

Syed H. Akhter

Office Address

Department of Marketing
College of Business
Marquette University
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Education

Degree	Universities	Date
Ph.D. (Business Administration)	University of Oklahoma Norman, Oklahoma	1985
M.B.A. (Marketing)	Western Illinois University Macomb, Illinois	1977

Work Experience

Position	Universities	Date
Professor of Marketing	Marquette University Milwaukee, Wisconsin	Current
Assoc. Prof. of Marketing	Marquette University Milwaukee, Wisconsin	1991- 2003
Assist. Prof. of Marketing	Marquette University Milwaukee, Wisconsin	1985- 1991
Teaching Assistant/ Research Assistant	University of Oklahoma Norman, Oklahoma	1981- 1985
Instructor of Marketing	Marquette University Milwaukee, Wisconsin	1979- 1981
Instructor of Marketing	Western Illinois University Macomb, Illinois	1977- 1979

Research Emphasis

Strategic Marketing, Globalization and Emerging Economies, E-commerce, and Consumer Psychology

Teaching Emphasis

International Marketing, Global Strategic Marketing, and Globalization and Business Strategy

Courses Taught

Undergraduate

International Marketing
Principles of Marketing
Marketing Management
Consumer Behavior

Graduate

Global Marketing Management
Globalization & Business Strategy
International Business Research
Global Strategic Marketing

Publications

Refereed Journal Articles

Akhter, Syed H. and Barney G. Pacheco (2016), Location and pull of proximate markets: Internationalization decisions of firms in a small economy”, *Journal for International Business and Entrepreneurship Development*, (Accepted April 20, 2016).

Slongo, Luiz, Carlos Sergio Saldanha, and Syed H. Akhter (2015), Low income consumers in Brazil: Nuances of a market that can no longer be ignored, *International Journal of Management Sciences*, 4, 10, pp. 484-504.

Akhter, Syed H. (2014), “Impact of Internet usage comfort and Internet technical comfort on online shopping and online banking,” *Journal of International Consumer Marketing*. 27, pp. 207-219.

Akhter, Syed H. (2014), “Privacy concern and online transactions: The impact of Internet self-efficacy and Internet involvement,” *Journal of Consumer Marketing*, 31/2, pp. 118-125.

Akhter, Syed H. and Marcilio Machado (2014), “Internationalization dilemma for Brazilian firms: China vs. the greater Mercosur region,” *European Business Review*, 26, 6, 514-530.

- Akhter, Syed H. and Paulo Barcellos (2013), "Competitive threats, strategic response, and performance of Brazilian B2B firms," *Management Decision*, 51, 8, pp. 1628-1642.
- Akhter, Syed H. (2012), "Who spends more online? The influence of time, usage variety, and privacy concern on online spending," *Journal of Retailing and Consumer Services*, 19, pp. 109-115.
- Akhter, Syed H. and Colleen Beno (2011), "An empirical note on regionalization and globalization," *Multinational Business Review*, 19, 1, pp. 26-35.
- Akhter, Syed H. and Paulo Barcellos (2011), "Can Brazilian firms survive the Chinese challenge: Effects of globalization on markets, strategies, and performance," *European Business Review*, 23, 5, pp. 502-523.
- Akhter, Syed H. (2010), "Service attributes satisfaction and actual repurchase behavior: The mediating influence of overall satisfaction and intention," *Journal of Satisfaction and Dissatisfaction and Complaining Behavior*," 23, pp. 52-64.
- Akhter, Syed H. (2009), "Niches at the Edges: Price-value tradeoff, consumer behavior, and marketing strategy," *Journal of Product and Brand Management*, Vol. 18, No. 2, pp. 136-142.
- Akhter, Syed H. and Paul Pounder (2008), "Economic globalization and Caribbean economies: competitive developments, strategic response, and performance," *The Global Studies Journal*, 1 (4), pp. 69-77.
- Clarke, Ruth, Fernando Robles, Syed H. Akhter, and Marcilio Machado (2008), "Determinants of international equity entry mode: An empirical analysis," *International Journal of Strategic Management*, 8 (1), pp. 45-53.
- Akhter, Syed H. (2007), "Globalization, expectations model of economic nationalism and consumer behavior," *Journal of Consumer Marketing*, Vol. 24, No. 9, pp. 142-150.
- Akhter, Syed H. and Fernando Robles (2006), "Leveraging internal competency and managing environmental uncertainty: collaborate or internalize in international markets," *International Marketing Review*, Vol. 23, No. 1, pp. 98-115.
- Akhter, Syed H. (2004), "Is globalization what it's cracked up to be: economic freedom, corruption, and human development," *Journal of World Business*, 39, pp. 283-295.
- Akhter, Syed H. and Toshikazu Hamada (2003), "Japanese attitudes toward American business involvement in japan: an empirical examination revisited," *Journal of Consumer Marketing*, 20, 6, pp. 526-535.

