

Lyn Suzanne Amine

Emerita Office:

Department of Marketing
John Cook School of Business
Saint Louis University
3674 Lindell Boulevard
St. Louis, Missouri 63108, USA
Tel: 314-977-3868 (secretary)
Fax: 314-977-1481 (department)

Webpage: <http://business.slu.edu/departments/marketing/faculty-staff/lyn-amine/>

Residence:

39, avenue Aimé Martin,
"Le Brigantin," apt. 1,
06200 NICE,
France
Email: aminels@slu.edu
Mobile: (France-33)-625-250651

Languages:

English/French - bilingual
Spanish, Italian and German (working knowledge, spoken and written)
Moroccan (courtesy-level, spoken)

Education

Ph.D. in International Marketing

University of Bradford Management Centre UK, 1977

Dissertation title:

Export Marketing in the British Clothing Industry: Concentration versus Diversification on Key Markets.

M.Sc. in Administrative Sciences

City University Graduate Business Center, London, UK, 1975

Emphasis in International Marketing and Commercial French

Dissertation title: A Market Launch Plan for a New Three-Country, Three Language Business School: l' Ecole des Affaires de Paris (EAP, Paris Business School)

Diplôme de la Chambre de Commerce et d'Industrie de Paris, 1975 "Mention bien"

(Diploma in Commercial and Business French "with distinction")

M.A. in French Language and Literature

Sheffield University, UK, 1974

Dissertation title: Thematic Patterns in Proust's "A la Recherche du Temps Perdu"

B.A. Honours Degree in French Language and Literature

Sheffield University, UK, 1973

Minor in Spanish Language and Literature,

Herbert Hughes Memorial Prize for Outstanding Achievement in the Spanish Language

Post-Doctoral Education

Certificate in Distance Education, University of Maryland University College, 2008

Online teaching (WebTycho)

Certificate of the Institutional Review Board, Saint Louis University, 2004

Social / Behavioral Research; Research HIPAA Awareness

Certificate in Higher Education Administration, Bryn Mawr College and HERS, Mid-America, 1999

Summer Institute for Women in Higher Education Administration

Academic Employment

Visiting Professor in Business Administration

Semester at Sea, Spring 2010 world voyage, Summer 2012 Mediterranean voyage

Visiting Professor of Marketing and International Business

Sultan Qaboos University, Oman 2006, 2009, 2011

Visiting Professor of Marketing

California State University – San Marcos 2011

Professor Emerita of Marketing and International Business

Saint Louis University 2008-date

Shaughnessy Fellow in International Marketing and

Professor of Marketing and International Business (with tenure)

Saint Louis University 1987-2008

Fulbright Professor of Marketing and International Business

Al-Akhawayn University in Ifrane (AUI), Morocco, Fall 1999

Fulbright Professor of Marketing and International Business

University of Bahrain, Manama, Bahrain, Spring 1993

Associate Professor of Marketing (with tenure)

University of Wisconsin-Whitewater 1981-1986

Maître de Conférence en Marketing

Institut Supérieur de Commerce et d'Administration des Entreprises (ISCAE)
Casablanca, Morocco 1977-1981

Instructor in Marketing

University of Bradford Management Centre, Bradford, UK 1975-1977

Assistante d'Anglais

Lycée Ségurane, Nice, France 1971-1972

Professional Employment

Consultant

John Wiley and Company 2003, advised on revision for an International Marketing textbook

Consultant in International Marketing

CPI Corporation, St. Louis MO 2000-2001, planned international export market entry

Consultant

Saint Louis University 1997, developed new Master in International Business courses: *Leadership in Global Markets, Managing Cross-Cultural Differences, Global Marketing Strategies*

Marketing Advisor

Small Business Institute and Wisconsin Innovation Center, University of Wisconsin-Whitewater 1985-1986, evaluated new business proposals and advised on market launches

Professional Employment (continued)

Directeur de Marketing

Shem's Publicité, Casablanca, Morocco 1979-1980, agency promotion and client recruitment

Ingénieur-Conseil en Marketing

Price Waterhouse, Casablanca, Morocco 1978-1979, developed bilingual promotional materials

Honors

Distinguished Fellow

Academy of Marketing Science

Shaughnessy Fellow in International Marketing

Saint Louis University Cook School of Business

President

Women in the Academy of International Business 2003-05

President of Faculty Senate

Saint Louis University 1997-99

Senior Fulbright Scholar

Al-Akhawayn University in Ifrane (AUI), Morocco 1999

Senior Fulbright Scholar

University of Bahrain, Bahrain 1993

Member, 1998-present

Nominating Committee for Distinguished Fellows of the Academy of Marketing Science

Governor

Board of the Academy of Marketing Science 1992-98

Keynote Speaker

2nd. Annual Sprott Doctoral Symposium and "Leaders in Business Research" Seminar, Carleton University, Ottawa, Canada (April 2005)

President's Outstanding Faculty Scholar

Saint Louis University 1990-92

Member, 1995-2007

Thorelli and Cavusgil Best Paper Awards Committee, *Journal of International Marketing*

Trustee

Business Association for Latin American Studies 1999

Chair

Academy of Marketing Science Doctoral Dissertation Competition, 1998

Member

Distinguished Marketing Educator Award Committee, Academy of Marketing Science 1992-98

European Community Fellow

1st Danish Summer Research Institute 1990, Gilleleje, Denmark

Honors (continued)

Presidential Fellow

American Graduate School of International Management (Thunderbird) 1989

Judge

Doctoral Dissertation Competition, Academy of Marketing Science, 1987

Awards and Prizes

Best Paper Award by the Association for Global Business, Miami, FL, 2005
“An Analytical Perspective of the Global Counterfeiting Industry”

Best Paper Award by the Association for Global Business, Cancun, Mexico, 2004
“Managing Country Image to Long-Term Advantage: The Case of Taiwan and Acer”

