

David A. Griffith

Hallie Vanderhider Chair in Business
Professor of Marketing
Mays Business School
Texas A&M University
4112 TAMU, College Station, TX 77843-4112
Phone: (979) 845-7257
E-mail: dgriffith@mays.tamu.edu

I. EMPLOYMENT

Academic Experience

Texas A&M University, Mays Business School, College Station, Texas
2018-present, Hallie Vanderhider Chair in Business
2018-present, Professor of Marketing (Tenured 2018)

Lehigh University, College of Business and Economics, Bethlehem, Pennsylvania
2015-2018, Iacocca Chair
2012-2018, Professor of Marketing (Tenured 2012)

Michigan State University, Eli Broad College of Business, East Lansing, Michigan
2008 - 2012, John William Byington Endowed Chair in Global Marketing
2010 - 2012, Professor of Marketing
2006 - 2010, Associate Professor Marketing (Tenured 2006)
2003 - 2006, Assistant Professor of Marketing & Supply Chain Management

Wirtschaftsuniversität Wien, International Marketing and Management, Vienna, Austria
2002, 2007, 2008, Affiliated faculty

Japan-America Institute of Management Science, Honolulu, Hawai'i
2002 Affiliated MBA faculty

University of Hawai'i at Manoa, College of Business Administration, Honolulu, Hawai'i
2001-2003, Associate Professor of Marketing (Tenured 2003)

University of Oklahoma, Michael F. Price College of Business, Norman, Oklahoma
1997-2001, Assistant Professor of Marketing

Business Experience

Hampton Pension Services, Inc. (acquired by Charles Schwab)

Developed and executed customer relationship management programs. Supervised and trained employees in areas of pension plan administration and trust accounting. Responsible for the oversight and administration of defined contribution pension plans.

Paine Webber Securities, Inc. (acquired by UBS Group AG)

Developed and implemented customer service and sales management programs. Developed and executed technical and fundamental equity valuation models.

Consulting/Executive Education

Advised/taught executives from companies inclusive of, but not limited to, Blue Cross Blue Shield, Chrysler, Da Vinci Science Center, Detroit Medical Center, E&J Gallo, General Motors, Hanwha Group, Lear Corporation, Masco, Microsoft, MSW Research, NCSOFT, Takata Holdings, The Walt Disney Company, on a wide range of topics, inclusive of global marketing strategy, brand strategy, innovation, design thinking, marketing analytics, digital marketing, retail strategy, and customer engagement.

II. AWARDS AND HONORS

- 2020 Ranked among the Top 2% of Marketing Scholars worldwide. The study analyzed data from 1996 through 2019, covering around 7 million scientists in 22 major fields, ranking scholars by impact (citation composite score). Baas, Jeroen, Kevin Boyack, and John Ioannidis (2020), "Data for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V2, doi: 10.17632/btchxktzyw.2
- 2020 Ranked 17th in Author Research Productivity in the Premier AMA Journals (2010-2019), *AMA DocSIG*
- 2020 Re-appointed to third term on the *Hong Kong Research Grants Council, Business Studies Panel* (2020-2021)
- 2019 *Significant Contributions to Global Marketing*, AMA Global Marketing SIG. The award is given annually to a global marketing scholar who has made exceptional contributions to the advancement of the global marketing field, recognizing the scholar's body of career contributions.
- 2019 Ranked 18th in Author Research Productivity in the Premier AMA Journals (2009-2018), *AMA DocSIG*
- 2019 Recognized with a "Silver medal" for substantive contributions in the *Journal of International Business Studies* in its first 50 years.
- 2019 Ranked as the most prolific U.S. scholar in terms of research productivity, and third most impactful worldwide based upon citations, on the topic of exporter-importer relationships over the time period 1975 to 2017. Aykol, Bilge (2019), "The Profile of Research on Exporter-Importer Relationships: A Chronological Analysis," *Journal of Global Marketing*, 32(3), 177-199.
- 2018 Recipient of the 2018 Hans B. Thorelli Award by the *Journal of International Marketing, American Marketing Association*. This award recognizes an article for significant and long-term contribution to international marketing theory or practice. Received in honor of the article: Cui, Anna Shaojie, David A. Griffith and S. Tamer Cavusgil (2005), "The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of Multinational Corporation Subsidiaries," *Journal of International Marketing*, 13(3), 32-53.
- 2018 *AMA Global Marketing SIG Excellence in Global Marketing Research Award*. This award recognizes an article for significant and long-term contribution to international marketing. Received in honor of the article: Lages, Luis Filipe, Sandy Jap and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-term Reactive Approach" *Journal of International Business Studies*, 39(2), 304-325.
- 2018 Ranked 1st in terms of publication output based upon proportional authorship, 2nd in terms of total number of publications, and 5th in terms of citation impact in the international marketing literature (for the time period 1995-2015). Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, and Bilge Aykol (2018), "International Marketing Research: A State-of-the-Art Review and the Way Forward," *Advances in International Marketing: A Research Anthology*, 3-33, Springer.
- 2018 Ranked 24th in Author Research Productivity in the Premier AMA Journals (2008-2017), *AMA DocSIG*
- 2018 Re-appointed to a second term on the *Hong Kong Research Grants Council, Business Studies Panel* (2018-2019)
- 2017 Ranked 18th worldwide in terms of publication productivity in the *Journal of International Business Studies*. Verbeke, Alain and Angelito Calma (2017), "Footnotes on JIBS 1970-2016," *Journal of International Business Studies*, 48(9), 1037-1044.
- 2017 Ranked 29th in Author Research Productivity in the Premier AMA Journals (2007-2016), *AMA DocSIG*
- 2017 *Keynote Speaker*, Marketing Scholar Forum, University of Hong Kong
- 2017 *Faculty Fellow*, 30th European Academy of Marketing Doctoral Colloquium

