAND (Tenured)

August 1980 - June 1985 ASSISTANT PROFESSOR, UNIVERSITY OF RHODE ISLAND

Jan. 1984 - Dec. 1984 VISITING PROFESSOR, MARKETING INSTITUTE, COPENHAGEN SCHOOL OF

BUSINESS AND ECONOMICS, DENMARK

1978 – 1980 TEACHING ASSISTANT, SYRACUSE UNIVERSITY

1977 - 1978 ASSISTANT DIRECTOR, M.B.A. PROGRAM, SYRACUSE

UNIVERSITY

Courses Taught (MBA, Executive MBA and undergraduate level)

Marketing Management, Marketing Principles, Marketing Policy, Consumer Behavior, Marketing Research, International Marketing, Macro-Marketing.

Areas of Research Interest

Cross-Cultural Analysis, Product Management, Marketing Management, International Marketing, Consumer Behavior, Content Analysis, Services Marketing

Other Employment

1976 XEROX CORPORATION, SYRACUSE, N.Y.

AWARDS AND HONORS

Received Citation Classic Award from Journal of Business Ethics for “Ethics of Business Students: A Cross-Cultural Comparison” published in Journal of Business Ethics in 1991. As a citation class, it was recognized as one of the most cited articles in the journal’s 30 year history.

Received Best Paper Award for all published papers in 2010 for "Money, Money, Money—How Do Attitudes Toward Money Impact Vanity and Materialism?—The Case of Young Chinese Consumers" published in Journal of Consumer Marketing.

Selected as Highly Commended Award Winner at the Literati Network Awards for Excellence (2009) for “A Double Edged Sword: Understanding Vanity Across Cultures” published in Journal of Consumer Marketing.

Received Kimberly-Clark Business Faculty Teaching Excellence Award, April 2005

Named and ranked as number 11 among researchers in business schools in a special article in Journal of Advertising (Spring 2005) titled “Contributions to International Advertising Research,” as a key contributor of published research in international advertising.

Named in the Lawrence G. Haggerty Faculty Award Commemoration at Marquette University for Research Excellence in Fall 1999, Spring 2007, Spring 2009

Recognized as a Distinguished Research Scholar at Marquette University (1992, 1993, 1995, 1999)

Listed in International Directory of Business and Management Scholars and Research (published by Harvard Business School Press, 1995-96)

Named Best Professor at the University of Rhode Island (in Lisa Bernbach's College Book), New York: Ballentine, 1984)

Received Outstanding paper award for "Sex-Role Stereotyping in Advertisements - A Re- examination," Annual Conference of Academy of Marketing Science, May 1983

Nominated for teaching excellence at the University of

Rhode Island (1982, 1983) American Marketing 2

Association Doctoral Consortium Fellow (1979)

Beta Gamma Sigma Honorary Society (1976)

PUBLICATIONS AND OTHER SCHOLARLY ACTIVITIES

Refereed Journal Articles

"Finding Cross-National Consistency: Use of G-Theory to Validate Acculturation to Global Consumer Culture Measure", (with S. Durvasula), Journal of Global Marketing, 2016, 29(2), 1-14.

"Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture", (with S. Durvasula), Psychological Reports, 2015, 116(3), 738-750.

"Impact of Stylistic Responses on Mean and Covariance Structure Analysis in Cross-National Research", (with S. Durvasula), Journal of Global Business Management, 2015, 11(1).

"Predisposition to Global Brands: The Impact of Acculturation, Ethnocentrism, and Materialism", (with S. Durvasula), Journal of Global Business Management, 2015, 11(2), 156-65.

"Receptivity of Young Chinese to American And Global Brands: Psychological Underpinnings", Journal of Consumer Marketing, 2014, 31(4), 250-262.

"Probing The Etic Vs. Emic Nature of Consumer Ethnocentrism: Cross-National Evidence", (with S. Durvasula), Innovative Marketing, 2014, 10(1), 7-16.

"Nigeria In Transition: Acculturation to Global Consumer Culture", (with S. Durvasula), Journal of Consumer Marketing, 2013, 30(6), 493-508.

"Consumer Decision Making Styles In Retailing: Evolution of Mindsets and Psychological Impacts", (with S. Durvasula), Journal of Consumer Marketing, 2013, 30(1), 75 – 87.