“2005 Leader in Business” Award

Carleton University Sprott School of Business, Ottawa, Canada

3-star recognition in 2002 by Emerald NOW for research and practice implications

“The Need for Moral Champions in Global Marketing,” *European Journal of Marketing* 1996

Distinguished Paper Award for Case Research, Irwin Publishing Company

Midwest Business Administration Association, 1989

“Teaching Notes: The Ugly Step-Sister Problem”

Extraordinary Merit Award, University of Wisconsin-Whitewater 1985

Edgar Allen Scholarship for Graduate Study, Sheffield University, UK 1973

Herbert Hughes Memorial Book Prize for Outstanding Achievement in the Spanish Language
Sheffield University, UK 1973

Nominee for Roseman Award for Excellence in Teaching

University of Wisconsin-Whitewater, 1986

Nominee for Leon P. Hermsen Award for Outstanding Teacher

University of Wisconsin-Whitewater, 1986

Research Grants and Fellowships

Winner

25th Anniversary “Challenge Grant,” Women's Commission of Saint Louis University, for
24th Summer Institute for Women in Higher Education Administration, Bryn Mawr College, 1999

Awardee

Competitive research grant, Beaumont Faculty Development Fund of Saint Louis University, 1999

Sponsored participant

“1997 Oil and Gas Education Initiative” for university faculty, 3-day seminar,
Maguire Oil and Gas Institute, Southern Methodist University, Dallas, TX.

Awardee

Summer research grants, Saint Louis University CSB, 1989, 1993, 1995, 1997, 2006

Research Grants and Fellowships (continued)

Sponsored participant

1st Danish Summer Research Institute 1990, Gilleleje, Denmark

Principal investigator

Undergraduate marketing research awards, Coleman / Fannie May Foundation, 1988, 1990

Awardee

Summer research grants, University of Wisconsin-Whitewater, 1985, 1986

Memberships - Honor Societies

Beta Gamma Sigma

Phi Eta Sigma

Pi Sigma Epsilon

Mu Kappa Tau

PROFESSIONAL SERVICE

Elected and Appointed Offices

President

Women in the Academy of International Business (WAIB), 2003-2005

Track Chair

Consumer Behavior, 2004 conference of the Business Association for Latin American Studies, Wellesley, MA

Placement Service Director

2005 conference of the Academy of International Business, Quebec City, Canada

2004 conference of the Academy of International Business, Stockholm, Sweden

2003 conference of the Academy of International Business, Monterey, CA

Vice-President for Research and Publications

Business Association for Latin American Studies, 1997-98, 1998-99

Track Chair

Marketing, 1999 conference of Business Association for Latin American Studies, New Orleans, LA

Editor

International News section, *Academy of Marketing Science Newsletter*, 1988-97

Track Chair

Comparative Marketing Systems, 1995 conference of the International Management Development Association

Vice-President for Membership – International

Academy of Marketing Science, 1988-90, 1990-92

Placement Officer

1990, 1991, 1992 conferences of the Academy of Marketing Science

Elected and Appointed Offices (continued)

Board Member

Midwest Society for Case Research, 1989-92

Track Chair

Consumer Behavior, 1989 conference of the Academy of Marketing Science

Secretary

Midwest Marketing Association, 1989-90

Treasurer

Midwest Marketing Association, 1988-89

Board Member

Midwest Marketing Association, 1983-88

Advisor

College Awards Program, Advertising Club of Greater St. Louis 1987-88

American Marketing Association, University of Wisconsin-Whitewater chapter, 1981-86

Editorships

Senior Guest Co-Editor (with Xie and Chao)

Journal of Asia-Pacific Business, 2009

Special issue on "New Marketing Opportunities and Innovations in Asia-Pacific"

Senior Guest Co-Editor (with Botteron)

Thunderbird International Business Review,

Special issue on "Theory and Practice of Global E-Commerce"

"Guest Editors' Introduction: Global E-Business -- A Progress Report," 2002, 44 (1): 1-3

Co-Editor (with Ganitsky)

Latin America's New Millennium: Reaching 'El Dorado' 1999

Business Association for Latin American Studies: Loyola University of New Orleans, New Orleans, LA

Editor

Business Growth and Development in Latin America: Issues, Challenges and Opportunities in the 21st Century 1998, volumes 1, 2 and 3

Business Association for Latin American Studies: New Orleans, LA

Editor

Annual Proceedings 1997, volumes 1 and 2,

Business Association for Latin American Studies: South Padre Island, TX

Guest Editor

The International Executive 1996, 38 (5),

Special issue on "Marketing in the Gulf and the Indian Sub-Continent"

"Guest Editor's Introduction: A Personal Comment:" 579-582

Guest Editor

Journal of Teaching in International Business 1992

Special issue on "Teaching International Business in Developing Countries"

Editorships (continued)

Guest Editor

International Marketing Review 1983

Special issue on “Strategic Issues in Export Marketing Management”

Founder and Designer

Web Home Page for the Faculty Senate of Saint Louis University, 1997

<http://www.slu.edu/organizations/fs/>

Editorial Board Memberships and Occasional Service

International Business Review (2000-date)

Journal of Islamic Marketing (2005-date)

Journal of International Marketing (1992-2007)

Journal of Business Research (1988-94)

International Marketing Review (1987-92)

Journal of Midwest Marketing (1984-92)

Thunderbird International Business Review (1987-2011)

Global Business and Organizational Excellence (2006-2010)

Multinational Business Review

Journal of the Academy of Marketing Science

International Marketing Review

External Academic Service

External Reviewer: Dean Search Committee

College of Commerce and Economics, Sultan Qaboos University, Oman, 2006

External Rank and Tenure Reviewer

Villanova University, 2007

Georgetown University, 2005

Bowling Green State University, 2004

University of Ohio, 2004

University of New Mexico, 2003

University of Calgary, Canada, 1998

University of Boston-Massachusetts – Boston Harbor, 1988

External Doctoral Dissertation Advisor

Curtin Business School, Perth, Western Australia, 1994-96

External Reviewer for Faculty Publications

King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia, 1991-93

External Reviewer – New Faculty Recruitment

Bilkent University, Ankara, Turkey, 1992

Conference Program Activities (1981-date)