- 2016 Appointed to the *Hong Kong Research Grants Council, Business Studies Panel* (2016-2017)
- 2016 Ranked 20th in Author Research Productivity in the Premier AMA Journals (2011-2015), *AMA DocSIG*
- 2016 Ranked as the 6th most prolific author in the area of international strategic management (for the time period 2000-2013). George O. White III, Orhun Guldiken, Thomas A. Hemphill, Wu He and Mehdi Sharif Khoobden (2016), "Trends in international strategic management research from 2000 to 2013: Text mining and bibliometric analyses," *Management International Review*, 56(1), 35-65.
- 2016 Ranked 4th in relation to most prolific scholar and most impactful scholar in relation to the study of national culture in the field of international business (for the time period 2000-2012). Cristina Lopez-Duarte, Marta M. Vidal-Suarez, Belen Gonzalez-Diaz, and Nuno Rosa Reis (2016), "Understanding the relevance of national culture in international business research: A quantitative analysis," *Scientometrics*, 108(3), 1553-1590.
- 2015 *Faculty Fellow*, Societa Italiana Marketing, 2015 Doctoral & Research Colloquium
- 2015 Ranked 28th in Author Research Productivity in the Premier AMA Journals (2010-2014), *AMA DocSIG*
- 2015 *Keynote Speaker*, Mid-Atlantic Doctoral Symposium, Temple University
- 2015 Recipient of the 2015 Hans B. Thorelli Award by the *Journal of International Marketing, American Marketing Association*. This award recognizes an article for significant and long-term contribution to international marketing theory or practice. Received in honor of the article: Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance," *Journal of International Marketing*, 15(3), 63-93.
- 2014 *Carl R. and Ingeborg Beidleman Research Award*, Lehigh University
- 2014 *AMA Global Marketing SIG Excellence in Global Marketing Research Award*. This award recognizes an article for significant and long-term contribution to international marketing. Received in honor of the article: Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2005), "The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis" *Journal of International Business Studies*, 36(3), 270-283.
- 2014 Named to the American Marketing Association's *Academic Council*
- 2014 Ranked 34th worldwide in terms of impact to the international business literature (based on weighted normalized citations). Xu, Poon and Chan (2014), "Contributing institutions and authors in international business research," *Management International Review*, 54(5), 735-755.
- 2014 Ranked 26th in Author Research Productivity in the Premier AMA Journals (2009-2013), *AMA DocSIG*
- 2012 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2012 Ranked 5th worldwide in terms of publication productivity in the leading three international business journals (2001-2009). Lahiri, S. and V. Kumar (2012), "Ranking international business institutions and faculty members using research publication as the measure," *Management International Review*, 52(3), 317-340.
- 2011 John D. and Dortha J. Withrow Endowed Teacher-Scholar Award, Michigan State University
- 2011 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 Named a "Rising Star" by ScienceWatch.com for the Economics & Business Discipline.
- 2010 Ranked 25th worldwide in terms of publication productivity in the seven leading international business journals and twenty-two elite mainstream journals (1996-2008). Trevino et al. (2010), "A perspective on the state of the field: International business publications in the elite journals as a measure of institutional and faculty productivity," *International Business Review*, 19(4), 378-387.
- 2010 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 *International Marketing Review*, top ten reviewer for 2008-2010
- 2009 Best Paper in Retailing Track (AMA Summer Educators' Conference)
- 2009 *International Marketing Review*, Outstanding Paper Award
- 2009 Award for Meritorious Performance, Eli Broad Graduate School of Management
- 2009 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2008 Ranked 4th worldwide in terms of publication productivity in the leading six international business journals (1996-2006). Xu, S., G. Yalcinkaya and S.H. Seggie (2008), "Prolific authors and institutions in leading international business journals," *Asia Pacific Journal of Management*, 25, 189-207

- 2008 *International Marketing Review*, Outstanding Paper Award
 2008 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
 2008 *Faculty Fellow*, Haring Symposium, Indiana University
 2007 *Faculty Fellow*, Haring Symposium, Indiana University
 2002 *Dennis Ching Teaching Excellence Award*, University of Hawai'i
 2001 *Excellence in Leadership*, Beta Epsilon Chapter of Delta Sigma Pi, University of Oklahoma
 2000 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
 1999 *Faculty Fellow*, Robert Mittelstaedt Doctoral Symposium, University of Nebraska - Lincoln
 1999 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
 1999 *OU Associates Teaching Fellow 1999-2001*, University of Oklahoma
 1998 *Junior Faculty Research Award*, University of Oklahoma
 1998 *American Brands/Rayonier International Business Scholar*, University of Oklahoma
 1998 *Outstanding Professor*, University of Oklahoma Student Association
 1996 *Doctoral Consortium Student Fellow*, American Marketing Association, Kent State University
 1996 *University Fellowship*, Kent State University, outstanding achievement in research
 1995 *David B. Smith Fellowship*, Kent State University, recognizing scholarship and research
 1995 *Excellence in Teaching Award*, Kent State University Graduate Student Senate
 1995 *Excellence in Research Award*, Kent State University Graduate Student Senate
 1994 *Outstanding Marketing Ph.D. Teaching Award*, Department of Marketing, Kent State University

III. EDUCATION

- Ph.D. *Kent State University*, Marketing and International Business
 M.B.A. *Kent State University*, General Management
 B.S.B.A. *The University of Akron*, Finance

RESEARCH

Research Areas

Marketing Strategy, Global Marketing, Innovation, International Business

Journal Publications

(Google Scholar: citations 14,039; h-index 60; i10-index 116; i200-index 22; accessed November 4, 2020)

Lee, Hannah S. and David A. Griffith (forthcoming), "Reward Strategy Spillover Effects on Observer Cooperation in Business Networks," *Marketing Letters*.

Zheng, Xu (Vivian), David A. Griffith, Ling Ge and Uri Benoliel (2020), "Effects of Contract Ambiguity in Interorganizational Governance," *Journal of Marketing*, 84(4), 147-167.

Harmancıoğlu, Nükhet, David A. Griffith and Tuba Yılmaz (2019), "Short- and Long-term Market Returns of International New Product Codevelopment Alliances," *Journal of the Academy of Marketing Science*, 47(5), 939-959.

Lee, Hannah S. and David A. Griffith (2019), "The Balancing of Country-Based Interaction Orientation and Marketing Strategy Implementation Adaptation/ Standardization for Profit Growth in Multinational Corporations," *Journal of International Marketing*, 27(2), 22-37.

Lee, Hannah S. and David A. Griffith (2019), "Social Comparison in Retailer-Supplier Relationships: Referent Discrepancy Effects," *Journal of Marketing*, 83(2), 120-137.