- Lenard, Mary Jane, Syed H. Akhter, and Pervaiz Alam (2003), "Mapping mutual fund investor characteristics and modeling switching behavior," *Financial Services Review*, 12, pp. 39-59.
- Akhter, Syed H. DaeSoo Kim, and Jamshid Hosseini (2003), "The effect of economic nationalism and product performance on purchase intentions: an empirical investigation," *Journal of Global Business* (Spring), pp. 75-83.
- Akhter, Syed H. (2003), "Digital divide and purchase intentions: why demographic psychology matters?" *Journal of Economic Psychology*, (24), pp. 321-327.
- Akhter, Syed H. (2003), "Strategic planning: competing in hypercompetitive markets with knowledge management." *Business Horizons*, (January-February), pp. 18-24.
- Akhter, Syed H. and Pervaiz Alam (2001), "Information acquisition and investment decisions on the internet: an empirical investigation" *Journal of Marketing Management*, 11 (spring), pp. 94-100.
- Robles, Fernando, and Syed H. Akhter (1997), "Catalog mix adaptation to international markets: an empirical study," *Journal of Global Marketing*, Vol. 11, No. 2, pp. 65-92.
- Akhter, Syed H. (1996), "International direct marketing: export value chain, transaction cost, and the triad," *Journal of Direct Marketing*, 10 (Spring), pp. 13-24.
- Akhter, Syed H. and Zafar Ahmed (1996), "Internationalizing business curriculum: considerations and applications," *Journal of Transnational Development Corporation*, Vol. 2, No. 1, pp. 1-12.
- Akhter, Syed H. and Toshikazu Hamada (1995), "Japanese attitudes toward American business involvement in japan: an empirical investigation," *Journal of Consumer Marketing*, Vol. 12, No. 3, pp. 56-62.
- Choudhry, Yusuf and Syed H. Akhter (1995), "Managing long-term political risk in international markets: some strategic initiatives," *International Journal of Commerce and Management*, Vol. 5, No. 1&2, pp. 6-28.
- Akhter, Syed H., J. Craig Andrews, and Srinivas Durvasula (1994), "The influence of retail store image on brand related judgments," *Journal of Retailing and Consumer Services*, 1 (2), pp. 67-76.
- Akhter, Syed H. (1993), "Foreign direct investments in developing countries: the openness hypothesis and public policy implications," *The International Trade Journal*, 7 (Winter), pp. 655-671.