Manuscript Reviewer

Session Chair

Discussant

Annual conferences of the Academy of International Business (AIB), Academy of Marketing Science (AMS), Business Association for Latin American Studies (BALAS)

University Service

Saint Louis University

Faculty Senate

Past President 1999-2000
President 1997-99
President-Elect 1996-97
University Senator, 1987-89, 1994-98
Affirmative Action Committee 2000-03
Budget and Compensation Committee 1996-99
Chair, Rank and Tenure Committee 1994

John Cook School of Business

Doctoral Program Steering Committee 2000-date
Rank and Tenure Committee 1994-99
Faculty Representative, University Research Advisory Committee 1997-99
Curriculum Committee 1989-99
International Business Faculty Committee 1987-99
Scholarship Committee 1994-95
Summer School Committee 1994-95
Summer Research Grant Committee 1991-92
Undergraduate Curriculum Review committee 1990-91
Sabbatical Leave Committee 1987-90
Working Paper Task Force 1988

University of Bahrain

Curriculum Development Committee, Marketing Department 1993

University of Wisconsin-Whitewater

University Senator 1982-84
Graduate Council 1982-84
College of Business and Economics Promotions Committee 1986
Chair, Research Committee 1983-84
Salary Committee 1983-86

TEACHING

International Marketing, Consumer Behavior, Principles of Marketing, International Business, Cross-Cultural Management, Current Topics in Marketing

Courses Taught in French

Le Marketing International
Le Comportement du Consommateur
La Gestion du Marketing
La Publicité et la Promotion des Ventes
La Recherche en Marketing

Courses Taught in English

Doctoral: Seminar in International/ Global Marketing Theory
Teaching Practicum

Graduate (MBA):
International Marketing
Marketing Strategy
Global Green Marketing
Global Marketing Strategies
Consumer Analysis and Buyer Behavior

Undergraduate (BBA):
International Marketing
Global Business
Buyer Behavior
Marketing Strategy
Principles of Marketing
Promotional Strategy

Supervision of Graduate Research

Saint Louis University, St. Louis, MO 63108

PhD Dissertation Committee Chair

“The Effect of Country of Origin, Country Stereotype, Country Knowledge, Nationalistic Sentiment, and Consumer Nationality on Attitude toward Purchase” Michelle A. Mayer

PhD Dissertation Committee Chair

“Materialism and Satisfaction with Life in Three Religious Contexts: The Case of India”
Father Casimir Raj, S.J.

PhD Dissertation Committee Chair

“A Study of Consumer Responses to Tensile Price Claims for High and Low Involvement Products” David W. Johnsen

Master’s Dissertation Reader

“A New Way of Talking to Consumers: How Financial Services Firms Use Computer-Mediated Communication Systems for Marketing Communications” Michael Zuccarello

Curtin University, Perth, Australia

External PhD Dissertation Committee Co-Chair

“An Empirical Study of Managerial Values among Managers in Iran and a Developmental Model of Islamic Values in Management” Mirahmad Amirshahi

University of Bahrain,(Manama, Bahrain

MBA Dissertation Chair

“A Study of Awareness of Banking and Investment Services among Indian and Pakistani High Net Worth Individuals, and Implications for Banks in Bahrain” Arif Ali Khan

MBA Dissertation Chair

“A New Market Share Forecasting Model for Airline Services: The Case of Gulf Air”
Abdulla Hussain

Seminar Leader / Speaker

American International Women's Club of Casablanca, Morocco 2013
"How to Run a Productive Meeting"

College of Commerce and Economics, Sultan Qaboos University, Oman 2006
"Getting Published and Getting Your Name Out There"

Euromed-Marseille Ecole de Management, Marseille, France 2006
"Green Marketing: 'It Isn't Easy Being Green' "

Institut Supérieur de Commerce et d'Administration des Entreprises, Morocco 1990
"American Participant" (AmPart) speaker for the UN International Trade Center in Geneva, Switzerland
"Le Marketing International"

American Association of Business People in Bahrain 1993
"The NAFTA Agreement: Safety in Numbers?"

Missouri Small Business Development Centers, St. Louis and Springfield, MO 1988
"Getting Started in Exports"

SCHOLARLY RESEARCH AND PUBLICATIONS

Refereed Journal Articles

"The Internationalization of an Arab Bank: The Case of Ahli United Bank of Bahrain"
Thunderbird International Business Review 2011, 53(5): 581- 600 (with Khan, Uddin, Zaman)

"Consumer Segmentation in a Changing World: The Need for a Second Step"
Multinational Business Review 2009, 17(3-4): 71-100 (with Smith)

"An Empirical Study of Culture and Social Networks among Chinese Entrepreneurs 'Going International' "
Global Business and Organizational Excellence 2009 (Nov/Dec), 29(1): 61-78 (with Xie)

"Women Entrepreneurs in Sub-Saharan Africa: An Institutional Theory Analysis from a Social Marketing Point of View"
Entrepreneurship & Regional Development: An International Journal 2008, 21(2): 183-211 (with Staub)

"Targeting Buyers of Counterfeit Goods"
WIPO Magazine 2008, World Intellectual Property Organization: Geneva, Switzerland, (September): 18-20 (with Magnusson)
Available at: www.wipo.int/wipo_magazine/en/2008/05/article_0008.html

"Resource Endowments, Market Positioning and Competition in Transitional Economies: Global and Local Advertising Agencies in Hungary"
International Marketing Review 2008, 26(1): 62-89 (with Wilson)

"Meta-Analysis of Cultural Differences: Another Slice at the Apple"
International Business Review 2008, 17(5): 520-532 (with Magnusson, Baack, Zdravkovic and Staub)

Refereed Journal Articles (continued)

“Country-of-Origin, Animosity and Consumer Response: Marketing Implications of Anti-Americanism and Francophobia”

International Business Review 2008, 17(4): 402-422.