- Cillo, Paola, David A. Griffith and Gaia Rubera (2018), "The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors' Culture," *Journal of Marketing*, 82(6), 49-70.
- Dean, Tereza, David A. Griffith and Roger J. Calantone (2018), "Reciprocal Value Sharing in Manufacturer-Retailer Relationships: The Case of New Product Introductions," *Marketing Letters*, 29(1), 87-100.
- Griffith, David A., Goksel Yalcinkaya, Gaia Rubera and Verdiana Giannetti (2017), "Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry," *Journal of International Marketing*, 25(4), 50-69.
- Dahlquist, Steven H. and David A. Griffith (2017), "Explicit and Normative Contracting in Collaborations of Varying Magnitudes: Differing Perspectives of Component Suppliers and Original Equipment Manufacturers," *Industrial Marketing Management*, 65(August), 15-27.
- Griffith, David A., Jessica J. Hoppner, Hannah S. Lee and Tobias Schoenherr (2017), "The Influence of the Structure of Interdependence on the Response to Inequity in Buyer-Supplier Relationships," *Journal of Marketing Research*, 54(1), 124-137.
- Griffith, David A. and Hannah S. Lee (2016), "Cross-country Collaboration of Marketing Personnel within a Multinational: Leveraging Customer Participation for New Product Advantage," *Journal of International Marketing*, 24(4), 1-19.
- Esmark, Carol, Stephanie M. Noble, John Bell, and David A. Griffith (2016), "The Effects of Behavioral, Cognitive, and Decisional Control in Collaborative Service Experiences," *Marketing Letters*, 27(3), 423-436.
- Dean, Tereza, David A. Griffith and Roger J. Calantone (2016), "New Product Creativity: Understanding Contract Specificity in New Product Introductions," *Journal of Marketing*, 80 (2), 39-58.
- Hoppner, Jessica J. and David A. Griffith (2015), "Looking Back to Move Forward: An Examination of Research in International Marketing Channels," *Journal of Retailing*, 91(4), 610-626.
- Hoppner, Jessica J., David A. Griffith and Ryan C. White (2015), "Reciprocity in Relationship Marketing: A Cross-Cultural Examination of the Effects of Equivalence and Immediacy on Relationship Quality and Satisfaction with Performance," *Journal of International Marketing*, 23(4), 64-83.
- Griffith, David A. and Yanhui Zhao (2015), "Contract Specificity, Contract Violation and Relationship Performance in International Buyer-Supplier Relationships," *Journal of International Marketing*, 23 (3), 22-40.
- Griffith, David A., Goksel Yalcinkaya and Gaia Rubera (2014), "Country-level Performance of New Experience Products within a Global Rollout: The Moderating Effects of Economic Wealth and National Culture," *Journal of International Marketing*, 22(4), 1-20.
- Hoppner, Jessica J., David A. Griffith and ChangSeob Yeo (2014), "The Intertwined Relationships of Power, Justice and Dependence," *European Journal of Marketing*, 48(9/10), 1690-1708.
- Griffith, David A. and Boryana Dimitrova (2014), "Business and Cultural Aspects of Psychic Distance and Complementarity of Capabilities in Export Relationships," *Journal of International Marketing*, 22 (3), 50-67.
- Crespo, Cátia Fernandes, David A. Griffith and Luis Filipe Lages (2014), "The Performance Effects of Vertical and Horizontal Subsidiary Knowledge Outflows in Multinational Corporations," *International Business Review*, 23(5), 993-1007.

- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Intangible Capital, Knowledge and New Product Development Competence in Supply Chains: Process, Interaction and Contingency Effects among SMEs," *International Journal of Production Research*, 52(16), 4916-4929.
- Dahlquist, Steven H. and David A. Griffith (2014), "Multidyadic Industrial Channels: Understanding Component Supplier Profits and Original Equipment Manufacturer Behavior," *Journal of Marketing*, 78(4), 59-79.
- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Knowledge Management in Supply Chains: The Role of Explicit and Tacit Knowledge," *Journal of Business Logistics*, 35(2), 121-135.
- Griffith, David A., Hannah S. Lee, ChangSeob Yeo and Roger Calantone (2014), "Marketing Process Adaptation: Antecedent Factors and New Product Performance Implications in Export Markets," *International Marketing Review*, 31(3), 308-334.
- Griffith, David A. and Gaia Rubera (2014), "A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations," *Journal of International Marketing*, 22(1), 5-20.
- Cui, Annie Peng, Michael Y. Hu and David A. Griffith (2014), "What Makes a Brand Manager Effective?" *Journal of Business Research*, 67(2), 144-150.
- Seggie, Steven H., David A. Griffith and Sandy D. Jap (2013), "Passive and Active Opportunism in Interorganizational Exchange," *Journal of Marketing*, 71(6), 73-90.
- Lages, Luis Filipe, Jose Mata and David A. Griffith, (2013), "Change in International Market Strategy as a Reaction to Performance Decline," *Journal of Business Research*, 66(12), 2600-2611.
- Griffith, David A. and Jessica J. Hoppner (2013), "Global Marketing Managers: Improving Global Marketing Strategy through Soft Skill Development," *International Marketing Review*, 30(1), 21-40.
- Moeller, Miriam, Michael Harvey, David A. Griffith and R. Glenn Richey (2013), "The Impact of Country-of-Origin on the Acceptance of Foreign Subsidiaries in Host Countries: An Examination of the 'Liability-of-Foreignness'," *International Business Review*, 22(1), 89-99.
- Rubera, Gaia, David A. Griffith and Goksel Yalcinkaya (2012), "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration," *Journal of Product Innovation Management*, 29(6), 1047-1060.
- Griffith, David A., Timothy S. Kiessling and Marina Dabic (2012), "Aligning Strategic Orientation with Local Market Conditions in a Transitional Economy: Implications for a Subsidiary's Knowledge Management and Marketing Effectiveness," *International Marketing Review*, 29(4), 379-402.
- Lee, Hannah S. and David A. Griffith (2012), "Comparative Insights into the Governance Problems of Agency Theory: The Influence of Institutional Environment on the Basic Human Tenets," *Academy of Marketing Science Review*, 2(1), 19-33.
- Griffith, David A. and Michael R. Czinkota (2012), "Release the Constraints: Working to Solve the Problems of Export Financing in Troublesome Times," *Business Horizons*, 55(3), 251-260.
- Hoppner, Jessica J. and David A. Griffith (2011), "Clarifying the Performance Payoff of Relational Behavior," *Journal of Marketing Research*, 48(5), 920-928.