"Evidence of a Secular Trend In Attitude Towards The Macro Marketing Environment In India: Pre and Post Economic Liberalization", (with S. Durvasula and A. D. Madhavi), Journal of Consumer Marketing, 2012, 29(7), 532-544.

"Beyond Service Attributes in Higher Education: Do Personal Values Matter?", (with S. Durvasula and A.D. Madhavi), Journal of Services Marketing, 2011, 25(1), 33-46.

"Money, Money, Money—How Do Attitudes toward Money Impact Vanity and Materialism?—The Case of Young Chinese Consumers", (with S. Durvasula), Journal of Consumer Marketing, 2010, 27(2), 169-179.

"Diagnosing Service Quality in Retailing: The Case of Singapore," (with S. Durvasula), Journal of International Business and Entrepreneurship Development, 5(1), 2010, 1-17.

"How Offshore Outsourcing Is Perceived: Why Do Some Consumers Feel More Vulnerable?" (with S. Durvasula), Journal of International Consumer Marketing, 21(1), January 2009, 17–33.

"Digital Piracy of MP3s Consumer and Ethical Predispositions," Journal of Consumer Marketing, 2008, 25(3), 167-178 (with S. Durvasula).

"A Double Edged Sword: Understanding Vanity Across Cultures," Journal of Consumer Marketing, 2008, 25(4), Fall 2008 (with S. Durvasula).

"Competitive Positioning in International Logistics: Identifying A System of Attributes Through Neural Networks and Decision Trees," Journal of Global Marketing, 2007, 75-89, (with S. Durvasula and S. Mehta).

"Examining the Cross-National Applicability of Multi-Item, Multidimensional Measures using Generalizability Theory," Journal of International Business Studies, 2006, 37, 469-48, (with S. Durvasula, R. Netemyer and C. Andrews).

"Impedance to Globalization: Economic Threat and Ethnocentrism," Journal of Global Marketing, 2006, 19, 3/4, 9-32, (with S. Durvasula).

"Finding the Sweet Spot: A Two Industry Study Using the Zone of Tolerance to Identify Determinant Service Quality Attributes," Journal of Financial Services Marketing, 2006, 10 (3), 244-50, February, 244-259, (with S. Durvasula, A. Lobo, and S. Mehta).

"The Impact of Attitudinal Variables on Service Quality Perceptions, Expectations, and Service Satisfaction: A Study of a Primary Health Care System," Asian Journal of Marketing, 2006 (with S. Durvasula., R. RamsaranFowdar, and S. Mehta).

"Finding the Sweet Spot: A Two Industry Study Using the Zone of Tolerance to Identify Determinant Service Quality Attributes," Journal of Financial Services Marketing, 10(2), 2005/6 (with S. Durvasula, A. Lobo and S. Mehta).

"Service Encounters: The Missing Link Between Service Quality and Satisfaction," (with S. Durvasula and S. Mehta), The Journal of Applied Business Research, 21(3), 2005, 15-26.

"Relationship Quality vs. Service Quality: An Investigation of Their Impact On Value, Satisfaction, Behavioral Intentions in the Life Insurance Industry," (with S. Durvasula, S. Mehta and B. Tang), Asian Journal of Marketing, 2005, 11(1), 92-103.

"Sexism vs. Sexy: The Conundrum," International Journal of Advertising, 24(1), 2005, 116-119.

The Metamorphosis of Greek Consumers' Sentiments Toward Marketing and Consumerism," (with S. Durvasula and Y. Zotos), Journal of Euromarketing, 2004, 13(4), 5-29.

"Technology and its CRM Implications in the Shipping Industry,"(with S. Durvasula and S. Mehta), International Journal of Technology Management, 2004, 28(1), 88-102.

"Forging Relationships With Services: The Antecedents That Have An Impact On Behavioral Outcomes In The Life Insurance Industry," (with S. Durvasula, S. Mehta, and B. Tang), Journal of Financial Services Marketing, 2004, 8(4), 314-326.

"Cruising Along: The Impact of Service Quality in the Cruise Liner Industry," with (S. Durvasula, A. Lobo, S. Mehta), Asian Journal of Marketing, 2004, 10 (1), 47-58.

"The Power of Interfacing Departments in Shaping B2B Customer Satisfaction,"(with S. Durvasula and S. Mehta), Journal of Marketing Management, 2003, Volume 13, Issue 2, Fall, 61-70.