“Cost-Benefit Models of Stakeholders in the Global Counterfeiting Industry and Marketing Response Strategies”

Multinational Business Review 2007, 15(2): 1-23 (with Magnusson)

“Doing Business in Croatia: A Country ‘Created from God’s Tears’ ”

Thunderbird International Business Review 2007, 49(4): 445-474 (with Zdravkovic)

“Defining and Managing Reputational Capital in Global Markets”

Journal of Marketing Theory and Practice 2007, 15(3) (Summer): 205-218 (with Suh)

“Exploring the Practical Effects of Country of Origin, Animosity, and Price / Quality Issues: Two Cases of Taiwan and Acer in China”

Journal of International Marketing 2005, 13(2): 114-150 (with Chao and Arnold)

“Managing Country Image to Long-Term Advantage: The Case of Taiwan and Acer”

Place Branding 2005, 1(2) (March): 187-204 (with Chao)

“The New International Business Perspective on Pakistan”

Thunderbird International Business Review 2004, 46(5): 493-519 (with Khan)

“The Pleasures, Perils and Possibilities of Undertaking International Business Research”

Thunderbird International Business Review 2004, 46 (3): 339-348

“An Integrated Micro- and Macro-Level Discussion of Global Green Issues: “It Isn’t Easy Being Green”

Journal of International Management 2003, 9 (4): 373-394

Online version also available at:

<http://authors.elsevier.com/sd/article/S1075425303000565>

“A Comparison of Consumer Nationality as a Determinant of COO Preferences”

Multinational Business Review 2002, 10(1): 45-53 (with Shin)

“Doing Business in Morocco”

Thunderbird International Business Review 2002, 44(3): 279-298 (with Gray)

“Consumer Perception of Country-of-Origin Effect and Brand Effect”

Latin American Business Review 2000, 1(4): 47-60 (with Supanvanij)

“Social Responsibility and the Marketing Educator: A Discussion Document”

Journal of Business Ethics 1999, 19(2): 193-206 (with Sirgy et al.)

“Investment Banking in the Gulf: A Case Study of INVESTCORP in Bahrain”

Thunderbird International Business Review 1996, 38(5): 691-714 (with G. M. Khan)

3-star recognition by Emerald NOW for research and practice implications (2002)

“The Need for Moral Champions in Global Marketing”

European Journal of Marketing 1996, 3(5): 81-94

“Is There Life After IB Training? A Discussion of Issues”

Journal of Teaching in International Business 1993, 4(2): 7-17

Refereed Journal Articles (continued)

- “Linking Consumer Behavior Constructs to International Marketing Strategy: A Comment on Wills, Samli and Jacobs and an Extension”
Journal of the Academy of Marketing Science 1993, 20(3): 71-78
- “Marketing Strategies for Europe 1992: A Portfolio Model of Consumer/ Product Relationships”
Journal of Euromarketing 1992, 2 (1): 49-68
- “Production-Sharing in Mexico and Morocco: A Comparative Study of Problems and Opportunities”
Advances in Business Studies: An Irish Review 1990, 2 (2): 18-36
- “Issues to Consider When Creating or Joining an Export Trading Company”
Journal of Business and Industrial Marketing 1987 2 (4): 63-74 (with Cavusgil)
- “Export Marketing Strategies in the British Clothing Industry”
European Journal of Marketing 1986, 20 (7): 21-33 (with Cavusgil)
- “Demand Estimation in a Developing Country Environment: Difficulties, Techniques and Examples”
Journal of the Market Research Society (of Great Britain) 1986, 28 (1): 43-65 (with Cavusgil)
- “Japanese Sogo Shosha and the US Export Trading Companies”
Journal of the Academy of Marketing Science 1986, 14 (3): 36-49 (with Cavusgil)
- “Multinational Corporations in Eastern Europe: Welcome Trade Partners or Unwelcome Change Agents?”
Journal of Business Research 1986, 14 (2): 133-145
- “Mass Media Advertising in a Developing Country: The Case of Morocco”
International Journal of Advertising 1983, 2: 317-330 (with Cavusgil)
- “Exploring Strategic Aspects of Export Marketing”
International Marketing Review 1983, 1 (2): 5-11 (with Cavusgil)
- “Launching a Weaning Food in a Developing Country: The Moroccan Experience”
European Journal of Marketing 1983, 17 (6): 44-54 (with Vitale and Cavusgil)
- “Marketing Supplementary Food Products in LDCs: A Case Study in Morocco”
Food Policy 1983, 8 (2): 111-120 (with Cavusgil and Vitale)
- “Stratégies de Marketing à l’Exportation: Le Cas des Petites et Moyennes Entreprises”
Gestion et Société (ISCAE: Casablanca) 1980, 4:175-185
- “Bibliographie Thématique de Marketing”
Gestion et Société (ISCAE: Casablanca) 1979, 4: 175-185
- “Export Performance and Export Policy: Evidence from the UK Clothing Industry”
Journal of the Operational Research Society (of Great Britain) 1979,
Summer: 747-754 (with Fenwick)

Best Conference Paper Awards

- Best Paper Award** “An Analytical Perspective of the Global Counterfeiting Industry”
2005 Annual conference of the Association for Global Business, Miami, FL, (with Magnusson)
(November) (abstract only in Proceedings)

Best Conference Paper Awards (continued)

Best Paper Award “Taiwan: Managing Country Image to Long-Term Advantage”

2004 Annual conference of the Association for Global Business, Cancun, Mexico (November)
(with Chao)

Refereed Conference Proceedings and Presentations

“Internationalization of an Arab Bank: The Case of Ahli United Bank of Bahrain”

