

**KATE GILLESPIE**  
Department of Marketing  
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The University of Texas at Austin  
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## **EDUCATION**

*Doctor of Philosophy*, University of London, England, 1983. Graduated in Business Administration from the London Business School, specializing in International Business, Policy, and Marketing.

First Place, Doctoral Dissertation Competition, *Academy of International Business*, 1983.

*Master of Business Administration*, University of Virginia, 1976.

*Bachelor of Arts*, Harvard University, 1974. Magna Cum Laude in Near Eastern Languages and Civilizations. Attended the American University in Cairo, Egypt. 1972-73.

## **ACADEMIC EXPERIENCE**

Present Appointment	Associate Professor of International Business, Department of Marketing, <i>University of Texas at Austin</i> .
June 1984- August 1990	Assistant Professor of International Business, Department of Marketing and Center for Middle Eastern Studies. <i>University of Texas at Austin</i> .
January 1982- May 1984	Assistant Professor of International Business and Director, Middle East Program, College of Business Administration, <i>University of South Carolina</i> , Columbia, South Carolina
September 1978- March 1979	Research Associate to the President, <i>Iran Center for Management Studies</i> , Tehran.
August 1977- August 1978	Research Associate in International Business, Finance and Marketing, <i>Harvard International Senior Managers Program</i> , Vevey, Switzerland.
August 1976- July 1977	Casewriter in International Business. <i>IMEDE L'Institut des Methodes de Direction de L'Enterprise</i> , Lausanne, Switzerland.
Other	Visiting Professor, <i>Helsinki School of Economics and Business Administration</i> , Finland; <i>ITESM</i> (Monterrey Tech), Mexico; and <i>Ecole Supérieure de Commerce de Paris</i> (ESCP), France.

## **PUBLICATIONS**

### *Articles*

Kate Gillespie and J. Brad McBride, "Counterfeit Smuggling: Rethinking Paradigms of Diaspora Investment and Trade Facilitation." *Journal of International Management* (Volume 19, 2013): 66-81.

Kate Gillespie, J. Brad McBride, and Liesl Riddle, "Globalization, Biculturalism, and Cosmopolitanism: The Acculturation Status of Mexicans in Upper Management," *International Journal of Cross Cultural Management* (Vol. 10, no. 1, 2010): 37-53.

Laufer, Daniel, Kate Gillespie, and David Silvera, "The Role of Country of Manufacture in Consumers' Attributions of Blame in an Ambiguous Product-harm Crisis." *Journal of International Consumer Marketing* (Volume 21, 2009): 189-201.

Gillespie, Kate and Anna Andriasova, "Diaspora Support for Small and Medium Enterprises in Armenia." *Economic Policy and Poverty Periodical* (Vol. 3, no. 1, 2006): 10-13.

Laufer, Daniel, Kate Gillespie, J. Brad McBride and Silvia Gonzalez, "Defensive Attributions and Blame in Product-Harm Crises in Mexico." *Journal of International Consumer Marketing* (Vol. 17, nos. 2/3, 2005): 33-50.

Gillespie, Kate and Liesl Riddle, "Export Promotion Organization Emergence and Development: A Call to Research." *International Marketing Review* (Vol. 21, no. 4/5, 2004): 462-473.

Laufer, Daniel and Kate Gillespie, "Differences in Consumer Attributions of Blame between Men and Women: The Role of Perceived Vulnerability and Empathic Concern." *Psychology and Marketing* (Vol. 21, no. 2, 2004): 141-157.

Gillespie, Kate, "Smuggling and the Global Firm." *Journal of International Management* (Vol. 9, no. 3, 2003): 317-333.

Liesl Riddle and Kate Gillespie, "Information Sources for New Ventures in the Turkish Clothing Export Industry." *Small Business Economics* (Vol. 20, no. 1, 2003): 105-120.

Gillespie, Kate, Kishore Krishna, and Susan Jarvis, "Protecting Global Brands: Toward a Global Norm." *Journal of International Marketing* (Vol. 10, no. 2, 2002): 99-112.