"Should Marketing Managers Be Concerned about 4 Attitudes towards Marketing

and Consumerism in New Zealand: A Longitudinal View,” (with S. Durvasula and J. Watson), European Journal of Marketing, 2003, 37, 3/4, 385-406.

“Cultural Values and Important Possessions: A Cross Cultural Analysis,” (with J. Watson, T. Gillan and L. Raymore), Journal of Business Research , 2002, 55(11), 923-31.

“Understanding the Interfaces: How Ocean Freight Shipping Lines Can Maximize Satisfaction,” (with S. Durvasula and S. Mehta), Industrial Marketing Management, 2002, 31(6), 491-504.

“Does Vanity Describe Other Cultures?: A Cross Cultural Examination of the Vanity Scale,” (with S. Durvasula and J. Watson), Journal of Consumer Affairs, 2001, 35(1), 45-60.

“Business to Business Marketing: Service Recovery and Customer Satisfaction Issues with Ocean Shipping Lines,” (with S. Durvasula and S. Mehta), European Journal of Marketing, 2000, 34(3/4), 433-452.

“A Cross-Cultural Comparison of Cognitive Responses, Beliefs, and Attitudes Toward Advertising in General in Two Asian Countries,” (with S. Durvasula and S. Mehta), Journal of Marketing Management, Winter 1999, 48- 59.

“Testing the SERVQUAL Scale in the Business-to-Business Sector: The Case of Ocean Freight Shipping Service,” (with S. Durvasula and S. Mehta), Journal of Services Marketing, 1999, 13(2), 132-150.

“Selling Exports to Consumers in Bulgaria: Attitudes Towards Foreign Products,” Journal of Euromarketing, (with Y. Zotos, L. Zamou, C. Zafiroopoulos), 1999, 7(3), 59-77.

“A Cross-National Investigation of Student Attitudes Toward Personal Selling: Implications for Marketing Education,” (with S. Durvasula), Journal of Marketing Education, 1998, 20, 1, May/June, 161-173.

“Advertising Beliefs and Attitudes: Are Students and General Consumers Different?,” (with S. Durvasula, C. Andrews and S. Mehta), Journal of Asian Business, 1997, 13 (1), 74-84.

"Consumer Decision Making Styles: A Multi-Country Investigation," (with S. Durvasula and Y. Zotos), European Journal of Marketing, 1996, Vol. 30, 12, 10-21.

"Environmental Uncertainty and Organizational Structure: A Product Management Perspective," (with M. Levas and N. Lavenka), Journal of Product and Brand Management, 1995, Vol. 4, 3, 7-18.

"Gender Representations: The Case of Greek Magazine Advertisements," (with Y. Zotos), Journal of Euromarketing, 1994, Vol. 3, 2, 27-47.

"In the Eye of the Beholder: International Differences in Ad Sexism Perceptions and Reactions," (with R. Pollay), Journal of International Consumer Marketing, 1993, Vol. 6, 2, 25-44.

"An Exploration of the Quantity Surcharge Concept in Greece," (with Y. Zotos), European Journal of Marketing, 1993, Vol. 27, 10, 5-18.

"Assessing the Cross-National Applicability of Consumer Behavior Models: A Model of Attitude Toward Advertising in General," (with S. Durvasula, C. Andrews, and R. Netemeyer), Journal of Consumer Research, March 1993, Vol. 19, 626-636.

"The Cross-Cultural Generalizability of a Scale For Profiling Consumers' Decision-Making Styles," (with S. Durvasula, and C. Andrews), Journal of Consumer Affairs, Summer 1993, Vol. 27, 1, 55-65.

"Strategic Marketing Planning, Environmental Uncertainty and Performance," (with T. Pecotich), International Journal of Research in Marketing, August 1992, Vol. 9, No. 3, 247-255.

"The New Zealand Fair Trading Act of 1986: Deceptive Advertising," (with M. Duffy), Journal of Consumer Affairs, 1992, Vol. 26, 1, 177-199.

"The Elaboration Likelihood Model and Locus of Control: Is There A Connection," (with Y. Zotos and P. Martin), Psychological Reports, 1992, Vol. 70, 1051-56.

"Marketing Planning and Performance: The Case of New Zealand," (with N. Vander Walt, and R. Brodie), Journal of Global Marketing, 1991, Vol. 4, 3, 49-68.