- Akhter, Syed H. and Yusuf Choudhry (1993), "Forced withdrawal from a country market: managing political risk," *Business Horizons*, (May-June), pp. 47-54.
- Akhter, Syed H. (1992), "The influence of socioeconomic and technological factors on direct mail volume in western European economies: a pooled cross-section time series analysis," *Journal of Direct Marketing*, 6 (Winter), pp. 23-28.
- Andrews, J. Craig, Syed H. Akhter, Srinivas Durvasula, and Darrel D. Muehling (1992), "The effects of advertising distinctiveness and message content involvement on cognitive and affective responses to advertising," *Journal of Current Issues and Research in Advertising*, 5 (Summer), pp. 48-56.
- Akhter, Syed H. and Srinivas Durvasula (1991), "Consumers' attitudes toward direct marketing and purchase intentions," *Journal of Direct Marketing*, 5 (Summer), pp. 48-56.
- Akhter, Syed H. and Robert F. Lusch (1991), "Environmental determinants of U.S. foreign direct investments in developed and developing economies: a structural analysis," *The International Trade Journal*, 5 (Spring), pp. 329-360.
- Akhter, Syed H. and William C. Gaidis (1991), "The regulatory decision center: understanding and managing host country regulation of foreign business," *Advances in International Comparative Management* (eds.) S. Benjamin Prasad and Richard B. Peterson, JAI Press Inc., Vol. 6, pp. 181-203.
- Andrews, J. Craig, Srinivas Durvasula, and Syed H. Akhter (1990), "A framework for conceptualizing and measuring the involvement construct in advertising research," *Journal of Advertising*, 19, 4, pp. 27-40.
- Al-Eryani, Mohammad F., Pervaiz Alam and Syed H. Akhter, (1990), "Transfer pricing determinants of U.S. multinationals," *Journal of International Business Studies*, 21, 3, pp. 409-425
- Akhter, Syed H. (1989), "Schematic information processing: direct marketing and purchase decisions," *Journal of Direct Marketing*, 3 (Spring), pp. 31-38.
- Akhter, Syed H. and Gene R. Lacznik (1989), "The future US business environment with strategic marketing implications for European exporters," *European Journal of Marketing*, 23, 5, pp. 58-74.
- Akhter, Syed H. and Yusuf A. Choudhry (1989), "Cooperative international direct marketing: an alternative for Asian-pacific countries to increase exports to industrial market economies," *Singapore Marketing Review*, 4, pp. 62-70.

Akhter, Syed H. (1988), "Direct marketing infrastructure: an indicator of direct marketing potential in foreign markets," *Journal of Direct Marketing*, 2 (winter), pp. 13-27.

Akhter, (Syed) H and Robert F. Lusch (1988), "Political risk and the evolution of control of foreign business: equity, earnings, and marketing mix," *Journal of Global Marketing*, 1 (Spring), pp. 109-127.

Akhter, (Syed) H and Robert F. Lusch (1987), "Political risk: a structural analysis," *Advances in International Marketing* (ed.) S. Tamer Cavusgil, JAI Press Inc., Vol. 2, pp. 81-101.

Akhter, (Syed) H, Richard Reardon, and Craig Andrews (1987), "Influence on brand evaluation: consumers behavior and marketing strategies," *Journal of Consumer Marketing*, 4 (summer), pp. 67-76.

Refereed Book Chapters

Akhter, Syed H. (2009), "The influence of time on transactional use of the internet: buying, banking, and investing online," *Overcoming Digital Divides: Constructing an Equitable and Competitive Information Society*, Eds. Enrico Ferro, Yogesh K. Dwivedi, J. Ramon Gil-Garcia, and Michael D. Williams, pp. 488-498.

Akhter, Syed H. and Roberto Friedmann (1989), "International Market Entry Strategies and Level of Involvement in Marketing Activities," in Anant R. Negandhi and Arun Savara (eds.) *International Strategic Management*, Lexington Books, pp. 157-172.

Reprinted Articles and Summaries

Akhter, Syed H. and Paul Pounder (2009), "Economic globalization and Caribbean economies: Competitive developments, strategic response, and performance outcomes," in *Globalization, Labor, And the Transformation of Work*, Ed. Jonathan Westover.

Akhter, Syed H. (2005), "Strategic Planning: Competing in Hypercompetitive Markets with Knowledge Management." *Business Horizons*, (January-February), pp. 18-24, in *Annual Editions Management*, 05/06, 13th Editions.

Akhter, Syed H. and Zafar Ahmed (1996), "Internationalizing Business Curriculum: Considerations and Applications," in *International Business Education Development*, (Ed.), Zafar Ahmed, International Business Press, pp. 1-12.

Akhter, Syed H., J. Craig Andrews and Srinivas Durvasula (1994), "The Influence of Retail Store Image on Brand Related Judgments," *Stores*, October 1995, pp. 4-5.

Akhter, Syed H. and Yusuf A Choudhry (1993), "Forced Withdrawal From A Country Market: Managing Political Risk," *Business Horizons*, (May-June), pp. 47-54, In *International Business*, 3rd Edition, (ed.) Fred Maidment, The Dushkin Publishing Group, Inc., 1994, pp. 68-75.