- Kim, Stephen K., Richard G. McFarland, Soongi Kwon, Sanggi Shon and David A. Griffith (2011), "Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework," *Journal of Marketing Research*, 48(3), 603-616.
- Rubera, Gaia, Andrea Ordanini and David A. Griffith (2011), "Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S.," *Journal of International Business Studies*, 42(4), 459-476.
- Cui, Anna Shaojie, Roger J. Calantone and David A. Griffith (2011), "Strategic Change and Termination of Inter-firm Partnerships," *Strategic Management Journal*, 32(4), 402-423.
- Harvey, Michael G., David A. Griffith, Timothy S. Kiessling and Miriam Moeller (2011), "A Multi-level Model of Global Decision-Making: Developing a Composite Global Frame-of-Reference," *Journal of World Business*, 46(2), 177-184.
- Griffith, David A. (2011) "Insights into Gaining Access to Export Financing: Understanding Export Lenders' Ideal Exporter Profile," *Journal of World Business*, 46(1), 84-92.
- Griffith, David A., Goksel Yalcinkaya and Roger J. Calantone (2010), "Do Marketing Capabilities Consistently Mediate Effects of Firm Intangible Capital on Performance Across Institutional Environments?" *Journal of World Business*, 45(3), 217-227.
- Melancon, Joanna Phillips, David A. Griffith, Stephanie M. Noble and Qimei Chen (2010), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24(5), 400-411.
- Griffith, David A. (2010), "Understanding Multi-level Institutional Convergence Effects on Market Segments and Global Marketing Strategy," *Journal of World Business*, 45(1), 59-67.
- Griffith, David A. and Goksel Yalcinkaya (2010), "Resource-Advantage Theory: A Foundation for Insights into Global Advertising Research," *International Journal of Advertising*, 29(1), 15-36.
- Adjei, Mavis T., David A. Griffith and Stephanie M. Noble (2009), "When Do Relationships Pay Off for Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing," *Journal of Retailing*, 85(4), 493-501.
- Zhang, Chun, John W. Henke, Jr., and David A. Griffith (2009), "Do Buyer Cooperative Actions Matter Under Conditions of Relational Stress? Evidence from Japanese and U.S. Assemblers in the U.S. Automotive Industry," *Journal of Operations Management*, 27(6), 479-494.
- Narasimhan, Ram, Anand Nair, David A. Griffith, Jan Stentoft Arlbjørn and Elliott Bendoly (2009), "Lock-in Situations in Supply Chains: Exploring Strategies under a Social Exchange Theory-Economic Modeling Joint Approach," *Journal of Operations Management*, 27(5), 374-389.
- Griffith, David A., Nükhet Harmancıoğlu and Cornelia Dröge (2009), "Governance Decisions for Offshore Outsourcing of New Product Development in Technology Intensive Markets," *Journal of World Business*, 44(3), 217-224.
- Seggie, Steven H. and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73(1), 122-132.

- Griffith, David A., S. Tamer Cavusgil and Shichun Xu (2008), "Emerging Themes in International Business Research," *Journal of International Business Studies*, 39(7), 1120-1235.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Carol A. Finnegan, Tracy Lee Gonzales-Padron, Nükhet Harmancıoğlu, Ying Huang, M. Berk Talay and S. Tamer Cavusgil (2008), "Data Equivalency in Cross-Cultural International Business Research: An Assessment and Guidelines," *Journal of International Business Studies*, 39(6), 1027-1046.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Brian R. Chabowski, Mary K. Hoffman, Bernadine Johnson Dykes, Wesley A. Pollitte and S. Tamer Cavusgil (2008), "An Assessment of the Measurement of Performance in International Business Research," *Journal of International Business Studies*, 39(6), 1064-1080.
- Lages, Luis Filipe, Sandy Jap and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-term Reactive Approach" *Journal of International Business Studies*, 39(2), 304-325.
- Chen, Qimei, Yi He, Xinshu Zhao and David A. Griffith (2008), "Sources of Product Information for Rural Chinese Consumers," *International Journal of Advertising*, 27(1), 67-97.
- Seggie, Steven H. and David A. Griffith (2008), "The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms," *International Marketing Review*, 25(3), 262-275. (2008 Best Paper Award; *International Marketing Review*)
- Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance," *Journal of International Marketing*, 15(3), 63-93.
- Griffith, David A. and Robert F. Lusch (2007), "Getting Marketers to Invest in Firm-Specific Capital," *Journal of Marketing*, 71(1), 129-145.
- Calantone, Roger J. and David A. Griffith (2007), "Challenges and Opportunities in the Field of Global Product Launch," *Journal of Product Innovation Management*, 24(5), 414-418. (Introduction to the Special Issue)
- Harvey, Michael G. and David A. Griffith (2007), "The Role of Globalization, Time Acceleration and Virtual Global Teams in Fostering Successful Global Product Launches," *Journal of Product Innovation Management*, 24(5), 486-501.
- Cort, Kathryn T., David A. Griffith and D. Steven White (2007), "An Attribution Theory Approach for Understanding the Internationalization of Professional Service Firms," *International Marketing Review*, 24(1), 9-25. (2007 Best Paper Award; *International Marketing Review*)
- Calantone, Roger J., David A. Griffith and Goksel Yalcinkaya (2006), "An Empirical Examination of a Technology Adoption Model for the Context of China," *Journal of International Marketing*, 14(4), 1-27.
- Chen, Haiyang, David A. Griffith and Michael Y. Hu (2006), "The Influence of Liability of Foreignness on MNE's Market Entry Strategy: An Illustration of Market Entry in China," *International Marketing Review*, 23(6), 636-649.
- Griffith, David A., Matthew B. Myers and Michael G. Harvey (2006), "An Investigation of National Culture's Influence on Relationship and Knowledge Development in Japan and United States Intra- and Inter-Cultural Inter-organizational Exchanges," *Journal of International Marketing*, 14(3), 1-32.

- Griffith, David A., Chun Zhang and S. Tamer Cavusgil (2006), "Attributions of Noncooperative Incidents and Response Strategies: The Role of National Character," *Journal of World Business*, 41(4), 356-367.
- Cui, Anna Shaojie, David A. Griffith, S. Tamer Cavusgil and Marina Dabic (2006), "The Influence of Market and Cultural Environmental Factors on Technology Transfer: A Croatian Illustration," *Journal of World Business*, 41(2), 100-111.
- Griffith, David A. (2006), "Human Capital in the Supply Chain of Global Firms," *Organizational Dynamics*, 35(3), 251-263.
- Griffith, David A., Laurence Jacobs and R. Glenn Richey (2006), "Fitting Strategy Derived from Company Orientation to International Contexts," *Thunderbird International Business Review*, 48(2), 239-262.
- Griffith, David A., Michael G. Harvey and Robert F. Lusch (2006), "Social Exchange in Inter-organizational Relationships: The Resulting Benefits of Procedural and Distributive Justice," *Journal of Operations Management*, 24(2), 85-98.
- Griffith, David A., Stephanie Noble and Qimei Chen (2006), "The Performance Implications of Entrepreneurial Proclivity: A Dynamic Capabilities Approach," *Journal of Retailing*, 82(1), 51-62.
- Noble, Stephanie M., David A. Griffith and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Value Orientation," *Journal of Retailing*, 82(3), 177-188.
- Zhang, Chun, David A. Griffith and S. Tamer Cavusgil (2006), "The Dissolution of International Distribution Relationships: A Process Framework and Propositions," *Journal of International Marketing*, 14(2), 85-115.
- Chen, Qimei, David A. Griffith and Fuyuan Shen (2005), "The Effects of Interactivity on Cross-Channel Communication Effectiveness," *Journal of Interactive Advertising: Special Issue on Interactivity and Its Relationship to Advertising, Marketing and Communication*, 5(2), <http://www.jiad.org/vol5/no2/>.
- Cui, Anna Shaojie, David A. Griffith and S. Tamer Cavusgil (2005), "The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of MNC Subsidiaries," *Journal of International Marketing*, 13(3), 32-53.
- Griffith, David A. (2005), "An Examination of the Influences of Store Layout in Online Retailing," *Journal of Business Research*, 58(10), 1391-1396.
- Griffith, David A., Aruna Chandra and Timothy Fealey (2005), "Strategically Employing Natural Channels in an Emerging Market," *Thunderbird International Business Review*, 47(3), 287-311.
- Griffith, David A., Timothy S. Kiessling and Marina Dabic (2005), "An Exploratory Examination of the Challenges to Technology Transfer in the Transitional Economy of Croatia," *Thunderbird International Business Review*, 47(2), 163-181.
- Griffith, David A. and Matthew B. Myers (2005), "The Performance Implications of Strategic Fit of Relational Norm Governance Strategies in Global Supply Chain Relationships," *Journal of International Business Studies*, 36(3), 254-269.
- Noble, Stephanie M., David A. Griffith and Marc G. Weinberger (2005), "Consumer Derived Utilitarian Value and Channel Utilization in a Multi-Channel Retail Context," *Journal of Business Research*, 58(12), 1643-1651.

- Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2005), "The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis" *Journal of International Business Studies*, 36(3), 270-283.
- Chen, Qimei, David A. Griffith and Fang Wan (2004), "The Behavioral Implications of Consumer Trust across Brick-and-Mortar and Online Retail Channels," *Journal of Marketing Channels*, 11(4), 59-85.
- Griffith, David A. and Qimei Chen (2004), "The Influence of Virtual Direct Experience on Online Ads Message Effectiveness," *Journal of Advertising*, 33(1), 55-68.
- Griffith, David A. and Michael G. Harvey (2004), "The Influence of Individual and Firm Level Social Capital of Marketing Managers in a Firm's Global Network," *Journal of World Business*, 39 (3), 244-254.
- Lee, Chol and David A. Griffith (2004), "The Marketing Strategy-Performance Relationship in an Export-Driven Developing Economy: A Korean Illustration," *International Marketing Review*, 21(3), 321-334.
- Luo, Xueming, David A. Griffith, Sandra S. Liu and Yi-Zheng Shi (2004), "The Effects of Customer Relationships and Social Capital on Firm Performance: A Chinese Business Illustration," *Journal of International Marketing*, 12(4), 25-45.
- Myers, Matthew B., David A. Griffith, Patricia J. Daugherty and Robert F. Lusch (2004), "Maximizing the Human Capital Equation in Supply Chain Logistics: Education, Experience and Skills," *Journal of Business Logistics*, 25(1), 211-232.
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Jain, Subhash and David A. Griffith (eds.), (2011), *Handbook of International Marketing Research, Second Edition*, Edward Elgar Publishing Inc.

Bello, Daniel C. and David A. Griffith (eds.), (2011), *Wiley International Encyclopedia of Marketing: International Marketing*, Wiley & Sons.

Lewin, Arie L., S. Tamer Cavusgil, G. Thomas M. Hult and David A. Griffith (eds.), (2008), *Thought Leadership in Advancing International Business Research*, Palgrave MacMillan.

Dunne, Patrick M., Robert F. Lusch and David A. Griffith (2002), *Retailing*, 4th Edition, Harcourt, Inc.

Book Chapters/Publications in Books

Griffith, David A. and Goksel Yalcinkaya (2018), "Global Product Launch: A Perspective on Past, Present and Future Research," *Handbook of Research on New Product Development*, Peter N. Golder and Debanjan Mitra (eds.), Edward Elgar Publishing, 267-287.

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Conferences (papers, presentations)

Zheng, Xu (Vivian), Aric Rindfleisch, David A. Griffith and Kersi D. Antia (2019), “The Liability of Invisibility: The Financial Implications of 9/11 on the Global Airline Industry,” *2019 AMA Winter Conference*, Austin, TX.

Griffith, David A. and Hannah S. Lee (2016), “Building New Product Advantage across Markets through Customer Participation: The Role of Cross-Country Collaboration with Multinationals,” *Institute for the Study of Business Markets Biennial Academic Conference*, Emory University, Atlanta, GA.

Dahlquist, Steven H. and David A. Griffith (2016), “OEM and Component Supplier Use of Explicit and Normative Contracting in Collaborative Joint Profit Generation,” *2016 AMA Winter Educators' Conference*, Las Vegas, NV.

Hoppner, Jessica J. and David A. Griffith (2015), “Does the Implementation of Sales Teams Influence the Turnover Process of Salespeople? An Analysis of Team Players, Lone Wolves, and the Lonely,” *2015 Academy of Marketing Conference*, Limerick, Ireland.

Harmancıoğlu, Nükhet and David A. Griffith (2015), “Market Returns to Innovation Offshore Outsourcing Decisions: Short- and Long-Term Implications,” *5th Theory + Practice in Marketing (TPM) Conference*, Atlanta, GA.

Griffith, David A. (2015), “The Trade-off of Increased Efficiency and Effectiveness Found in Close Relationships - Potential Costs Associated with Neglect, Self-Interest Seeking Behavior and Opportunism,” *European Marketing Academy Conference*, Leuven, Belgium.

Dahlquist, Steven H. and David A. Griffith (2015), “A Framework for the Formation of Governance Portfolios in International Interfirm Collaborations,” *2015 AMA Winter Educators' Conference*, San Antonio, TX.

Harmancıoğlu, Nükhet and David A. Griffith (2014), “Should Strategic Decisions be Assessed using Short-or Long-term Stock Returns?” *INFORMS Marketing Science Conference*, Emory University, Atlanta, GA.

Bolton, Ruth N., David A. Griffith and Roger J. Calantone (2013), “Hybrid Offerings: How Service Builds Relationships with Large Business Customers in Global Markets,” *13th International Research Symposium on Service Excellence in Management*.

Hoppner, Jessica J. and David A. Griffith (2013), “Only the Lonely: The Influence of Teams on Salesperson Turnover,” *2013 AMA Winter Educators’ Conference*, Aric Rindfleisch and Jim Burroughs (eds.), Vol. 24, 140.

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Griffith, David A. and Yanhui Zaho (2012), “Safeguarding Unilateral Investments Through Contract Drafting: Making It Specific or Complex,” *ISBM Academic Conference*, Chicago, IL.

Briggs, Elten, David A. Griffith and Hieu P. Nguyen (2009), “Information Value and Influence of Price on Quality Perception: Insights from Cue Utilization Theory,” *2009 AMA Winter Educators’ Conference Proceedings*, Michael Kamins and Ingrid M. Martin (eds), Vol. 20, 111-112. (Retailing & Pricing: *Best paper in track award*)

Patwardhan, Abhijit, Stephanie M. Noble, and David A. Griffith (2006), “The Use of Deception in Relationships: A New Perspective,” *SMA Conference*, Nashville, TN.