"Understanding Cross-Cultural Student Perceptions of Advertising in General: Implications for Advertising Educators and Practitioners," (with C. Andrews and S. Durvasula), Journal of Advertising, 1991, Vol. 20, 15-29.

"Ethics of Business Students: A Cross-Cultural Comparison," (with W. Gaidis), Journal of Business Ethics, 1991, Vol. 10, 79-88.

"Effects of Moderating Variables on Product Managers' Behavior: A Reexamination," (with S. Durvasula), Psychological Reports, 1990, Vol. 67, 687-690.

"Ethical Myopia: The Case of 'Framing' by Framing," (with A. Singer, M. Singer, and D. Hayes), Journal of Business Ethics, 1990, Vol. 9, 45-52.

"Advertising Sexism is Forgiven, But Not Forgotten: Historical, Cross-Cultural and Individual Differences in Criticisms and Purchase Boycott Intentions," (with R. Pollay), International Journal of Advertising, 1990, Vol. 9, 319-331.

"Effects of Moderating Variables on the Product Manager's Behavior," (with C. Andrews), Psychological Reports, 1990, Vol. 66, 295-306.

"Role Stress Among Project Managers," (with V. Nilikant, and D. Wilemon), Journal of Managerial Psychology, 1989, Vol. 4, No. 4, 25-31.

"Boundary Spanning Behavior, Conflicts and Performance of Industrial Product Managers," (with A. Woodside), Journal of Product Innovation Management, Fall 1989, Vol. 6, 169-184.

"A General Model of Traveler Destination Choice," (with A. Woodside) Journal of Travel Research, Spring 1989, Vol. 27, No. 4, 8-14.

"Consumer Sentiment: New Zealand Versus England, USA and Greece," (with Y. Zotos), New Zealand Journal of Business, Fall 1989, Vol. 10, 91-99.

"Coping With Environmental Uncertainty and Boundary Spanning in the Product Manager's Role," (with A. Singer and D. Wilemon), Journal of Consumer Marketing, Spring 1989, Vol. 6, No. 2, 33-44. (Reprinted per request of editor in Journal of Business and Industrial Marketing, Winter 1988, Vol. 3, No. 1, 5-16; Journal of Services Marketing, Fall 1988, Vol. 2, No. 4, 15-26; and Journal of Product and Brand Management, Spring 1992, Vol. 1, No. 2.).

"Social Consequences of Television Advertising," in Pa Vej Mod TV-Reklame i Danmark (translated - TV Advertising in Denmark), F. Hansen, S. Heade, H. Larson and B. Jensen, eds., Civil-Commerce Publishing, Copenhagen, Denmark, 1985.

"Role Portrayals in British Magazine Advertisements," European Journal of Marketing, 1985, Vol. 19, No. 7, 37-55.

"A Boundary Theory Investigation of the Product Manager's Role," Journal of Marketing, Winter 1985, Vol. 49, 26-40.

"The Sales Manager as a Boundary Spanner: A Role Theory Analysis," (with E. Johnson), Journal of Personal Selling and Sales Management, November 1983, Vol. III, 8-21.

"Female and Male Portrayals in Magazine Advertisements: A Re-Examination," Akron Business Review, Summer 1983, Vol. 14, 45-50.

Technology Transfer to the Household: The Case of an Energy Conserving Innovation," The New England Journal of Business and Economics, Fall 1982, Vol. 9, 59-73.

Book Review

"A Review of T.C. Schelling's Micromotives and Macrobehavior," Journal of Macromarketing, Fall 1982, 69-74.

Contributions to Books

"Embracing Globalization: A Study of Factors Shaping Consumer Acceptance of Imported Products," in Globalization: Capital Flows, Competition and Regulation, Batavia, B. and Nandakumar, P. eds., 2007, 260-280, Toronto, Canada: APF Press (with S. Durvasula).

"Understanding Generation Y Consumers: An Application of Vanity Scale to Examine Cross-National and Gender Differences," in Marketing in the New Global Order: Challenges and Opportunities, ed. Panda, T.K. and Donthu, N., 2007, New Delhi: Excel Books (with S. Durvasula)

"Ethical Myopia: The Case of Framing by Framing" In T. Donaldson & P. Werhane (Eds.), Ethical Issues in Business: A Philosophical Approach, 2002, 456-466, 2002, Upper Saddle River, NJ: Prentice Hall (with A. Singer, S., Singer, M., & D. Hayes)

"A Decision Tree Calculus for Selecting Service Satisfaction Determinants in the Industrial Sector," in Delivering Service Quality, MacMillan India Limited: New Delhi, 2000, (with S. Durvasula and S. Mehta).