Other Publications--Journals

Akhter, Syed H. (1998), "The Guest Editor's Comments," *Journal of Interactive Marketing*, 12 (autumn), pp. 2-4.

Akhter, Syed H. (1996), "A New Trading Bloc and Emerging Power," *The International Review of World Trade*, Sterling Publications Limited, London, England, pp. 47-52 (**Invited**).

Akhter, Syed H. (1996), "The Guest Editor's Comments," *Journal of Direct Marketing*, 10 (winter), pp. 2-3.

Akhter, Syed H. (1995), "Japan's Involvement with ASEAN," *The International Review of World Trade*, Sterling Publications Limited, London, England, pp. 158-162 (**Invited**).

Akhter, Syed H. (1994), "The Guest Editor's Comments," *Journal of Direct Marketing*, 8 (winter), pp. 2-4.

Conference Proceedings and Presentations

Akhter, Syed H. and Marcilio Machado (2015), Culture and chocolate consumption in China: a case study of the launch of a Brazilian brand, 13th ATINER annual international conference on management and marketing, Athens, Greece, Ed. Gregory T. Papanikos, June 28-30th, 2015.

Akhter, Syed H. and Barney G. Pacheco (2015), International diversification and performance of firms in Trinidad, Proceedings of the Academy of International Business Midwest Chapter, International Business Track, Chicago, Editor, Christopher Ziemnowicz, Volume XXIX, March 25-27, 2015.

Akhter, Syed H. (2012), "Privacy Concern and Online Transactions: The Impact of Internet Self-Efficacy and Internet Involvement," EIRASS, Vienna, July 9-12.

Akhter, Syed H. (2011), "The globalization challenge in an emerging economy: Strategic response and performance of Brazilian B2B firms, IABPAD, Hawaii, July 25th (abstract and presentation).

Akhter, Syed H. (2010), "Who Spends More Online: The Influence of Adoption Time, Online Time, and Privacy Concern on Online Spending," EIRASS, Istanbul, July 1-4 (proceeding and presentation).

- Akhter, Syed H. (2010), "Service Attributes Satisfaction and Actual Repurchase Behavior: The Mediating Influence of Overall Satisfaction and Purchase Intention," JCSD&CB, Chicago, June 19th (presentation).
- Fernando Robles, Syed H. Akhter, Clarke, Ruth, and Marcilio Machado (2010), "Export Channel Integration and the Performance of Brazilian and Peruvian Firms," The Business Association of Latin American Studies, Barcelona, Spain, March 24-26 (presentation).
- Clarke, Ruth, Fernando Robles, Syed H. Akhter, and Marcilio Machado (2008), "Determinants of International Equity Entry Mode: An Empirical Analysis," International Academy of Business and Economics, Summer Conference, Stockholm, June 6-8, 2008 (presentation).
- Akhter, Syed H. and Paul Pounder (2008), "Economic globalization and Caribbean economies: Competitive developments, strategic response, and performance outcomes," Global Studies Conference, May 16-18, Chicago, Illinois.
- Akhter, Syed H. (2008), "The economic argument for peace in the Subcontinent: India, Pakistan, and Bangladesh," National Advisory Council South Asian Affairs, Washington D.C., July 18, 2008.
- Akhter, Syed H. (2006), "Globalization, Competition, and Strategic Outcomes," Academy of Global Business Association, Kuala Lumpur, Malaysia, January 3-6, (presentation made at the conference on January 6th, 2006).
- Akhter, Syed H. (2006), "Globalization and the Economies of South Asia: Effects and Response," NACSSA, August 11-13, Washington, D.C. (presentation made at the conference).
- Clarke, Ruth, Fernando Robles, Syed H. Akhter, and Marcilio Machado (2006), "The Use of Equity in International Entry by U.S. Based Firms," Academy of International Business, Southeast Annual Conference, October 25-27, Florida.
- Robles, Fernando, Syed H. Akhter, Ruth Clarke, and Marcilio Machado (2005), "The Impact of Uncertainty, Tacitness of Strategic Resources and Context Specificity on Collaboration Strategies of Brazilian Exporters: An Exploratory Study," Academy of International Business Annual Conference, July 9-12, Quebec City (abstract and presentation).
- Akhter, Syed H. (2003), "Measuring Country Globalization: A Methodology for Cross-national Study and Country Segmentation" Applied Business Research Conference, Mexico, March 3, 2003 (abstract and presentation).
- Durvasula, Srinivas, Syed H. Akhter, and Gary J. Bamossy (2001), "Determinants of Purchase Intention in Interactive Marketing: A Comparison of Young Adults and General Consumers in the Netherlands," (Eds.) Naresh Malhotra and Mukesh

