

MARK CLEVELAND Ph.D., M.Sc., B.Comm,

**Dancap Private Equity Professor in Consumer Behavior,
Director, Colaborative Graduate Program in Migration and Ethnic Relations,
Associate Editor, *International Marketing Review***

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<http://scholar.google.ca/citations?user=WWMNNIMAAAAJ> (*GOOGLE-Scholar*)

APOINTMENTS

- **Associate Professor of Marketing** (with Tenure, July 2011-Present), **Area Coordinator** (Consumer Behavior)
- **Visiting Professor** (2014, 2015), *Kedge Business School*, Marseille (France)
- **Visiting Professor** (2013), *Wirtschafts Universität Wien (WU: Vienna University of Economics and Business*, Vienna)
- **Visiting Professor** (2013), *Euromed Management*, Marseille (France).
- **Assistant Professor of Marketing** (2005-2011), *University of Western Ontario*
- **Lecturer and part-time faculty member** (2001-2005), *John Molson School of Business, Concordia University*
- **Lecturer and part-time faculty member** (2004), *HEC-Montréal, Université de Montréal*

EDUCATION

Ph.D.—Doctor of Philosophy in Administration, Marketing (Fall, 2006).

Joint Ph.D. in Administration Program (Concordia University, McGill University, Université de Montréal, Université de Québec à Montréal)

- **Valedictorian** Fall 2006 Convocation Ceremony, Concordia University
- **Home University:** John Molson School of Business, at Concordia University (AACSB accredited) Montréal, Québec, Canada. Cumulative GPA: 4.06
- **Supervisor:** Dr. Michel Laroche, FRSC, Royal Bank Distinguished Professor of Marketing
- **Major/Minor:** Consumer Behavior, Social Anthropology
- **Ph.D. Dissertation:** *The Local, the Global, and the Creole: Ethnic Identification, Acculturation to Global Consumer Culture, and Consumptionscapes (ISBN: 9780494238479)*

M.Sc.—Master of Science in Administration, Marketing (Spring, 2000)

- **University:** John Molson School of Business, at Concordia University (AACSB accredited) Montréal, Québec, Canada. Cumulative GPA: 3.97
- **Supervisor:** Dr. Michel Laroche, FRSC, Royal Bank Distinguished Professor of Marketing
- **M.Sc.Thesis:** *An International Empirical Comparison of In-Store Information Search Antecedents for a Christmas Gift (ISBN: 0-612-54299-8)*

B.Comm.—Bachelor of Commerce, major International Business (Spring, 1994)

- **University:** Faculty of Commerce and Administration, at Concordia University (AACSB accredited) Montréal, Québec, Canada.

D.E.C. Commerce—Diplôme d' Études Collégiales (Spring, 1990)

- **College (CÉGEP):** John Abbott College, Sainte Anne de Bellevue, Québec, Canada

RESEARCH INTERESTS

- Consumer Behavior
- Cross-Cultural Consumer Behavior
- Culture in Consumption
- Dimensions of Culture Change
- Globalization
- Advertising, Languages, Multilingualism
- Branding, Global/Foreign and Local Brands
- Culture and Decision-Making
- Marketing Ethics
- Social Responsibility
- International Market Segmentation
- Scale Development
- Ethnicity and Ethnic Identity
- Shopping Behavior, Information Search
- Services Marketing, Servicescapes
- Demographics, Sex Differences
- Green Marketing, Environmental Locus of Control
- Affective Responses of Consumers
- Materialism, Religion
- Cosmopolitanism and Consumer Ethnocentrism
- Gift-Giving Behavior
- The Attitude-Behavior Relationship
- Brainstorming and Group Task Performance

RESEARCH IMPACT

Google Scholar Citations total 2114 (August 10, 2016). Journal citations listed in Appendix.

h-index: 21, i10-index: 24 (<http://scholar.google.ca/citations?user=WWMNNIMAAAAJ>)

PUBLICATIONS

Books and Book Chapters:

1. Cleveland, Mark (2015), *Wanting Things and Needing Affiliation: Ethnic Consumers and Materialism* (Chapter 10, pp. 147-182). In: Jamal, Ahmad, Peñaloza, Lisa & Laroche, Michel (Eds.), *Routledge Companion on Ethnic Marketing*, Routledge (Taylor & Francis Group) London, UK. ISBN: 978-0-415-64363-4.
2. Cleveland, Mark & Kalamas, Maria (2015), *Environmental Locus of Control* (Chapter 9, pp. 187-212). In: Robertson, Jennifer & Barling, Julian (Eds.), *The Psychology of Green Organizations*, Oxford University Press, Oxford, UK. ISBN: 978-0-19-999748-0.
3. Cleveland, Mark & Laroche, Michel (2012), *Becoming and Being a Cosmopolitan Consumer* (Chapter 3, pp. 51-100). In: Prince, Melvin (Ed.), *Consumer Cosmopolitanism in the Age of Globalization*. Business Expert Press, New York. ISBN: 978-1606493649.
4. Cleveland, Mark (2007), *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes*. VDM Verlag Dr. Müller (VDM Publishing House), Saarbrücken, Germany, 278 pages. ISBN: 978-3-8364-3412-6, ISBN (2nd reprint): 978-3-639-42146-0.