Zhang, Chun, S. Tamer Cavusgil, David A. Griffith and Meng Zhao (2006), “Response Strategies to Noncooperative Incidents in International Distribution Partnerships,” *Proceedings of the 48th Annual Meeting of the Academy of International Business*, Mary Ann Von Glinow and Tunga Kiyak (eds), Academy of International Business, 226.

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Griffith, David A. and Camille Schuster-Passler (2002), "Before Measurement Equivalence – Ensuring Conceptual Equivalence," *2002 AMA Educator Proceedings*, American Marketing Association, 315-316.

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Griffith, David A. and Matthew B. Myers (2001), "The Performance Implications of Process Standardization of Relational Norm Strategies in U.S.-Japanese Relationships," *2001 Academy of International Business Conference: Extended Program*, Academy of International Business, 50.

Griffith, David A. (2000), "Process Standardization in International Relationship Coordination: Culture's Influence on Self-Perceived Power," *American Marketing Association Biennial International Conference*, Buenos Aires, Argentina Jacqueline Pels and David W. Stewart (eds.), American Marketing Association, 357-358.

Griffith, David A., Kathryn T. Cort and D. Steven White (2000), "Attribution Theory and Service Firm Internationalization," in *Managing in a Turbulent International Business Environment*, *Ninth World Business Congress*, Gary N. McLean, Erdener Kaynak and Oscar A. Aliaga (eds.), San Jose, Costa Rica, Hummelstown, PA: International Management Development Association, 144-147.

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Griffith, David A. and Robert F. Krampf (2000), "An Empirical Examination of Consumer Information Processing: A Print Versus Web-based Retail Catalog," *American Marketing Association Summer Educators' Conference*, Gregory T. Gundlach and Patrick Murphy (eds.), American Marketing Association, 30-31.

Griffith, David A., Ali Yavuz Zeybek and Matthew O'Brien (2000), "The Relationship Effects of Knowledge Transfer in Transitional Economy International Joint Ventures," *2000 Academy of International Business 2000 Annual Meeting*, Academy of International Business.

Griffith, David A. and Robert F. Krampf (1999), "The Influence of Medium and Vividness: A Print versus Online Catalog Examination," *American Marketing Association Winter Educators' Conference*, Anil Menon and Arun Sharma (eds.), American Marketing Association, Vol. 10, 53-54.

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Griffith, David A. and Robert F. Krampf (1998), "An Examination of Retail Web-Sites: The Impact of the Retail Marketing Mix on Consumer Attitude," *American Marketing Association Winter Educators' Conference*, Dhruv Grewal and Connie Pechmann (eds.), American Marketing Association, Vol. 9, 20-21.

Griffith, David A. and Matthew B. Myers (1998), "The Cross-Cultural Applicability of Trust and Commitment in 'High' and 'Low' Trust Cultures," *1998 Academy of International Business Annual Meeting*, Bruce Kogut (ed.), Academy of International Business, Vienna, Austria, 22.

Myers, Matthew B. and David A. Griffith (1998), "An Investigation of Organizational Factors and Individual Markets Associated With Gray Market Activity," *1998 Academy of International Business Annual Meeting*, Bruce Kogut (ed.), Academy of International Business, Vienna, Austria, 13.

Griffith, David A. and Mohammed K. Shaki (1996), "A Flexible Organizational Structure for Competing in a Global Environment," *Business Research Yearbook: Global Business Perspectives*, Vol. III, Abbass F. Alkhafaji and Jerry Biberman (eds.), International Academy of Business Disciplines, Lanham, MD: University Press of America, 867-871.

Griffith, David A. and Paul J. Albanese (1995), "A Preliminary Analysis of Personality in Travel Destination Preference," *Association of Marketing Theory and Practice Proceedings*, David L. Moore (ed.), 183-189.

Griffith, David A. and William E. Fillner (1995), "The Effects of Modeled Behavior on the Frequency of Vacation Travel," *Annual Conference of the Administrative Sciences Association of Canada Tourism Management Division*, Vol. 16 No. 14, Judith Waalen (ed.), Ryerson Polytechnic University, 16-22.

Griffith, David A. and Patricia Pederesen (1995), "An Analysis of Internal Marketing as a Cost Effective Strategy in a Public Organizational Setting," *Midwest Marketing Association*, E. Wayne Chandler and Michael d'Amico (eds.), Midwest Marketing Association and Eastern Illinois University, 145-149.

Research funding

- 2018-present *Hallie Vanderhider Chair in Business*, Mays Business School, Texas A&M University
- 2015-2018 *Iacocca Chair*, Lehigh University
- 2012-2015 *College of Business and Economics Research Endowment*, Lehigh University
- 2008-2012 *John W. Byington Endowed Chair*, Michigan State University
- 2008 *Travel Award in Support of Scholarship*, Michigan State University CIBER
- 2007 *Summer Research Grant*, The Eli Broad College of Business, MSU
- 2007 *Travel Award in Support of Scholarship*, Michigan State University CIBER
- 2006 *Summer Research Grant*, The Eli Broad College of Business, MSU
- 2005 *Travel Award in Support of Scholarship*, Michigan State University CIBER
- 2004 *Travel Award in Support of Scholarship*, Michigan State University CIBER

- 2003 *Travel Award in Support of Scholarship*, Michigan State University CIBER
- 2002 *Faculty Research Award*, Department of Marketing, University of Hawai'i
- 2002 *Faculty Research Award*, University of Hawai'i CIBER
- 2001 *Travel Award*, University Research Council, University of Hawai'i
- 2001 *Faculty Research Award*, Department of Marketing, University of Hawai'i
- 2000 *Junior Faculty Research Award*, University of Oklahoma
- 2000 *Michael F. Price College of Business Summer Research Grant*, University of Oklahoma

TEACHING

Undergraduate

- Customer Insights through Data Analysis/Quantitative Marketing Analysis
- Marketing Strategy (in person and remote learning)
- Principles of Marketing (small and large (250+) sections)
- International Marketing
- International Business (large (250+) section)
- Global Retailing
- Global e-tailing
- Retail Management
- Consumer Behavior
- Business Logistics Management

Graduate

- Branding (Executive MBA, Professional MBA, in-person and remote learning)
- Global Strategy (Fulltime MBA, Professional MBA)
- Innovation (Executive MBA, Professional MBA, in-person and remote learning)
- International Business (Professional MBA, Fulltime MBA)
- International Marketing (Fulltime MBA)
- Marketing Analytics (Fulltime MBA, MS in Marketing)
- Marketing Management (Fulltime MBA, Executive MBA, in-person and remote learning)
- Marketing Theory (Ph.D.)
- Inter-organizational Issues (Ph.D.)