- Chaturvedi, *Globalization of Business and Markets*, Management Development Institute, December 22, 2001, Gurgaon, Delhi.
- Durvasula, Srinivas, Syed H. Akhter, and Gary Bamossy (2000), "A Cross-National Comparison of the Determinants of Purchase Intentions in Interactive Marketing," *Delivering Service Quality: Managerial Challenges for the 21st Century*," IIM Conference, December 28, 1999, Ahmedabad, India.
- Lenard, Mary Jane, Pervaiz Alam, and Syed H. Akhter (2000), "The Development and Analysis of a Hybrid System to Predict Investor Behavior," American Accounting Association (presentation).
- Akhter, Syed H. and DaeSoo Kim (1998), "South Korean Perception of America and Japan: Influence on Trade and Behavior," Pan-Pacific Conference XV, June 1-3, Seoul, Korea (proceedings and presentations).
- Kim DaeSoo, Jamshid Hosseini, and Syed H. Akhter (1998), "A Contingency Framework of Assessing a Firm's Performance Effectiveness," Pan-Pacific Conference XV, June 1-3, Seoul, Korea (proceedings).
- Srinivas Durvasula and Syed H. Akhter (1996), "A Comparison of Direct Marketing Experiences in Three Economically Developed Countries," International Management Development Association, New Orleans, Louisiana, November 6-8, (abstract).
- Akhter, Syed H. and Zafar Ahmed (1995), "Internationalizing Business Curriculum: Considerations and Applications," In *Internationalizing Business Curriculum*, Eds. Zafar U. Ahmed, et al., Institute for International Business, Minot State University, March 1-3, pp. 394-408 (proceedings).
- Durvasula, Srinivas, J. Craig Andrews and Syed H. Akhter (1992), "The Use of Framing and Characterization Across Advertising Media," *American Academy of Advertising*, (proceedings).
- Akhter, Syed H., J. Craig Andrews, and Srinivas Durvasula (1991), "Examining the Influence of Store Environment on Brand Beliefs, Affect, Evaluation, and Intentions," *Enhancing Knowledge Development in Marketing*, (eds.) Mary C. Gilly et al., American Marketing Association, Educators Conference, San Diego, August 17-20, vol. 2. 98-99 (abstract and presentation).
- Lusch, Robert F., Syed H. Akhter, and Warren L. Dickson (1991), "Social Class and Income, Not Social Class vs. Income: A Study of Retail Store Patronage Behavior," *Symposium on Patronage Behavior and Retail Strategy: On Cutting Edge 11*, The American Marketing Association and the Department of Marketing, Louisiana State University, Baton Rouge, Louisiana, May 2-4, (proceedings and presentation).

Akhter, Syed H. and Marie A. Hughes (1990), "Determinants of Foreign Direct Investment: Public Policy Implications for Countries Receiving Marginal Foreign Investment," *Marketing in the 1990s: The Impact of Technology*, (eds.) William Bearden et al., American Marketing Association, Educators Conference, Washington, D.C. August 4-7, p. 378 (abstract and presentation).

Hughes, Marie A. and (Syed) H Akhter (1987), "Strategic Decisions Regarding Entry Into Foreign Markets: A Measurement Perspective," *Development and Marketing of New Products/Strategic Marketing*, in 14th International Research Seminar in Marketing, Institut D' Administration Des Entreprises, France. June 10-12, pp. 165-186 (proceedings).