Gillespie, Kate, Edward Sayre, and Liesl Riddle, "Palestinian Interest in Homeland Investment." *The Middle East Journal* (Vol. 55, no. 2, 2001): 237-255.

J. Brad McBride and Kate Gillespie, "Consumer Innovativeness Among Street Vendors in Mexico City." *Latin American Business Review* (Vol. 1, no. 3, 2000): 71-94.

Gillespie, Kate, Liesl Riddle, Edward Sayre and David Sturges, "Diaspora Interest in Homeland Investment." *Journal of International Business Studies* (Vol. 30, no. 3, 1999): 623-634.

- Gillespie, Kate and J. Brad McBride, "Smuggling in Emerging Markets: Global Implications." *Columbia Journal of World Business* (Vol. 31, no. 4, 1996): 40-54.
- Gillespie, Kate and Hildy J. Teegen, "Market Liberalization and International Alliance Formation: The Mexican Paradigm." *Columbia Journal of World Business* (Vol. 30, no. 4, 1995): 58-69.
- Gillespie, Kate, Liesl Riddle, Edward Sayre and David Sturges, "Financing Palestine: American-Palestinian Attitudes towards Homeland Investment." New York: *Arab Bankers Association of North America Award-Winning Papers*, 1995: 67-83.
- Hansen, Niles, Kate Gillespie and Esra Gencturk, "SMEs and Export Involvement: Market Responsiveness, Technology and Alliances." *Journal of Global Marketing*, (Vol. 7, no. 4, 1994): 7-27.
- Gillespie, Kate and Gwenn Okruhlik, "The Political Dimensions of Corruption Cleanups: A Framework for Analysis." *Comparative Politics* (Vol. 24, no. 1, 1991): 77-95.
- Reprinted in: Robert Williams and Alan Doig, eds., *Controlling Corruption*. Glasgow: Edward Elgar Publishing Ltd., 2000. *Chosen as lead chapter in volume.*
- Gillespie, Kate, "US Corporations and Iran at The Hague." *The Middle East Journal* (Vol. 44, no.1, 1990): 18-36.
- Gillespie, Kate, "US Multinationals and the Foreign MBA." *Columbia Journal of World Business* (Vol. 24, no.3, 1989): 45-51.
- Gillespie, Kate, "Political Risk Implications for Exporters, Contractors and Foreign Licensors: The Iranian Experience." *Management International Review* (Vol. 29, no. 2, 1989): 41-52.
- Reprinted in: Grub, Phillip D. and Dara Khambata, eds., *The Multinational Enterprise in Transition*. Princeton: The Darwin Press, 1993.
- Gillespie, Kate and Dana Alden, "Consumer Product Export Opportunities to Liberalizing LDCs: A Life-Cycle Approach." *Journal of International Business Studies* (Vol. 20, no.1, 1989): 93-112.
- Gillespie, Kate and William A. Stoeber, "Investment Promotion Policies in Sadat's Egypt: Lessons for LDCs." *Journal of Arab Affairs* (Vol. 7, no.1, 1988): 19-48.
- Gillespie, Kate and Gwenn Okruhlik, "Cleaning Up Corruption in the Middle East." *The Middle East Journal* (Vol. 42, no.1, 1988): 59-82.
- Gillespie, Kate, "Middle East Response to the U.S. Foreign Corrupt Practices Act." *California Management Review* (Vol. 29, no. 4, 1987): 9-30.
- Abstracted in *International Executive* (Vol. 19, no.3, 1987):14-16.

Gillespie, Kate, "MBA in International Business: A Study of Position Opportunities for Graduates." *Issues in International Business* (Winter-Spring 1986): 7-16.

Bauerschmidt, Alan, Daniel Sullivan, and Kate Gillespie. "Common Factors Underlying Barriers to Export: Studies in the U.S. Paper Industry." *Journal of International Business Studies* (Vol.16, no. 3, 1985): 111-123.

Gillespie, Kate and William R. Folks, Jr. "Foreign Language and International Business." *Foreign Language Annals* (February 1985): 47-52.

### **Books**

Gillespie, Kate, and H. David Hennessey, *Global Marketing*. Stamford, CT: Cengage.