2009 annual conference of the British Academy of Management, Brighton, UK: September 15-17
(with Khan, Uddin, and Zaman)

“Country-of-Origin, Animosity and Consumer Response: A Study of Anti-Americanism and Francophobia,”

2007 conference of the Academy of Marketing Science *World Marketing Congress*, Verona, Italy,
July 11-14 (abstract only in Proceedings)

“P2P Marketing by Women Entrepreneurs in Eastern Europe,”

2007 Academy of International Business - Southwest Chapter annual conference, San Diego,
March 13-15, (abstract only in Proceedings) (with Staub)

“Global Counterfeiting: Political, Legal and Social Trends and Implications,” in *Proceedings of the 2nd Biennial Conference of the Academy of World Business, Marketing and Management Development*, Paris, July 10-13, 2006 (with Magnusson)

“Modern vs. Postmodern Consumer Segmentation in International Marketing: A Comparative Analysis and Research Agenda,”

2006 annual conference of the *Academy of Marketing Science*, Houston, TX, May 26-29 (abstract only in Proceedings) (with Smith)

“Women Entrepreneurs in Africa: Ready to Go!”

3rd International Entrepreneurship Conference at the United States International University of Nairobi, Kenya, May 31-June 2, 2006 (abstract only in Proceedings) (with Staub)

“From ‘Me and Mine’ to ‘You and Yours’ – Growing into the Role of Mentor”

2005 Annual conference of the Academy of International Business, Quebec City, Canada (July)

“Exploring the Practical Effects of Country of Origin, Animosity, and Price / Quality Issues: The Case of Taiwan’s Acer in China,”

2004 Annual conference of the Academy of International Business, Stockholm, Sweden (June)
(with Chao)

“Bridging With the Other: Working Successfully with Other Faculty”

Invited presentation for the inaugural panel of the Women of the Academy of International Business (WAIB)

2004 Annual conference of the Academy of International Business, Stockholm, Sweden (June)

“In a Borderless World Do We Need to Rethink Our Approach to Consumer Segmentation?”

Invited panel presentation on *Frontiers in International Marketing*

2004 Annual conference of the Academy of Marketing Science, Vancouver, Canada (May)

“Toward an Integrative Framework of Consumer Behavior in International Marketing” in *Developments in Marketing Science XXVII*, Harlan E. Spotts, ed., Western New England College, (with Baack, Chao and Xie) 2004, 178-183

Refereed Conference Proceedings and Presentations (continued)

- “Global, Local and ‘Glocal’ Advertising to Bilingual Bicultural Consumers”
2004 Annual conference of the Business Association for Latin American Studies (BALAS),
Wellesley, MA (May)
- “Do Caribbean Export Companies Benefit from Their Nation’s Membership in CARICOM?”
2002 Annual conference of the Academy of International Business, San Juan, Puerto Rico (June)
(with Steck)
- “Defining and Managing Corporate Reputational Capital in Global Markets: Conceptual Issues,
Analytical Frameworks and Managerial Implications”
2002 Winter Conference of the American Marketing Association, San Antonio, TX (February)
(with Suh)
- “Global Green Concerns and the International Marketing Task: ‘It Isn’t Easy Being Green’ ”
2002 Annual conference of the Academy of International Business - Southwest Chapter,
St. Louis, MO (March)
- “E-Commerce and Higher Education: A Taxonomy of Business Models and Discussion of Key Issues”
2001 Joint Annual conference of the Southwest Federation of Administrative Disciplines
(SWFAD) and AIB Southwest chapter, New Orleans, LA
- “The Power of Brand Names for E-Education Providers”
2001 Annual conference of the International Academy of E-Business, San Francisco, CA
- “Small is Different: Business Environments in the New Millennium in Four Smaller Caribbean and
Central American Nations” Invited presentation for the Becker Presidential Panel,
1999 Annual conference of the Business Association for Latin American Studies,
New Orleans, LA
- “Reflections on the Future of Green Marketing: An Essay”
Ninth Annual Conference of the International Trade and Finance Association Casablanca,
Morocco (August 1999) (with Arnold)
- “Environmental Protection and Social Responsibility in Marketing: An Ethical Decision-Making
and Case-Driven Approach”
1998 conference on *Case Teaching in Ethics*, Saint Louis University: St. Louis, MO
- “Discounting the Welfare of Overseas Consumers: A Study of Ethical Pitfalls in Global Marketing”
Joint American Marketing Association / (British) Academy of Marketing Conference, Manchester,
UK (August 1997)
- “India and China: A Comparative Analysis of Marketing Conditions and Opportunities for Foreign
Direct Investment”
1997 Annual conference of the Academy of International Business, Monterrey, Mexico
(November) (with Kundu)
- “Market Entry into the Newly Opened Indian Market: Recent Experiences of US Companies in the Soft
Drinks Industry” in *Developments in Marketing Science XVIII*, Academy of Marketing Science,
Roger Gomes, ed. University of Miami, Coral Gables: FL, (with Palekar) 1995, 287-292
- “Ethical Aspects of Global Marketing to Vulnerable Consumers”
1995 Annual conference of the Academy of International Business – Western Region chapter,
Phoenix, AZ

Refereed Conference Proceedings and Presentations (continued)