Akhter, (Syed) H (1983), "Evaluative Domain and the Influence of Environmental Cues on the Evaluation of a Product," Doctoral Symposium, University of Houston, Houston, Texas (presentation).

Books

Akhter, Syed H. *Strategic Marketing Management 3e*, Textbook Media, 2015. (Accepted March 12, 2014).

Akhter, Syed H. *Strategic Marketing 2e*, Textbook Media, 2011.

Akhter, Syed H. *Strategic Marketing*, Atomic Dog Inc., 2006.

Akhter, Syed H. *Global Marketing: Concepts, Strategies, and Practices*, ITP Southwestern Publishing Co., 1994.

Book Reviews

Akhter, Syed H. (1994), Book Review, *Multinational Corporations and the Impact of Public Advocacy on Corporate Strategy: Nestle and the Infant Formula Controversy*, by S. Prakash Sethi, in *Journal of International Business Studies*, Volume 25, pp. 658-660.

Akhter, (Syed) H (1987), Book Review, *Service-Led Growth: The Role of the Service Sector in World Development*, by Dorothy Riddle, in *Journal of Marketing*, 5 (April), pp. 135-137.

Trade Publications

Durvasula, Srinivas, Syed H. Akhter, and Gary J. Bamossy (1996), "A Comparison of Consumers' Attitudes toward Direct Marketing and Purchase Intentions in Developed Countries," *Trace Discussion Paper*, TI 96-036, Timbergen Institute, Amsterdam-Rotterdam, The Netherlands.

Akhter, (Syed) H and Marie A. Hughes (1984), "Marketers Have to Learn How to Head Off Social, Ethical Protests," *Marketing News*, January 20, p. 14.

Akhter, (Syed) H and Anees A. Sheikh (1981), "Apperceptive Ads Let You Dine On Psychological Smorgasbord," *Marketing News*, December 25, p. 5.

Akhter, (Syed) H (1980), "Inflation Creates Need for New Consumer Goods Topology," *Marketing News*, November 14, p. 8.

Conference: Special Session Presentation

Akhter, Syed H. (1995), "Global Direct Marketing: Developments and Strategic Implications," AMA Winter Educators' Conference: Theory and Applications, February, San Diego.

Akhter, Syed H., (1994), "Global Direct Marketing Opportunities and Threats," Direct Marketing Educator's Conference, October, San Francisco.

Conference: Chair and Discussant

Discussant: What in the World's Going on Here? Measuring Performance in a Global Marketplace, 2001 AMA Educators' Conference, Washington, DC, 2001.

Chair: International Direct Marketing and Electronic Marketing, International Management Development Association, New Orleans, Louisiana, November 7, 1996.

Chair: 11th Annual Great Lakes Conference on Exports: *Gaining an Edge: Entrepreneurship & Emerging Markets*, Appleton, Wisconsin, September 15, 1995.

Chair: 10th Annual Great Lakes Conference on Exports: *Our Neighbors Overseas*, Appleton Wisconsin, September 17, 1993.

Chair: *International Business in the 1990s and Beyond: Opportunities, Issues, and Trends*, University of the District of Columbia, Washington, D.C. April 1993.

Chair: 9th Annual Great Lakes Conference on Exports: *Rediscovering Europe: The Old World is Full of New Opportunities*, Green Bay, Wisconsin, September 11, 1992.

Discussant: Midwest Business Administration Association, Session on *International Business*, Chicago, April 3-6, 1991.

Chair: 8th Annual Great Lakes Conference on Exports: The 90s-A Decade of Opportunities, *Experienced Exporters: The 1990s-A Decade of Decisions*, Appleton, Wisconsin, September 7, 1990.

Chair: 7th Annual Great Lakes Conference on Exports: *A World of Opportunity, Insure Your Success*, Green Bay, Wisconsin, September 9, 1988.

Speech

Brazil, Chile, and Columbia—Opportunities for Growth in Latin America, Wisconsin Economic Development Center, Madison, April 10, 2012.

Brazil and Latin America—New Markets for Expansion, World Trade Center, Milwaukee, April 25, 2012.

Globalization, Market Intelligence and Export Growth, Instituto Inovare, Vitoria, Brazil, October 26, 2005.