"Vegemite: A Product From Down Under," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon 7 Inc., 3rd, 1988.

"New York Air: Flying in Unfriendly Skies," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 3rd, 1988.

"De-marketing" in Beacham's Marketing Reference, W. Beacham, R. Hise and H. Tongren, eds., Research Publishing, 1986, 223-237.

"New York Air," in Business Policy: Cases and Text, Robert Comerford and Dennis Callaghan, Kent Publishing Company, 1985, 469-487.

"The Emergence of New York Air," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 1985, 94-98.

"Pump to Profit," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 1985, 180-181.

"New York Air," in Successful Marketing for Service Organizations, Eugene Johnson and Eberhard Scheuing, American Management Association, 1982, 197-203.

B. Refereed Proceedings (these papers were also presented at the respective conference)

Identifying the Drivers of Consumer Attitudes Toward Foreign Owned Retailers in Emerging Markets: A Study of India (with S. Durvasula, American Academy of Behavioral and Social Sciences, Feb. 2016, 19.

Significance of National Identity on Global Brand Attitudes: Evidence from China, (with S. Durvasula), Great Lakes Institute of Management & Kotler-Srinivasan Center for Research in Marketing, Dec. 2015, 9, 22-23.

Situating Global Brands in China – Factors Affecting Inertia (with S. Durvasula), Proceedings of the 8th NASMEI International Marketing Conference in India, Dec. 2014, 8, 50- 54.

Acquiescence and Extreme Response Style Issues in Cross-National Research: Detection and Adjustment, (with S. Durvasula), Proceedings of the 2014 Association for Global Business Conference, Orlando, FL, 2014, 29.

What Drives Young Adults to Digital Piracy? A Study of a Nordic Country, (with S. Durvasula), 7th North American Society for Marketing Education in India (NASMEI) Conference, Dec., 2013, 7.

Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture, (with S. Durvasula, Association for Global Business, Nov. 2013, 25.

Decision Making Drivers of Digital Piracy: Attitudes, Intentions, and Actions (with S. Durvasula), Association for Global Business, Washington, DC, November, 2012 pp. 85-89.

Measuring Global Consumer Acculturation – Commonalities across Countries (with S.

Durvasula), 5th Great Lakes NASMEI Conference, India 2011, 32-33.

Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?" (with S. Durvasula and J. Watson), International Conference on Brand Management, Institute of Management Technology, Ghaziabad, India January 8-9, 2010, 35-36.

"SERVAL - The Uni-Dimensional Service Personal Value Scale" (with S. Durvasula and A. D. Madhavi), Proceedings of the 4th Great Lakes NASMEI Marketing Conference, 2010, Manamai, India: Great Lakes Institute of Management, pp. 149-152.

"Consumerism in India: Do Consumers Perceive Changes in the Macro Marketing Environment since the Economic Liberalization of 1991?" (with S. Durvasula and A.D. Madhavi), Proceedings of the 2009 Association for Global Business Conference. (6 pages)

"Shaping Consumer Decision Making Styles In India: The Impact of Economic Reforms and Psychological Forces," Proceedings of the 2009 Cross Cultural Research Conference. (2 pages)

"Identifying the Key Drivers of Beliefs Toward Offshoring," Proceedings of the 2008 Association for Global Business Conference (with S. Durvasula).

"Acculturation to the Global Consumer Culture: A Comparison of Young Consumers in Nigeria and the United States," Proceedings of the 2008 International Conference on Creating, Communicating, and Delivering Value, Srinivasan, V. and Sriram, S. (Ed.), 65-66 (with S. Durvasula and I. Odunewu).

"The Side Effect of Globalization: Attitudes Toward Outsourcing," Proceedings of the 2nd International Conference on Research in Marketing, Jaiswal, A.K., Sahay, A., Sinha, P.K., Sood, V., and Kar, S.K. eds., 2007, 306-310, Ahmedabad: Indian Institute of Management (with S. Durvasula).