- Third Edition, 2010

Gillespie, Kate, Jean-Pierre Jeannet and H. David Hennessey, *Global Marketing*. New York: Houghton Mifflin.

- Second Edition, 2007 (Chinese translation, 2008)
- First Edition, 2004.

Gillespie, Kate and Clement M. Henry, eds., *Oil in the New World Order*. Gainesville: The University Press of Florida, 1995.

Arpan, Jeffrey S., Alan D. Bauerschmidt, J. Carl Clamp, Gregory Dess, Kate Gillespie, Daniel Sullivan, J. Frederick Truitt and Ecco Arto, *The United States Pulp and Paper Industry: Global Challenges and Strategy*. Columbia: University of South Carolina Press, 1986.

Gillespie, Kate, *The Tripartite Relationship: Government, Foreign Investors and Local Investors During Egypt's Economic Opening*. New York: Praeger Publishers, 1984.

### **Chapters, Essays and Cases in Books**

Thibos, Cameron and Kate Gillespie, "Islam and Corporate Social Responsibility in the Arab World: Reporting and Discourse," *Handbook of Islamic Marketing*. Northampton, MA: Edward Elgar, 2011.

Gillespie, Kate, "Smuggling" in Daniel Bello and David Griffith, eds., *International Encyclopedia of Marketing: International Marketing*. Hoboken, NJ: Wiley, 2011.

Gillespie, Kate, "Forces Affecting Global Integration and Global Marketing," in Daniel Bello and David Griffith, eds., *International Encyclopedia of Marketing: International Marketing*. Hoboken, NJ: Wiley, 2011.

Gillespie, Kate, "Smuggling," in Kenneth A. Reinert and Ramkishen S. Rajan, eds., *Princeton Encyclopedia of the World Economy*, Princeton, NJ: Princeton University Press, 2009.

Gillespie, Kate and Anna Andriasova, "Supporting Business Development: Armenia's Experience," in Jennifer Brinkerhoff, ed., *Diasporas and International Development: Exploring the Potential*, Boulder, CO: Lynne Rienner, 2008.

Gillespie, Kate and Liesl Riddle, "Case-Based Business Education in the Arab Middle East and North Africa" in Ilan Alon, ed., *Business Education and Emerging Markets: Perspectives and Best Practices*. New York: Kluwar Books, 2004.

Gillespie, Kate, "Arab Business World" in David W. Lesch, ed., *The Arab World Since 1945* (History in Dispute Series), Columbia, S.C.: Manly, Inc./Farmington Hills, MI: St. James Press, 2004.

Gillespie, Kate, "Cairo Barclays International Bank" in Toyne, Brian and Peter Walters, *Global Marketing Management: A Strategic Perspective*. Boston: Allyn and Bacon, Inc., 1989.

Gillespie, Kate, "Widget Wars" in Toyne, Brian and Peter Walters, *Global Marketing Management: A Strategic Perspective*. Boston: Allyn and Bacon, Inc., 1989.

Gillespie, Kate and Ulrich Weichmann, "Movenpick Unternehmungen" in Buzzell, Robert D. and John A. Quelch, *Multinational Marketing Management*. New York: Addison-Wesley, 1988.

Gillespie, Kate and Ulrich Weichmann, "Carnation Foods Company, Ltd." in Gale, Christopher, Neil H. Borden, and Jean-Pierre Jeannet, *Cases in International Marketing*. Englewood Cliffs: Prentice Hall, 1986.

Gillespie, Kate and Ulrich Weichmann, "Carnation Foods Company, Ltd. (C)" in Roger A. Kerin and Robert A. Peterson, *Strategic Marketing Problems: Cases and Comments.* Boston: Allyn and Bacon, Inc., 1984.

Gillespie, Kate and Ulrich Weichmann, "Carnation Foods Company, Ltd." in Kenneth Simmonds, *Strategy and Marketing: A Case Approach*. Oxford, England: Phillip Allan, 1982.