- “Consumer Nationality as a Determinant of Country of Origin Preferences and Willingness to Buy,” in *Proceedings of the 1994 Conference of the Association for Global Business*, Sesan Kim Sokoya, ed. Middle Tennessee State University, (with Shin), 135-144
- “Fortress Europe, Fortress America and New Fortresses Elsewhere: A Study of Trends toward the Creation of Regional Trading Blocs”
1994 Annual conference of the Business Association for Latin American Studies, South Padre Island, TX
- “A Study of Managerial Values in Two Developing Countries: A Comparison of Morocco and Bahrain”
1993 Annual conference of ORSA / TIMS, Phoenix, AZ
- “Analysis of Country of Origin Effects: An Exploratory Study” in *Proceedings of the 5th Annual International Conference on Comparative Management*, Sun Yat-Sen University, Kaohsiung, Taiwan, ROC, (with Shin) 1992, 193-197
- “Offset Trading in the U.S. Aircraft Industry: How Much is Too Much?” in *Developments in Marketing Science XV*, Academy of Marketing Science, Victoria Crittenden, ed., Boston College, Boston: MA, (with Brennan) 1992, 115-120
- “Teaching Ethics in the Graduate Consumer Behavior Course”
Ethics in Business, Saint Louis University: Wright City, MO, 1992
- “A Longitudinal Study of Offset Agreements in the U.S. Aircraft Industry: 1966-1990” in *Developments in Marketing Science XIV*, Academy of Marketing Science, Robert L. King, ed., University of Richmond, Richmond, VA: (with Brennan), 1991, 119-123
- “From Reference Group Theory to International Marketing Strategy”
1991 Annual conference of the Academy of Marketing Science, Fort Lauderdale, FL
- “Segmentation Bases for Europe 1992: A Synoptic Marketing Approach”
1991 Annual conference of the Academy of International Business, Miami, FL
- “L’Elaboration d’un Plan de Marketing à l’Exportation”
Ecole Supérieure de Commerce International de Rennes, Rennes, France (May 1991)
- “Comprehensive Cases in Retreat: The David and Goliath Story in Marketing,” in *1990 Proceedings*, Midwest Society for Case Research, Charles H. Davis, ed., University of Northern Iowa, IA, 27-32
- “Offset Trading in the US Aircraft Industry 1966-1990: Coming to Grips with a ‘Necessary Nuisance’ ”
1990 Annual conference of the Academy of International Business, Toronto, Canada (November) (with Brennan)
- “The New European Internal Market: A Marketing Enigma”
1st Annual Danish Summer Research Institute, Gilleleje, Denmark (August 1990)
- “Strategies for Market Entry into Power-Dominated Channels in LDC Markets,” in *Developments in Marketing Science XIII*, Academy of Marketing Science, B. J. Dunlap, ed. Western Carolina University: Cullowhee, NC, 1990, 125-129
- “Offshore Production: A Comparative Study of Subcontracting in Mexico and Morocco”
1990 Annual conference of the Business Association for Latin American Studies, Albuquerque, NM

Refereed Conference Proceedings and Presentations (continued)

- “A Study of the Diffusion, Acceptance and Marketing of Credit Cards in the Middle East,” in *Developments in Marketing Science XII*, Academy of Marketing Science, Jon M. Hawes and John Thanopoulos, eds. University of Akron: Akron, OH, 1989, 89-92
- “Teaching Notes: The Ugly Step-Sister Problem,” in *1989 Proceedings*, Midwest Society for Case Research, David and Betty Hunger, eds. Iowa State University: Ames, IA, 22-28
- “Ethno-domination and Social Group Power: Implications for International Marketing Strategy,” in *Developments in Marketing Science XI*, Academy of Marketing Science, Kenneth D. Bahn, ed., Virginia Tech: Blacksburg, VA, 1988, 137-141
- “The Active-Passive Case Teaching Controversy: Evidence in Support of a Third Alternative.” in *1988 Proceedings*, Midwest Society for Case Research, Esther L. Headley and Robert H. Ross, eds., Wichita State University: Wichita, KS, 49-56
- “The Changing Market Environment in Morocco”
1988 Annual conference of the Academy of Marketing Science, Montreal, Canada (May)
- “Using International Consulting Services for Export Development: A Case Study in North Africa,” in *Developments in Marketing Science X*, Academy of Marketing Science, Jon M. Hawes and George B. Glisan, eds., Illinois State University: Bloomington-Normal, IL, 1987, 191-196
- “Disguising Cases: An Issue for Discussion,” in *1987 Proceedings*, Midwest Case Writers’ Association, Paul E. Arney, ed., Bradley University: Peoria, IL, 37-46
- “Marketing in Morocco: How the Modern and Traditional Retail Food Sectors are Growing Further Apart”
1987 Annual conference of the Academy of Marketing Science, Miami, FL
- “Ethno-domination and Social Group Power in Channels of Distribution in Developing Markets”
1987 Annual conference of the Academy of International Business, Chicago, IL
- “A Multivariate Analysis of Supermarket Shoppers: Price Awareness and Price Sensitivity” in *1986 Proceedings*, Decision Sciences Institute, Sang M. Lee, ed., University of Nebraska: Lincoln, NE, 417- 420
- “Marketing Through Joint Ventures in Developing Countries: Implications for Economic Development” in *1986 Proceedings*, International Conference on Marketing and Development, Istanbul, Turkey, Erdener Kaynak, ed., Harrisburg State University: Harrisburg, PA, 274-282
- “The Growth of International Joint Ventures” in *Developments in Marketing Science IX*, Academy of Marketing Science, Naresh K. Malhotra, ed., Georgia Institute of Technology: Atlanta, GA, 1986, 78-83
- “Problems and Opportunities in the Use of International Case Studies,” in *1986 Proceedings*, Midwest Case Writers’ Association, Robert H. Ross and Esther L. Headley, eds., Wichita State University: Wichita, KS, 18-28
- “Achieving Critical Mass in Global Markets: The Joint Venture Option”
3rd Annual conference of the International IMP Research Seminar, Lyons, France (August 1986)
- “Segmentation Strategies for Markets in the Middle East and North Africa: Why the Global Approach Won’t Work”
1986 conference of the American Marketing Association on Culture and Sub-Culture, Chicago, IL

Refereed Conference Proceedings and Presentations (continued)