"Organizing the Supply Chains for Security: Implications for C-TPAT," Proceedings of the Industrial Distribution Educators Association, 2007, 50-54, (with S. Durvasula and B. Srivastava).

"Money Attitudes, Materialism, and Achievement Vanity: An Investigation of Young Chinese Consumers' Perceptions," Proceedings of the Marketing and Society Conference, Unnithan, A.B., Purani, K. and Shadev, S. eds., 2007, 497-499, Indian Institute of Management, Calicut, (with S. Durvasula).

"Understanding Generation Y Consumers: An Application of Vanity Scale to Examine Cross-National and Gender Differences," Proceedings of the International Conference on Marketing in the New Global Order, 2007, (with S. Durvasula).

"A Cross-National Reexamination of the Consumer Ethnocentrism Scale," Proceedings of the International Conference on Global Arena - Challenge of the Morrow, 2006, Neelamegham, S. ed., New Delhi: S. K. Sachdeva, 2006, 63-65 (with S. Durvasula).

"The Side Effect of Globalization: Attitudes Toward Outsourcing," Proceedings of the 2nd International Conference on Research in Marketing, Jaiswal, A.K., Sahay, A., Sinha, P.K., Sood, V., and Kar, S.K., 306-310, 2007, Ahmedabad: Indian

Institute of Management. (with S. Durvasula).

"Organizing the Supply Chains for Security: Implications for C-TPAT," Proceedings of the IDEA Conference, 2007,(with S. Durvasula and B. Srivastava).

"Images of Women in U.K. Advertisements: Does Advertising Belittle Women's Liberation," Proceedings of the 9th Annual International Conference on Marketing and Development, 2005, 188-195, (with G. Zotos and E. Plakoyiannaki).

"Is the World Becoming Flat? Ethnocentrism, Globalization, and Free Trade," (with S. Durvasula and S. Akhter), Proceedings of the International Conference on Globalization and Economic Asymmetries, 2005.

" Building Service Attributes Into a System: Exploring Logistic Preferences of Ocean Freight Shipping Customers," (with S. Durvasula and S. Mehta), Proceedings of the 2004 International Conference on Service Systems and Service Management, 2004, 202-208.

"An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions," (with S. Durvasula and S. Mehta), 2004 Proceedings of the Academy for Global Business Advancement Conference, 156- 159.

An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions," (with S. Durvasula (equal contribution) and S. Mehta), Proceedings of the Academy for Global Business Advancement Conference, 2003.

"The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight Shipping Industry," (with S. Durvasula, S. Mehta), in Proceedings of the International Conference on Marketing of Technology Oriented Products and Services, 2003.

"Evaluating the Determinants of Service Satisfaction in a B2B Environment," (with S. Durvasula and S. Mehta), in Emerging Issues in Services Marketing: Emotions, E-Marketing, and Encounters, Janet R. McColl-Kennedy and Sharyn Rundle-Thiele ed., Brisbane, Australia, 2002.

"The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight Shipping Industry," (with S. Durvasula and S. Mehta), in Proceedings of the International Conference on Marketing of Technology Oriented Products and Services, 2003

"Alcohol Advertisements: A Content Analysis of Greek Magazines" (with Y. Zotos and E. Plakonayni) in Rethinking European Marketing: Proceedings of the 30th European Marketing Academy, May 2001, pgs. 230-233.

"Vanity in Advertising" (with J. Watson, S. Durvasula, R. Raynor), Proceedings of the Annual Conference of the Association for Consumer Research, October, 1998.

"Advertising and Materialism"(with J. Watson, R. Raynor, S. Durvasula), Proceedings of the Australian-New Zealand Marketing Educators Conference, December 1997, 361-362.

"A Cross-Cultural Examination of a Scale to Measure Trait Aspects of Vanity," (with S. Durvasula and J. Watson), Proceedings of the 8th 9 Bi-Annual World Marketing

Congress, June 1997, 51-54

“Exporter Performance: Getting Close to the Customer,” (with A.. Lye), Proceedings of the 8th Bi-Annual World Marketing Congress, June 1997, 344.

“Gender Portrayals in Print Italian Advertisements,” (with Yorgos Zotos and N. Cirilli), Proceedings of the 25th Annual Conference of the European Marketing Academy, May 1996, 351-356.