### ***Refereed Proceedings***

Goss, Justin, David Silvera, Daniel Laufer, Kate Gillespie, and Ashley Arsena, "Effects of Green Products on Price Perceptions." *Advances in Consumer Research* (Vol. 39, 2011).

Goss, Justin, David Silvera, Daniel Laufer, Kate Gillespie, and Ashley Arsena, "Uh-Oh, This Might Hurt Our Bottom Line: Consumer and Company Reactions to Product Harm Crises." *Advances in Consumer Research* (Vol. 39, 2011).

Riddle, Liesl and Kate Gillespie, "Information Sources for New Ventures in the Turkish Clothing Export Industry." *McGill Conference on International Entrepreneurship: Researching New Frontiers* (September 2000).

Gillespie, Kate, Liesl Riddle, Edward Sayre and David Sturges, "Global Competitiveness and Diaspora Investment," in Kaynak Erdener and Tunc Erem, eds. *Innovation, Technology, and Information Management for Global Development and Competitiveness*.

International Management Development Association, Istanbul, Turkey (July 1995): 438-443.

Gillespie, Kate, and Aldor Lanctot, "Trade Shifts During Egypt's Economic Opening: The Failure of Capital Imports." *Proceedings of the International Trade and Finance Association*, Marseilles, France (June 1991): 451-469.

Gillespie, Kate, and Gwenn Okruhlik, "The Politics of Cleanups in the Middle East: 1970-1985." *BRISMES Proceedings of the International Conference on Middle Eastern Studies*, London, England (July 1986): 271-280.

Alden, Dana and Kate Gillespie, "A Cross-National Model of Channel Behavior: Japan and the United States." *Proceedings of the Academy of International Business*, South East Asia Regional Conference, Taipei, Taiwan (June 1986): 798-807.

### ***Case Studies and Notes***

Authored or co-authored. Harvard Business School, University of Virginia and/or IMD

*Alfa-Laval: Farm Equipment Division (A) and (B)*. International business, East-West trade, government relations, (FR) Sweden.

*Barclay's Bank International, Ltd.* International marketing of financial services, (FR) England.

*British Steel (revised)*. Corporate planning.

*Carnation Foods Company, Ltd. (C)*. Advertising, (FR) England.

*Chrysler U.K. (A) and (B)*. International business and government relations.

*Fiat Trattori*. International business and marketing.

*Helsingen Sanomat*. Operations management and government relations, (FR) Finland.

*The International Market for Seaborne Bulk-Shipping*.

*Lufthansa (C)*. International marketing and operations, (FR) Germany.

*Movenpick Unternehmungen*. International strategy, (FR) Egypt and Switzerland.

*Swiss Reinsurance*. International business and organization, (FR) Switzerland.

### **INVITED LECTURES, CONFERENCE PAPERS AND PANEL PARTICIPATION**

"Diasporas and International Business: Origins and Current State of the Literature" (with Liesl Riddle and Florian Täube), *Diaspora Investment and Entrepreneurship: The Role of People, their Movements and Capital in the International Economy*, Center for International Business Education and Research, Temple University, Philadelphia, October 2011.

“Asian Diasporas and the Facilitation of Counterfeit Marketing in Mexico” (with Brad McBride), *Diaspora Investment and Entrepreneurship: The Role of People, their Movements and Capital in the International Economy*, Center for International Business Education and Research, Temple University, Philadelphia, October 2011.

“Why Peripheral Subsidiaries Participate in Gray Markets,” *American Marketing Association*, Summer Marketing Educators Conference, Boston, August 2010.

“How Students Can Use Global Marketing to Help Communities in Developing Countries” (with Kristen Carson), *American Marketing Association*, Summer Marketing Educators Conference, Chicago, August 2009.

“Globalization, Biculturalism and Cosmopolitanism: The Acculturation Status of Mexicans in Upper Management” (with J. Brad McBride and Liesl Riddle), *Academy of International Business*, Annual Meeting, San Diego, June 2009.

“Why Subsidiaries Participate in Gray Markets: A Conceptual Framework,” *Academy of International Business*, Annual Meeting, San Diego, June 2009.