- “Export Trading Companies in Brazil and the US: A Comparative Analysis,” in *Business Management in Latin America*, Business Association for Latin American Studies, Humberto Valencia and Fernando Robles, eds., Texas Technical University: Lubbock, TX, 1985, 1-5
- “Techniques and Problems in Demand Estimation in LDCs: Two Practical Illustrations,” in *Proceedings of the 2nd World Marketing Congress*, Stirling University: Stirling, Scotland, 1985, 443-450
- “Toward a New Export Intermediary: Export Trading Companies in the United States,” in *Developments in Marketing Science VIII*, Academy of Marketing Science, Naresh K. Malhotra, ed., Georgia Institute of Technology: Atlanta, GA, 1985, 85-89
- “Joint Ventures in the 1980s: Implications for National Industry Structures and International Competition”
1985 Annual conference of the Academy of International Business, New York, NY
- “A Typology and Two Conceptual Models of Export Trading Companies in World Markets”
1985 Annual conference of the Academy of International Business, New York, NY
- “How To Avoid The ‘Biting Your Tongue To Stay Awake’ Syndrome During Case Presentations,” in *1984 Proceedings*, Midwest Case Writers’ Association, Ronald R. Bottin, ed., University of Wisconsin-La Crosse, WI, 96-102
- “Japanese Sogo Shosha: Model or Mirage for US Export trading Companies?”
1984 Annual conference of the Academy of Management, Boston, MA
- “Cross-National Segmentation Strategies: Applications in Morocco”
1984 Annual conference of the Academy of Marketing Science, Niagara Falls, NY
- “Alpha Cinquante-Cinq: A New Department Store,” in *1983 Refereed Cases of the Midwest Case Writers’ Association III*, Midwest Case Writers’ Association, John D. Stoffels, ed., Marquette University: Milwaukee, WI, 3-14
- “Teaching Marketing Management in a Developing Country: The Moroccan Experience,” in *Developments in Marketing Science VI*, Academy of Marketing Science, John C. Rogers III et al., eds., Utah State University: Logan, UT, 1983, 289-302
- “Food Marketing in a Developing Country: The Case of Morocco,” in *Managing the Marketing Function: Proceedings of the 1st World Marketing Congress*, Erdener Kaynak, ed., Mount Saint Vincent University: Halifax, Nova Scotia, Canada, 1983, 21-28
- “Japanese Trading Companies and American ETCs: Insights from the Past and Future Trends”
1983 Annual conference of the Decision Sciences Institute, San Antonio, TX
- “Marketing a Socially Significant Food Product in a Developing Country: The Case of a Weaning Food in Morocco,” in *1982 Proceedings*, Midwest Marketing Association, N. W. Edwards et al., eds., Southern Illinois University: Carbondale, IL, 112-117
- “An Analysis of the Effectiveness of Export Marketing Decisions,” in *Developments in Marketing Science II*, Academy of Marketing Science, H. S. Gitlow and E. W. Wheatly, eds., University of Miami: Coral Gables, FL, 1979, 88-92

Refereed Chapters in Books / Reprints / Monographs

- “Linking Consumer Behavior Constructs to International Marketing Strategy: A Comment on Wills, Samli and Jacobs, and An Extension,” reprinted in *International Marketing*, Stanley J. Paliwoda and John K. Ryans, eds., vol 2, part 3, ch 15 as part of *The International Library of Critical Writings on Business and Management*, Edward Elgar Publishing Ltd.: Cheltenham, UK, 2008
- “Marketing in Morocco,” in *Marketing in the Emerging Market of Islamic Countries*, Marin Marinov, ed., Palgrave MacMillan : London, UK, 2007, 69-94 (with Gray)
- “Exploring the Practical Effects of Country of Origin, Animosity, and Price-Quality Issues: Two Case Studies of Taiwan and Acer in China,” in *International Marketing*, vol. 1, Masaaki Kotabe, ed., SAGE Publications, Los Angeles: CA, 2007 (with Chao and Arnold)
- “Cross-Cultural Consumer Marketing,” reprinted in *Encyclopedic Dictionary of Business Ethics*, 2nd edn. Patricia H. Werhane and R. Edward Freeman eds., Blackwell Publishing Company, 2005
- “The Need for Moral Champions in Global Marketing,” reprinted in *Marketing Ethics: An International Perspective*, Bodo B. Schlegelmilch, ed., International Business Press: London, UK, 2002, 380-395
- “Linking Consumer Behavior Constructs to International Marketing Strategy: A Comment on Wills, Samli and Jacobs, and An Extension,” reprinted in *International Marketing Strategy: Contemporary Readings*, Isobel Doole and Robin Lowe, eds. Thomson Business Press, London, UK, 1997
- Social Responsibility and the Marketing Educator*, compiled and published by selected members of the Board of Governors of the Academy of Marketing Science, Coral Gables, FL, May 1997
- “Cross-Cultural Consumer Marketing” in *Encyclopedic Dictionary of Business Ethics*, Patricia H. Werhane and R. Edward Freeman, eds., Blackwell Publishing Company, 1997
- “Global Marketing to Upscale Consumers” in *Global Marketing: Perspectives and Cases*, Salah S. Hassan and Roger D. Blackwell, eds. Dryden Press, Fort Worth: TX, 1994, 147-174
- “Marketing Environment in the Middle East and North Africa: The Forces Behind Market Homogenization,” reprinted in *Marketing Management in Saudi Arabia: A Comprehensive Reader*, Secil Tuncalp, ed. King Fahd University of Petroleum and Minerals: Dhahran, Saudi Arabia, 1994, 47-68
- Lecture and Case Resource Material Teacher’s Manual to accompany Schoell and Gultinan’s *Marketing: Contemporary Concepts and Practices*, 4th edn. Allyn and Bacon: Needham Heights: MA, 1990 (with Pritchett, Pritchett and Schoell)
- “Marketing Environment in the Middle East and North Africa: The Forces Behind Market Homogenization,” reprinted in *International Marketing Strategy*, 3rd edn. Hans Thorelli and S. Tamer Cavusgil. eds., Pergamon Press: New York, NY, 1990, 229-248
- “Demand Estimation in a Developing Country,” reprinted in *International Marketing Strategy*, 3rd edn. Hans Thorelli and S. Tamer Cavusgil. eds., Pergamon Press: New York, NY, 1990, 305-326
- “Export Trading Companies in World Markets: A Conceptual View,” reprinted in *International Marketing Strategy*, 3rd edn. Hans Thorelli and S. Tamer Cavusgil. eds., Pergamon Press: New York, NY, 1990, 103-128