"The Use of Fear Appeals in Greek Magazine Advertisements," (with Y. Zotos and L. Ziamou), Sixth Bi-Annual World Marketing Congress Proceedings, July 1993, pp. 353-361.

"Managing Marketing-Manufacturing Fit with Demand and Supply Tactics," (with S. Foo and D. Kim), Proceedings 1992 Decision Sciences Institute, November 1992. pp. 342-4.

"The Export Marketing Mix: Standardization vs. Adaptation," (with Y. Gillet, and A. Pecotich), Proceedings of the 21st Annual Conference of the European Marketing Academy, May 1992, pp. 1303-1305.

"The Elaboration Likelihood Model and Locus of Control: Implications for Consumer Behavior," (with Y. Zotos and P. Martin), Proceedings of the 20th Annual Conference of the European Marketing Academy, May 1991, pp.351-396.

"In The Eye of the Beholder: International Differences in Ad Sexism Perceptions and Reactions," (with R. Pollay), Proceedings of the Third Symposium on Cross-Cultural Consumer and Business Studies, December 1990, pp. 394-403.

"A Cross-Cultural Study of Student Perceptions of Advertising in General," (with J. C. Andrews and S. Durvasula), Proceedings of the American Marketing Association, August 1990, p. 141.

"Strategic Marketing Planning: Issues Related to Performance," (with A. Pecotich), Proceedings of the 19th Annual Conference of the European Marketing Academy, May 1990, pp. 1667-1680.

"Perceptions of Sex Role Portrayals in Advertising: A Multi-Country Focus," (with Y. Zotos, A. Pecotich and R. Pollay), Proceedings of the 19th Annual Conference of the European Marketing Academy, May 1990, pp. 1429- 1441.

"A Causal Model of Industrial Product Manager Performance," (with A. Woodside), Efficiency and Effectiveness in Marketing, Annual Proceedings of the American Marketing Association, 1988, p. 231.

"Conditions When Econometric Market Share Models Are Useful for Forecasting," (with R. Brodie), Proceedings of ORSA/TIMS Joint National Meeting, 1988.

"A Cross-Cultural Comparison of Consumerism," (with Y. Zotos), Proceedings of the 16th Annual Conference of the European Marketing Academy (EMAC), June 1987, pp. 298-300.

"A Scandinavian View of the Manifest and Latent Themes in Home Video Advertisements,” (with B. Jensen), Developments in Marketing Science, Vol. X, May 1987, pp. 204-209.

"Television Advertising: Lessons from the United States," Proceedings of the European Society for Opinion and Marketing Research: Seminar on Broadcasting and Research, Englefield Green, England, May 1985 (22 pages).

"The Impact of Moderating Variables on the Product Manager's Role Conflict," Proceedings of the 16th Annual Meeting of the American Institute for Decision Sciences, November 1984, pp. 250-252.

"Organizing For Service Marketing: The Impact of Customer Contact and Environmental Uncertainty," Proceedings of the 8th Annual Conference of European Marketing Academy (EMAC), April 1984, pp. 150-168.

"An Examination of the Need for Role Clarity in Sales Management," (with E. Johnson), Developments in Marketing Science, Vol. VII, May 1984, pp. 329-333.

"A Causal Model of Boundary Spanning, Role Pressure and Role Outcomes for the Sales Manager," Proceedings of the 1983 American Institute for Decision Sciences Annual Conference, November 1983, pp. 351-353.

"Organizational Factors Involving the New Product Development Manager," (with D. Wilemon), Developments in Marketing Science, Vol. VI, May 1983, pp. 355-359.

"Sex Role Stereotyping in Advertisements: A Re-Examination," Developments in Marketing Science, Vol. VI, May 1983, pp. 473-476.

"A Continuing Exploration of Sales Managers' Role Conflict and Ambiguity," (with E. Johnson), Conceptualization and Research in Sales Management, 1983.

"Communication Patterns and Role Pressures in Project Management," (with D. Wilemon), Proceedings of the Project Management Institute, Annual Conference, INTERNET, October 1982, pp. 250-272.

"Behavioral Effects of Boundary Spanning on the Product Manager," An Assessment of Marketing Thought and Practice, Annual Proceeding of the American Marketing Association, Vol. 48, 1982, pp. 242-245.