Panelist, “Overseas Teaching Assignments for Marketing Educators,” *American Marketing Association*, Summer Marketing Educators Conference, San Diego, August 2008.

Panelist, “Marketing to Emerging Markets: Is It Different? Challenges for the Marketing Manager and Scholar,” *Academy of Marketing Science*, Vancouver, May 2008.

“Headquarters versus Subsidiary: The HP Israel Parallel Import Scandal,” Marketing in the Middle East, *American Marketing Association*, Winter Marketing Educators Conference, Austin, Texas, February 2008.

“Preparing Comprehensive International Market Entry Plans,” Teaching Tools and Techniques for Global Marketing, *American Marketing Association*, Summer Marketing Educators Conference, Washington D.C., August 2007.

Panelist, *U.S. Institute of Peace Workshop on Measuring the Progress of Peace-building in Post-conflict States*, Robert Strauss Center for International Security and Law, Austin, Texas, May 2007.

Panelist, *Recruiters Summit on Curriculum*, McCombs School of Business, The University of Texas at Austin, April 2007.

“Mobilizing Investment Resources of the Diaspora: Issues, Constraints, and Enabling Conditions for Foreign Investment,” *Conference on Engaging the African Diaspora to Finance Africa’s Development*, Cornell University, November 2006.

“Diaspora Support of Business Development in Armenia” (with Anna Andriasova), *The Role of Diasporas in Developing the Homeland*, George Washington University, Washington D.C, June 2006.

“Challenges of Globalization,” U.S. Department of State’s Edward R. Murrow Journalism Program. School of Journalism, *University of Texas at Austin*, April 2006.

“Business in the Middle East: An Academic Retrospective,” *University of Arizona*, October 2004.

“Challenges of Doing Business in the Middle East,” *University of Arizona*, October 2004.

“Homeland Investment in the Middle East,” *University of Arizona*, October 2004.

“Diaspora Support of Business Development in Armenia: Paradigms of Social Entrepreneurship” (with Anna Andriasova), International AIPRG Conference *Armenia: Challenges of Sustainable Development*, World Bank, Washington D.C., January 2004.

“Case-Based Business Education in the Arab Middle East and North Africa” (with Liesl Riddle), *Business Education and Emerging Market Economies: Trends and Prospects*, the Georgia Tech Center for International Business Education & Research (CIBER), Atlanta, November 2003.

Facilitator, Country-of-Origin Roundtable, *American Marketing Association*, Summer Marketing Educators Conference, Chicago, August 2003.

“Firmographic and Demographic Changes in the Istanbul Textile Industry in the Twentieth Century” (with Liesl Riddle), *Middle East Studies Association*, Washington, D.C., November 2002.

“An Argument for Examining Export Promotion Organization Emergence and Development” (with Liesl Riddle), *American Marketing Association*, Summer Marketing Educator’s Conference, San Diego, August 2002.

“Smuggling and the Global Firm,” 3<sup>rd</sup> *Annual International Business Research Forum, Institutions and International Business*, Temple University, Philadelphia, March 2002.

“Global Trends in Trademark Protection,” *ITAM*, Mexico City, March 2000.

“Diaspora Interest in Homeland Investment” (with Liesl Riddle, Edward Sayre, and David Sturges), *Academy of International Business*, Annual Meeting Charleston, South Carolina, November 1999.

“Arab Markets: What Do Managers Want?” Center for Middle Eastern Studies, *The University of Texas at Austin*, November 1999.

“The Foreign Trademark Approval Process: The Middle East Context,” *Middle East Studies Association*, Annual Meeting, Chicago, December 1998.

“Ethnic Advantage and Homeland Investment in Armenia, Iran and Palestine” (with Liesl Riddle), *Middle East Studies Association*, Annual Meeting, San Francisco, November 1997.

“Diaspora Attitudes towards Homeland Investment in the Middle East” (with Liesl Riddle), *Academy of International Business*, Annual Meeting, Monterrey, Mexico, October 1997.



“Global Segmentation” (with Kishore Krishna), *Academy of International Business*, Annual Meeting, Banff, September 1996.