International Residency/Study Abroad

- Executive MBA (Asia – China)
- Weekend MBA (Asia – China)
- Undergraduate (Europe – England, Belgium and France)

Independent Study Advising

- International Marketing Strategy (Ph.D.)
- Experimental Design (Ph.D.)
- Research Design Issues in Marketing Strategy Research (Ph.D.)
- Agency Theory in International Marketing (Ph.D.)
- International Joint Ventures (Ph.D.)
- Inter-organizational Analysis (Ph.D.)
- International Marketing (Fulltime MBA)
- Electronic Marketing (Undergraduate)
- Qualitative Research Methods (Undergraduate)
- Sports Marketing (Fulltime MBA; Undergraduate)
- Marketing Strategy and Planning (Undergraduate)

Doctoral Dissertation Committees (Chair, Co-Chair and Committee Member)

- Hannah S. Lee (2014), “The Management of Multiple Relationships in Information-rich Environments: Positive and Negative Effects of Information Symmetry in Networks,” Michigan State University, *Co-Chair*
- Steven H. Dahlquist (2012), “Value Maximizing and Claiming Behavior in Multi-dyadic Supply Chain Structures,” Michigan State University, *Chair (2011 Dissertation Award Winner: Institute for the Study of Business Markets, Penn State University)*
- Tereza Dean (2012), “New Product Launches and Manufacturers’ Returns: Addressing the Challenges of Launching New Products through Large Retailers,” Michigan State University, *Committee Member*
- Ravi Srinivasan (2011), “Governing Inter-organizational Relationships in the Presence of Ex Post Opportunism and Uncertainty: An Alignment Model of Managing Outsourcing,” Michigan State University, *Committee Member*
- Jessica J. Hoppner (2010), “Marketing Strategy Decision Making: The Unintended Consequences of Incorporating Competitive Information,” Michigan State University, *Chair*
- Erin Cavusgil (2008), “Three Essays on Marketing Strategy Elements and the Brand Life Cycle in the Pharmaceutical Industry,” Michigan State University, *Committee Member*
- Michael A. Stanko (2008), “Finding the Balance between Outsourcing and Internalization: The Key to Innovative Success?” Michigan State University, *Committee Member*
- Wesley Pollitte (2008), “The Effect of Vertical Networks on Channel Governance Adaptation: A Transaction Cost Economics Approach,” Michigan State University, *Chair*
- Steven H. Seggie (2007), “Interorganizational Governance Response Strategies to Active and Passive Ex Post Opportunism: Increased Understanding via Value-based Boundary Constraints,” Michigan State University, *Co-Chair*
- Goksel Yalcinkaya (2007), “Understanding the Emergence of Aggregate Level Innovation Diffusion through Individual Level Adoption Decisions,” Michigan State University, *Co-Chair*
- Christopher C. Douglas (2007), “Three Essays on Empirical Macroeconomics,” Michigan State University, Department of Economics, *Committee Member*
- Shichun Xu (2007), “Enhancing Innovation Capability through Successful Inter-firm Collaborations: Two Essays on R&D Alliances,” Michigan State University, *Committee Member*
- Anna Shaojie Cui (2006), “Joint Venture Termination: Failure or Adaptation,” Michigan State University, *Co-Chair*
- Nükhet Harmancıoğlu (2006), “The Development of Market Efficient Technological Innovation: A ‘Holistic’ Study from Multiple Perspectives,” Michigan State University, *Committee Member*
- Burcu Tasoluk (2006), “A Contingency Framework for Global Branding: A Multi-level Interaction Model,” Michigan State University, *Committee Member*
- Chun Zhang (2005), “Response Strategies to Noncooperative Incidents in International Distribution Partnerships,” Michigan State University, *Committee Member*

Kiyak, Tunga (2004), "A Framework for Global Corporations: The Role of Strategy, Structure, Leadership, Culture, and Processes," Michigan State University, *Committee Member*

Sindhav, Birud (2001), "A Proactive Model of Communication in Marketing Channels," University of Oklahoma, *Committee Member*

IV. SERVICE

Editorship/Journal Leadership

Editor: *Journal of International Marketing*, 2008-2010, 2011-2013

Advisory Board: *Journal of International Marketing*, 2019-present

Senior Advisory Board: *International Marketing Review*, 2013-present

Editor: *International Marketing Review*, Special Issue on Conceptualizing Culture: Implications for International Marketing Theory & Practice

Co-Editor (Roger J. Calantone and David A. Griffith): *Journal of Product Innovation Management*, Special Issue on Global Product Innovation and Launch

Co-Editor (Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith): *Thought Leadership in Advancing International Business Research*

Co-Editor (Daniel C. Bello and David A. Griffith): *Wiley International Encyclopedia of Marketing: International Marketing Section*

Co-Editor (Subhash Jain and David A. Griffith): *Handbook of International Marketing Research*, Edward Elger Publishing, Inc.

Editorial Review Boards

Journal of Marketing: (2018-present)

Journal of International Business Studies: (2004-2007; 2014-present)

Journal of International Marketing (2002-2007; 2014-2019)

Academy of Marketing Science Review: (2011-present)

International Marketing Review: (2007- present)

Journal of World Business (2001-2018)

Journal of Business Research: (2004-2007)

Conference Organizing (chair, co-chair, organizing committee)

2017 Lehigh University, Impact Symposium, *Privacy & Security in the Era of Big Data*, Bethlehem, PA.

2017 Lehigh University, Data X Symposium, *The Impact of Digital Information*, Bethlehem, PA.

2016 Lehigh University, *Data X Symposium*, Bethlehem, PA.

2015 AMA Global Marketing SIG's Pre-conference Event, AMA Winter, San Antonio, TX.

2014 AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX.

2013 AMA Summer Educators' Conference, Boston, MA.

2011 AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX.

2010 International Marketing Theory, UConn CIBER, Storrs, CT.

Discipline Service

AACSB International (Association to Advance Collegiate Schools of Business International)

Co-Facilitator, Department Chairs Seminar (2019, 2020)

American Marketing Association

Chair, AMA Global Marketing SIG Award committee (2020)

Journal of International Marketing Editor-In-Chief Selection Committee (2018)

Louis W. Stern Award Selection Committee, Interorganizational SIG (2018)

Academic Council (2014-2017)

Academic Council, Special Interest Group Sub-Committee (2014-2017)

Global Marketing Special Interest Group, Board of Directors (2000-2015)

Global Marketing SIG Special Interest Group, Chairperson (2001-2004)

Global Marketing Special Interest Group, Webmaster (2000-2015)