Refereed Chapters in Books / Reprints / Monographs (continued)

- “Toward a Conceptualization of Export Trading Companies in World Markets” in *Advances in International Marketing II*, S. Tamer Cavusgil, ed. The JAI Press: Greenwich, CT, 1987, 199-238
- “Food Marketing Environment in North Africa” in *World Food Marketing Systems*, Erdener Kaynak, ed. Butterworths: Kent, UK, 1986, 312-342
- “Marketing Environment in the Middle East and North Africa: The Forces Behind Market Homogenization,” in *Advances in International Marketing I*, S. Tamer Cavusgil, ed. The JAI Press: Greenwich, CT, 1986, 115-141
- “Consumer Market Environment in the Middle East and North Africa,” in *International Business in the Middle East*, Erdener Kaynak, ed. Walter de Gruyter & Co.: Berlin, Germany, 1985, 163-176

Book Reviews

- Internationalizing Business Education: Meeting the Challenge, S. Tamer Cavusgil, ed.
Journal of the Academy of Marketing Science, 22 (3): 296-297, 1994
- Foreign Multinationals and the British Economy, Stephen Young, Neil Hood and James Hamill,
Journal of Global Marketing, 6 (3): 132-134, 1992

Case Studies and Teaching Notes

- “Coke and Pepsi Learn to Compete in India,” in International Marketing, 12th, 13th and 14th edns by Philip R. Cateora and John Graham, Irwin: Burr Ridge, IL: 2004, 2006, 2008 (with Kumar).
- Asian Yuppies – Having It All,” in International Marketing, 8th, 9th, 10th, 11th edns. Philip R. Cateora, 1993, 1996, 1999, 2002
- “The Not-So-Wonderful World of EuroDisney,” in International Marketing, 10th and 14th edns. Philip R. Cateora, 1999, 2008.
- “GE Lighting Attacks the Triad Markets,”
- “Caterpillar in Europe,” in International Marketing, 8th, 9th, 10th edns. Philip R. Cateora, 1993, 1996, 1999.
- “The Not-So-Wonderful World of EuroDisney,” reprinted with permission in Strategic Marketing, 5th edn. David W. Cravens, Irwin: Burr Ridge, IL, 1997
- “The Not-So-Wonderful World of EuroDisney,” in International Marketing, 9th edn. Philip R. Cateora, Irwin: Burr Ridge, IL, 1996
- “Federal Express Goes Global,” in International Marketing Management, 5th edn. Subhash C. Jain, Wadsworth: New York, NY, 1996
- | | |
|--|-------------------------|
| “Megabucks for Superstars” | “Beefcake and Babies” |
| “Saturn: Good Deals for New Wheels” | “Bonjour, Mickey!” |
| ”No Pink PCs, Please!” | “Nissan’s Fantasy Cars” |
| “Speeding Through Europe” | “Moscow McDonald’s” |
| “On the Scent of Success: Oleg Cassini” | |
| in <u>Marketing</u> , 5 th edn. William F. Schoell and Joseph P. Guiltinan, Allyn and Bacon: Newton, MA, 1991 | |

Case Studies and Teaching Notes (continued)

- “Dream Cars in the Driveway”
“Bulls in the China Shop”
“Dollars and Smoke”
“Discovery Time at *The Monitor*”
in Marketing, 4th edn. William F. Schoell and Joseph P. Gultinan, Allyn and Bacon: Newton, MA, 1990
- “Million Dollar Cocoons”
“Catch ‘Em While You Can”
“Yuppies and Their Puppies”
- “Mubarak Dairies Limited” in International Marketing Management, 4th edn. Subhash C. Jain, 1993; 3rd edn. Kent Publishing Company: Belmont, CA, 1990
- “Faith in the Future” in Lecture and Case Resource Material, Pritchett et al. Allyn and Bacon: Newton, MA, 1990
- “Shem’s Publicité: Managing an Ad Agency in a Developing Country Environment,”
“The Color Studio,” and “Docs in a Box,”
in Marketing, 3rd edn. William F. Schoell and Joseph P. Gultinan, Allyn and Bacon: Newton, MA, 1988
- “Ford Sierra: Trying to Stay in the Driver’s Seat,”
“Alpha Cinquante-Cinq: Managing a New Department Store,”
in Principles of Marketing, William Darden and Carl McDaniel, Allyn and Bacon: Newton, MA, 1987
- “Ford of Europe, Inc.,” and “Idéale Imprimerie,”
in International Marketing, 2nd edn. Subhash C. Jain, Kent Publishing Co: Boston, MA, 1987
- “Manhattan 6000,” in Marketing, Patrick Murphy and Ben Enis, Scott Foresman: Glenview, IL, 1985
- “!Hola, Mickey Mouse!” and “Idéale Imprimerie,”
in Principles of Marketing, William Schoell, Allyn and Bacon: Newton, MA, 1985
- “Alpha 55,” in International Marketing, V. H. Kirpalani, Random House: Toronto, Canada, 1984

Other Publications

- “My House in the Sky: A Sabbatical Visit to Morocco,” in *The AUI News*, Al-Akhawayn University in Ifrane, 1999, 9 (2): (September 30) 15
- “Once on This Island,” in *Universitas*, The Alumni Magazine of Saint Louis University, 1993 (Fall): 32

Work in Progress

- “STC: A Case Study of Accelerated Internationalization,” under second journal review