“Encouraging Homeland Investment in Palestine: Targeting Innovators and Early Adopters.” (with Liesl Riddle), *Middle East Studies Association*, Annual Meeting, Washington, D.C., October 1995.

“Ethnicity, Altruism and Homeland Investment” (with Liesl Riddle, Ward Sayre and David Sturges), *Middle East Studies Association*, Annual Meeting, Phoenix, November 1994.

“Contraband Imports and Trade Liberalization in Mexico: Implications for International Marketers” (with Brad McBride), *Academy of International Business*, Annual Meeting, Maui, October 1993.

“Teaching International Marketing at the Undergraduate and MBA Levels,” *American Marketing Association*, Faculty Consortium, Washington D.C., July 1991.

“Market Liberalization and Consumer Imports,” Colloquium on Democratic Transitions in Eastern Europe and Latin America, *The University of Texas at Austin*, April 1991.

“Trade Shifts During Egypt’s Economic Liberalization,” *Middle East Studies Association Annual Meeting*, San Antonio, November 1990.

Chairperson, Political Risk Panel, *Academy of International Business*, Annual Meeting, Singapore, November 1989.

“Political Risk Realization and Resolution: U.S. Corporations and Iran at The Hague,” *Academy of International Business*, Annual Meeting, Singapore, November 1989.

“US Multinational Companies and Post-Revolution Iran: Political and Market Factors Affecting Negotiations at The Hague,” *Middle East Studies Association*, Annual Meeting, Beverly Hills, November 1988.

“Consumer Product Export Opportunities to Liberalizing LDCs: A Life-Cycle Approach” (with Dana Alden), *Academy of International Business*, Annual Meeting, San Diego, October 1988.

“Egypt’s Economic Opening and Foreign Investors: An Analysis” (with William Stoeber), *Academy of International Business*, Annual Meeting, San Diego, October 1988.

Chairperson, Economics and Ethnology Panel, *Texas Association of Middle East Scholars*, Annual Meeting, Austin, Texas, October 1988.

Chairperson, Politics and State in the Middle East Panel, *Middle East Studies Association*, Annual Meeting, Baltimore, November 1987.

“Cleaning Up Corruption in the Middle East: An Empirical Study” (with Gwenn Okruhlik), *Middle East Studies Association*, Annual Meeting, Baltimore, November 1987.

“Marketing in a Liberalizing Economy: Policy, Controversy, and Aberration,” *Academy of International Business*, Annual Meeting, Chicago, November 1987.

Chairperson, Development of Resources Panel, *Texas Association of Middle East Scholars*, Annual Meeting, Austin, Texas, October 1987.

“Middle East Response to the US Foreign Corrupt Practices Act,” *Middle East Studies Association*, Annual Meeting, Boston, November 1986.

“U.S. Multinationals and the Foreign MBA: A Re-Evaluation,” *Southwestern Federation of Administrative Disciplines*, Annual Meeting, Dallas, March 1986.

Chairperson, International Management and Strategy Session, *Southwestern Federation of Administrative Disciplines*, Annual Meeting, Dallas, March 1986.

“International Business and the MBA: Are There Jobs After Graduation?” *Academy of International Business*, Annual Meeting, New York, October 1985.

“Environmental Trends and Strategic Adjustments in the Global Pulp and Paper Industry” (with Jeffrey Arpan, et al.), *Academy of International Business*, Annual Meeting, New York, October 1985.

Common Factors Underlying Barriers to Export: Studies in the U.S. Paper Industry” (with Alan Bauerschmidt and Daniel Sullivan), *Academy of International Business*, Annual Meeting, New York, October 1985.

Chairperson, Arab Panel, *Texas Association of Middle East Scholars*, Annual Meeting, Austin, Texas, October 1985.

“Arab Investment in Egypt’s Economic Opening,” *Middle East Studies Association*, Annual Meeting, San Francisco, December 1984.

“Egypt’s Economic Opening: The Role of Local Private Investors,” *Middle East Studies Association*, Annual Meeting, San Francisco, November 1984.