AMA Journal Task Force, 2010-2011

Track Chair, AMA Summer Educators' Conference, Chicago, IL, 2006

Track Chair, AMA Winter Educators' Conference, St. Petersburg, FL, 2006

Track Chair, AMA, Fifth Biennial AMA/AM Conference, Dublin, Ireland, 2005

AMA SIG Budget Task Force, 2004

Track Chair, AMA Summer Educators' Conference, San Diego, CA, 2002

Track Chair, AMA Winter Educators' Conference, Scottsdale, AZ, 2001

Chair, IU CIBER/AMA Global Marketing SIG Case Competition, 2001

Academy of International Business

Track Chair, Marketing & Supply Chain Management, AIB Annual Meeting, Monterey, CA, 2003

Academy of Marketing Science

Track Chair, AMS World Marketing Conference, Verona, Italy, 2007

University/College Service

Texas A&M University

Mays Business School

Associate Director of Research, Center for International Business Studies (2019-present)

Center for Executive Development Steering Committee (2019-2020)

Executive Committee (2018-2019)

Department Head Committee (2018-2019)

Department of Marketing

Department Head (2018-2019)

Recruitment Committee, Tenure-track, Chair (2018, 2019)

Recruitment Committee, Director of Center for Retailing Studies, Chair (2018-2019)

Recruitment Committee, Director of Master of Science in Marketing, Chair (2019)

Lehigh University

University

Data X Initiative (interdisciplinary strategic initiative, 2013-2018)

Faculty Grants for International Connections Selection Committee (2014-2018)

Academic Infrastructure Working Group (2016-2017)

Executive Committee, Lehigh University Department Chairs (2014-2017, 2017-2020)

Chair, Executive Committee, Lehigh University Department Chairs (2015-2016)

Committee on Data Entry Consistency with Current Grants and Proposals Systems and Processes (2014-2015)

Dean Search Committee, College of Business and Economics (2013)

Classroom Planning Committee (2013-2014)

Cluster Hiring Committee (2012-2013)

College of Business and Economics

Department Chair Council (2014-2018)
Impact Symposium (Chair 2017)
Beta Gamma Sigma Selection Committee (2014-2015, 2016-2017)
Promotion and Tenure Committee (2014-2015)
Professorship Selection Committee (2013, 2014)
Executive Committee (2012-2014)

Department of Marketing

Chairperson (2012-2015, 2015-2018)
Recruitment Committee, Tenure-track, Chair (2012, 2013, 2014, 2017)
Recruiting Committee, Interdisciplinary Consumer Analytics Data X (2015-2016)
Recruitment Committee, Professor of Practice, Chair (2014), Member (2017)

Michigan State University

University

University Committee on Faculty Tenure (2010-2011)

Eli Broad College of Business/Eli Broad Graduate School of Management

Doctoral Program Committee (2007-2012)
Undergraduate Curriculum Task Force (2011-2012)
Full Time MBA Curriculum Taskforce (2010- 2011)
Global Initiatives Taskforce (2010 – 2011)
Weekend MBA Task Force (2007-2008)
Undergraduate Program Committee (2005-2007)
International Assessment for Undergraduate International Business (2004-2006)
Freshman College Colloquium (2005)

Department of Marketing

Ph.D. Director, Marketing (2007-2012)
Faculty Recruitment Committee (2008-2009)
Comprehensive Exam Coordinator (2006)
Workload, Evaluation and Compensation Taskforce (2006)
Research, publication and Ph.D. Taskforce (2006)
Marketing Strategic Assessment Committee (2005-2006)

University of Hawai'i

College of Business

Managing Director, Center for International Business and Research (2002-2003)
Noborikawa Chair Search Committee (2002-2003)
Dennis Ching Teaching Award Selection Committee (2002-2003)
Fish Scholarship Evaluation Committee – undergraduate (2002)

Marketing Department

Faculty Recruitment Committee (2002-2003)
Marketing Department Sub-Committee Workload Policy (2001-2002)

University of Oklahoma

University

Computing Advisory Committee (2000-2001)
Instructional Technology Subcommittee (1998-2000)

Michael F. Price College of Business

International Business Major Review Committee (2000-2001)
Undergraduate Program Committee (1998-2000)

Student Involvement/Activities

Lehigh University, Coordinator, Spring Department of Marketing NYC Corporate Visits (2013-2017)
Lehigh University, Faculty Advisor – Lambda Mu Sigma (2012-2018)
Lehigh University, Coordinator, Fall Department of Marketing Speaker Series (2013-2016)
Michigan State University, Faculty Advisor – Delta Sigma Pi (2006-2012)
Michigan State University, Advisor - International Business Specialization (2004-2006)
University of Hawai'i, Asia Moot Corp Business Plan Competition, Faculty Advisor (2003)
University of Oklahoma, Adopt-a-Faculty Program (1997-2001)
University of Oklahoma, Freshman Mentoring Program (1999-2000)
University of Oklahoma, Native American Business Society, faculty advisor (1998-1999)
University of Oklahoma, Netpreneur Club, Faculty advisor (2000-2001)

MEMBERSHIP IN ASSOCIATIONS

American Marketing Association	Beta Gamma Sigma
Academy of International Business	Delta Sigma Pi
Alpha Mu Alpha	Golden Key National Honor Society
Responsible Research in Business & Management	

IIX. PROFESSIONAL DEVELOPMENT

1. Aligning Effective Annual Evaluation of Faculty with Department Goals (*Texas A&M University* 2019)
2. IX Things Every Department Head Should Know about Civil Rights (Office of Risk, Ethics, and Compliance, *Texas A&M University* 2019)
3. Strategies and Tactics for Recruiting to Improve Diversity and Excellence (*Texas A&M University* 2018)
4. The Academic Department Chair as a Transformative Diversity Leader (HigherEd Talent 2017)
5. Haven - Title IX Training (EverFi 2017)
6. Workplace Harassment – What Would You Do (*EduRisk by United Educators* 2016)
7. Influencing without Authority in Higher Education (*Academic Impressions* 2016)
8. Department Chair Workshop: Conflict Management and Change Leadership (*Lehigh Valley Association of Independent Colleges* 2015)
9. Department Chairs Seminar (AACSB 2015)
10. Processes for Successful Faculty Recruitment (*Lehigh University* 2015)
11. Communication and Conflict Management for Department Chairs (*Academic Impressions* 2015, 2016)
12. Harassment Prevention Training (*EduRisk by United Educators* 2014)
13. Creating an Equitable Community: Taking Diversity and Inclusion to the Next Level (*VISIONS INC.*, 2014)
14. Network for Informal Resolution of Complaints (*Lehigh University* 2013)
15. Success in the Academic Hiring Process from Start to Finish: Clarifying Purposes and Procedures, Avoiding Delays, and Increasing Faculty Quality and Diversity (*Michigan State University, Leadership and Administrator Seminar Series* 2012)
16. Crossing the Divide: Transitioning from Faculty to Administrative Positions (*Michigan State University, Workshops for Faculty on Leadership and Academic Life* 2011)