Managing Long-term Global Competitive Advantage, Exchange Club of Milwaukee, Wisconsin Club, August 22, 1995.

Creating a Global Competitive Advantage, Institute of International Business, Minot State University, Minot, North Dakota, May 5, 1995.

The European Community and Global Business Opportunities, Annual Great Lakes Conference on Exports, Green Bay, Wisconsin, September 11, 1992.

Awards and Honors

Received Fulbright Scholarship Grant, Council for International Exchange of Scholars (2006).

Received the Excellence in Executive Education Award in the EMBA program (1997).

Received the Excellence in Executive Education Award in the EMBA program (1998).

Recognized by Marquette University for outstanding scholarly achievement, 1994.

United Nations Development Program (TOKTEN) Consultant, December 20, 1991, through January 10, 1992.

Recognized by Marquette University for outstanding scholarly achievement, 1989.

American Marketing Association, *Doctoral Consortium Fellow*, University of Michigan, Ann Arbor, 1983.

Internal Research Funding (University)

MU Challenge Grant 1995, *Tactical Choices: Domestic Bargaining and U.S. Foreign Economic Policy*, co-authors: Joseph Daniels (Economics), Richard Friman (Political Science), Kathy Rehbein (Management), \$12,000.

Center of International Studies 1995, with Joseph Daniels (Economics), Richard Friman (Political Science), Kathy Rehbein (Management), \$1,000.

Center of International Studies 1993, Cross-Cultural Analysis of Attitudes Toward Foreign Business: The American and the Japanese Cases, \$1,000.

Internal Research Funding (College of Business)

The Influence of Self-Efficacy and Internet Involvement on Online Transactions, (2010).

A Cross-National Study of Attitudes toward Direct Marketing: An Empirical Analysis, (1994).

Foreign Direct Investments in Developing Countries: The Openness Hypothesis and Policy Implications, (1993).

The Locational Determinants of Direct Marketing Revenue in the European Community: An Empirical Investigation (1991).

Factors Affecting International Political Risk Evaluation: The Home Country Perspective (1990).

Strategic Business Options in Interdependent Systems: Political Risk and Foreign Businesses (1989).

Preference for Visual versus Verbal Advertising: A Scale Development and Applications with J. Craig Andrews (1988).

Demand Side Determinants of Foreign Direct Investment: Government Policy for Countries Receiving Marginal Investment (1987).

Interactive Dimensions of Multinational Corporations and Less Developed Countries: A Systems Perspective (1986).

University Service

University:

University Committee on Research (2012--2013)

University Committee on Research (2005--2006)

University Committee on Research (1996--1998)

Allis-Chalmers Search Committee (1989--1992)

Council of International Studies (1994--1996)

Ad Hoc Committee on International Programs and Initiatives (1989)

Ad Hoc Committee on World Trade Center (1988)

Ad Hoc Committee on Asian Studies (1988)

College:

Member, Dean Search Committee—2007-2008
Member, Undergraduate Teaching Award Committee- 1998-1999
Chair, Graduate Committee-1995-1996
Research Grants Committee--1993-1994
Faculty Advisor, AISEC--1992

Departmental:

Faculty Advisor, American Marketing Association- 1985-1987
Faculty Advisor, American Marketing Association- 1997- 2001

Professional Service

Journal Editorship

Guest Editor, Special Issue on International Interactive Marketing, *Journal of Interactive Marketing*, 1998.

Guest Editor, Special Issue on International Direct Marketing, *Journal of Direct Marketing*, Vol. 10, No. 1, Winter 1996.

Guest Editor, Special Issue on International Direct Marketing, *Journal of Direct Marketing*, Vol. 8, No. 1, Winter 1994.

Professional Involvement

Editorial Review Board:
Journal of Interactive Marketing (1995-2002)
Journal of Product & Brand Management
Marketing and Branding Research (2016--)

Ad hoc Reviewer:
Journal of Marketing
Journal of International Business Studies
International Business Review
Journal of International Marketing
Journal of Asia-Pacific Business
Journal of Retailing & Consumer Services
European Journal of Marketing