“A Comparative Study of Industrial Policies and National Regulations and Their Effect on Global Competitiveness: The Case of the Pulp and Paper Industry,” *Academy of International Business*, Annual Meeting, Cleveland, Ohio, October, 1984.

“Changing Trade Patterns of Iran: Implications of the Revolution,” *Texas Association of Middle East Scholars*, Annual Meeting, Austin, Texas, September 1984.

“Foreign Investment and the Tripartite Relationship: Government, Foreign Investors and Local Investors during Egypt’s Economic Opening,” *Academy of International Business*, Annual Meeting, San Francisco, December 1983.

“Initial Employment of Master in International Business Studies Graduates,” *Academy of International Business*, Annual Meeting, San Francisco, December 1983.

Chairperson and panelist, “Researching Business Topics in Developing Countries: Problems in Methodology,” Joint panel presentation, *Academy of International Business and International Studies Association*, Mexico City, April 1983.

“National Development, Foreign Investment, and the Coalition Cycle Among Government Foreign Investors and Local Private Investors,” *Academy of International Business*, Mexico City, April 1983.

“Rights and Struggles of Indigenous People.” Panelist representing international business, Anthropology Colloquium, *University of South Carolina*, March 1983.

“Strategic Marketing Planning Techniques.” Workshop Coordinator, International Executive Seminar, College of Business Administration, *University of South Carolina*, February 1983.

“Local Private Investors in Developing Countries: Their Influence of Host Governments and Foreign Investors,” *Academy of International Business*, Southeast Regional Meeting, Atlanta, February 1983.

Egypt’s Open Door Policy in the 1970’s and 1980’s,” *The University of Toledo*, Ohio, January 1983.

## **CITATIONS**

My work has been cited over 725 times as recorded by Google Scholar and appears in more than 163 different academic journals including the *Academy of Management Journal*, *Journal of International Business Studies*, *Journal of International Management*, *Journal of International Marketing*, *Journal of Marketing*, *Journal of World Business*, *Marketing Science*, and *Strategic Management Journal*. In addition, my work has been cited in business and development books, reports by professional organizations and development agencies (including the World Bank and USAID) and in several global marketing textbooks.

## **REVIEWS**

Editorial boards:

- *Journal of International Management* (since 2000)
- *Journal of International Marketing* (since 2007)

Advisory Board, *Handbook of International Marketing* (Thousand Oaks, CA: Sage Publications).

Reviewed papers for *Academy of International Business*, *Academy of Marketing Science*, *American Marketing Association*, *Advances in International Marketing*, *California Management Review*, *Columbia Journal of World Business*, *International Journal of Cross Cultural Management*, *International Marketing Review*, *Journal of International Business Studies*, *Journal of Global Marketing*, *Small Business Economics* and *The Middle East Journal*.

Reviewed international marketing texts for The Dryden Press, Harcourt Brace Jovanovich, Houghton Mifflin Company, and West Publishing Company.

## **PROFESSIONAL TRAINING, TEACHING AND COURSE DEVELOPMENT**

Strategies for Teaching International Negotiation Faculty Workshop. George Washington University, Washington D.C., June 12-16, 2007.

Nominated for Best MBA Elective Award at the University of Texas at Austin, Spring 2002.

Honored as a Favorite Teacher by the University of Texas at Austin MBA Classes of 1992 and 1997, 2002 Reunion.

Recipient of the College of Business Administration Foundation Teaching Award for Assistant Professors, University of Texas at Austin, 1989.

*Undergraduate Courses:* Global Marketing; Business in Emerging Markets; Introduction to Marketing; Marketing Strategy (capstone course); Honors Marketing; European Markets and Marketing; International Commercial Relations and Policies; International Business Operations; International Business in the Middle East; Supervision of individual studies.

*MBA Courses:* Global Marketing and Strategy; Business in Emerging Markets; International Business; Competitive Strategy; Business and Politics in the Middle East; International Marketing and Middle East Markets; Global Plus Turkey (including US-Turkish group projects and MBA business tour of Turkey); Supervision of individual studies and masters theses.