"The Entropic Consequences of Marketing Actions: A Systems View," (with N. Dholakia), Developments in Marketing Science, Vol. V, May 1982, pp. 392-395.

"The Project Manager, Boundary Spanning and Role Stress," (with D. Wilemon), Annual Proceedings of the Project Management Institute, September 1981, pp. 312-332.

"Technology Transfer to the Household: The Case of an Energy Conserving Innovation," Proceedings of the International Conference on Energy Education, 1981, pp. 217-224.

"The New Product Development Manager as a Boundary Spanner," (with D. Wilemon), 1979 IEEE Engineering Management Conference Digest, pp. 17-20.

Other Publications

Abstract of "Coping with Environmental Uncertainty and Boundary Spanning in the Product Manager's Role," published in Journal of Product Innovation Management, Vol. 6, 1989, pp. 73-74.

Abstract of "Technology Transfer to the Household: The Case of An Energy Conserving Innovation," published in Consumer Energy Research: An Annotated Bibliography, C. D. Anderson and G. H.G. McDougall, eds., Ottawa, Canada: Consumer Research and Evaluation 11 Branch, Consumer Corporate

Affairs, 1984.

Abstract of "Female and Male Portrayals in Magazine Advertisements: A Re-Examination," published in The Inventory of Marriage and Family Literature, Vol. X, Sage Publication, Spring 1984.

Professional Association Memberships and Offices Held

Member, American Marketing Association

Member, European Marketing Academy

Member, Executive Committee of the European Marketing Academy, 1990-1993.

Editorial Review Board, International Journal of Research in Marketing, 1990-1993.

Editorial Review Board, Journal of Consumer Marketing, 1994-present.

Editorial Review Board, Journal of Asia Pacific Business, 1995-2001.

Editorial Review Board, Annual Editions of Marketing, 1993-present.

Other Scholarly Activities

Reviewer, ad hoc, Journal of Direct Marketing, 1998

Reviewer, 1997 American Marketing Association Annual Conference

Reviewer, ad hoc, Journal of Consumer Affairs, 1995, 1996, 1999

Reviewer, ad hoc Journal of Consumer Research, 1993

Reviewer, ad hoc Journal of Public Policy and Marketing, 1992

Reviewer, ad hoc Journal of Consumer Affairs, 1993

Reviewer, ad hoc Journal of Asia-Pacific Business, 1992, 1993, 1994

Reviewer - 1991 European Marketing Academy Annual Conference

Reviewer - 1991 American Marketing Association Annual Conference

Reviewer - ad hoc Journal of New Zealand Business, 1987-89

Reviewer - ad hoc Journal of Marketing, 1985-87

Reviewer - ad hoc Journal of Macromarketing, 1983

Reviewer - New England Journal of Business and Economics, 1981-82

Taught series of seminars to United Fund directors in Rhode Island for the MAPS Program, 1983

SERVICE ACTIVITIES

University Committees and Other University Service

Member—University Sabbatical Committee 2006-

Member- MBA Committee, 2002-2005

Member- University Student Appeals Committee, 2002-

Member- International Business Program Committee, 2001-

Chair- Faculty Research Committee, 1999-2001.

Member- University Social Justice Committee, 1998-2001

Department Coordinator - Internship Program 1996-

Member - Faculty Research Committee, 1996-2003

Member - Committee on Faculty, 1993-1996

Faculty Advisor - Student Chapter of American Marketing Assoc. 1995-1996.

Member - Campus Ministry Advisory Board, 1991-1994

Member - Strategic Opportunities Task Force, 1992-93

Chairman - Subcommittee on International Business Program, 1990-91

Member - Undergraduate Curriculum Committee, 1989-1996.

Chairman - Annual College of Business Faculty Picnic, 1990

Directed Theses Students in Masters of Science in Marketing, 1986-89

Member - University Faculty Senate, 12 1985-86

Member - College Executive Seminars Committee, 1983
Member - College Research Advisory Committee, 1983
Member - Executive MBA Committee, 1983-84
Supervised Honors Project for honor students, 1982-84, 1989-99
Member - College Poll Committee, 1982-83
Faculty Mentor, 1982-83
Member - URI Speakers Bureau, 1981-83, 1985
University Advisor to Freshman and Sophomore marketing students, 1981- 82
Member - University Teaching Effectiveness and Facilities Committee, 1980-1982
Member - College Curriculum Committee, 1981-82