*Doctoral Courses:* Theory and Research in International Business (University of Texas at Austin); Case Writing in Business Studies (ITESM, Mexico). Served as member of various doctoral dissertation committees for international marketing.

*Chairing of Doctoral Dissertations:* Doctoral students graduated under my supervision:

Daniel Laufer 2002—Associate Professor of Marketing, Yeshiva University  
Liesl A. Riddle 2001—Assistant Professor of International Marketing, George Washington University  
Kishore Krishna 1997—Consumer Insights Manager, Clorox Company  
J. Brad McBride 1995—Professor of International Business, ITAM, Mexico City

## **PROGRAM DEVELOPMENT/SPECIAL PROJECTS**

*Faculty Advisor, Brand Morocco Project*, Spring 2006. Supervised student team that researched high-tech managers' attitudes towards investing in and outsourcing to Morocco and proposed strategies to increase high-tech business interest in the country.

*Conference Director*, "Entrepreneurship and Development." The University of Texas at Austin, April 1996.

*Conference Director*, UT Austin/Pan American Doctoral Faculty Mentor Program. Arranged joint faculty conference for doctoral program development, June 1994 and May 1995.

*Conference Director*, UT Austin/UT Pan American conference, “NAFTA’s Impact on Texas Border Cities,” March 1994.

*Conference Director*, “International Oil in the 1990s,” The University of Texas at Austin, April 1992.

*Academic Specialist*, United States Information Agency, January 1993. Responsible for evaluating undergraduate business and economics programs. Assisted in designing executive MBA program for Universidad Privada Boliviana, Cochabamba, Bolivia.

*Director, Master in International Business Studies-Middle East Program*, University of South Carolina, 1982-84. Responsible for coordinating and redesigning cooperative program leading to the two degrees Masters in International Business Studies (University of South Carolina) and Master of Middle Eastern Studies (American University in Cairo, Egypt.) Also responsible for recruiting international companies in the Middle East to participate in student internships.

### **NATIONAL/INTERNATIONAL SERVICE (SELECTED)**

Chair of Board of Directors, Global Marketing Special Interest Group, *American Marketing Association*, 2009-2011.

Editor of *Global Insights* and Member of Board of Directors, Global Marketing Special Interest Group, *American Marketing Association*, 2007-2008.

Vice-President of Communications and Member of Board of Directors, Global Marketing Special Interest Group, *American Marketing Association*, 2002-2005

Track Chair, Business-to-Business Marketing, Multicultural Marketing Conference, *Academy of Marketing Science*, Valencia, Spain, June-July 2002.

Program Evaluator, *Indian Institute of Management*, Bangalore, January, 1995.

Invited Speaker, *United States Information Agency*. Bolivia (1992) and Bahrain, Oman and Sri Lanka (1993).

Program Co-Chair, *Middle East Studies Association*, Annual Meeting, San Antonio, 1990.

### **OTHER ADMINISTRATION (SELECTED)**

- Foreign Languages and Area Studies (FLAS) Committee, University of Texas at Austin, 2011 and 2013.
- Bridging Disciplines International Studies Committee, University of Texas at Austin, 2009-Present.
- MBA Policy Committee, University of Texas at Austin, 2003-2008.

- Graduate Advisor, Center for Middle Eastern Studies, University of Texas at Austin, 2005-2006.
- Chair, Best Dissertation Committee (Social Sciences, Business, Communication, and Education), University of Texas, 2003.
- Chair, Foreign Languages and Area Studies (FLAS) Scholarship Committee for Middle Eastern Languages, University of Texas at Austin, 2003.
- Member, *Islamic Art Search Committee*, University of Texas at Austin, 2003.
- Member, Executive Committee, The Department of Middle East Languages and Cultures, 2002-present.
- Faculty Research Fellowship Committee, University of Texas at Austin, 1999-2002.
- Doctoral Advisory Committee, Department of Marketing, University of Texas at Austin, 1998-2002.
- Continuing Fellowships Committee, University of Texas at Austin, 1996-1999.
- Fulbright Committee, University of Texas at Austin, 1998.
- Associate Director, Center for Middle Eastern Studies, University of Texas at Austin, 1995-1999.