Academic Journal Articles (Peer-Reviewed):

1. Prince, Melvin; Davies, Mark; Cleveland, Mark; & Palihawadana, Dayananda (2016: IN PRESS, Vol. 33, No. 5), "Here, There, and Everywhere: The Polycentric Consumer," *International Marketing Review* (Accepted for Publication, May 2016).
2. Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2016), "Globalization, National Identity, Biculturalism and Consumer Behavior: A Longitudinal Study of Dutch Consumers," *Journal of Business Research* (Accepted for Publication, March 2016).
3. Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas (2016), "Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change" *Journal of Business Research*, Vol. 69, No. 3, 1090-1102.

4. Cleveland, Mark; Laroche, Michel & Takahashi, Ikuo (2015), "The Intersection of Global Consumer Culture and National Identity and the Effect on Japanese Consumer Behavior," *Journal of International Consumer Marketing*, Vol. 27, No. 5, 364-387.
5. Hille Patrick; Walsh, Gianfranco & Cleveland, Mark (2015), "Consumer Fear of Online Identity Theft: Scale Development and Validation," *Journal of Interactive Marketing*, Vol. 30, No. 2, 1-19. LEAD ARTICLE.
6. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2015), "You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption," *Journal of Business Research*, Vol. 68, No. 3, 542-552.
7. Saad, Gad; Cleveland, Mark & Ho, Louis (2015), "Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance," *Journal of Business Research*, Vol. 68, No. 3, 578-586.
8. Winit, Warat; Gregory, Gary; Cleveland, Mark & Verlegh, Peeter (2014), "Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations," *International Marketing Review*, Vol. 31, No. 2, 102-128. LEAD ARTICLE.
 - This article was selected by Emerald Publishing, in conjunction with the IMR Editorial Team as a *Highly Commended Paper* (2014).
9. Cleveland, Mark; Laroche, Michel, Takahashi, Ikuo & Erdoğan, Seçil. (2014), "Cross-Linguistic Validation of a Unidimensional Scale for Cosmopolitanism," *Journal of Business Research*, Vol. 67, No. 3, 268-277.
10. Kalamas, Maria; Cleveland, Mark & Laroche, Michel (2014) "Pro-Environmental Behaviors for Thee but Not for Me: Green Giants, Green Gods, and External Environmental Locus of Control," *Journal of Business Research*, Vol. 67, No. 2, 12-22.
11. Cleveland, Mark; Laroche, Michel & Hallab, Ranim (2013) "Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians," *Journal of Business Research*, Vol. 66, No. 8, 958-967. LEAD ARTICLE.
12. Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2012), "It's Not Easy Being Green": Exploring Green Creeds, Green Deeds, and Environmental Locus of Control," *Psychology & Marketing*, Vol. 29, No. 5, 293-305. LEAD ARTICLE.
13. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2011), "Ethnic Identity's Relationship to Materialism and Consumer Ethnocentrism: Contrasting Consumers in Developed and Emerging Economies," *Journal of the Global Academy of Marketing Science*, Vol. 21, No. 2, 55-71. LEAD ARTICLE.
14. Cleveland, Mark; Papadopoulos, Nicolas & Laroche, Michel (2011), "Identity, Demographics, and Consumer Behaviors: International Market Segmentation across Product Categories," *International Marketing Review*, Vol. 28, No. 3, 244-266.
 - This article was the *most downloaded article of 2011* in the *International Marketing Review*. It also placed third among the *10 most-downloaded articles of the last 30 years* for the journal.
15. Cleveland, Mark; Erdoğan, Seçil; Arkan, Gülay & Poyraz, Tuğça (2011), "Cosmopolitanism, Individual-Level Values and Cultural-Level Values: A Cross-Cultural Study," *Journal of Business Research*, Vol. 64, No. 9, 934-943. LEAD ARTICLE.
16. Cleveland, Mark; Laroche, Michel; Pons, Frank & Kastoun, Rony (2009), "Acculturation and Consumption: Textures of Cultural Adaptation," *International Journal of Intercultural Relations*, Vol. 33, No. 3, 196-212.
17. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2009), "Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes," *Journal of International Marketing*, Vol. 17, No. 1, 116-146.

- Winner of the 2016 Hans B. Thorelli Award (5-year plus Award) from the American Marketing Association, for an article that has made the most significant and long-term contribution to international marketing theory or practice.
 - Republished in special issue: *The 2016 AMA Journal Awards* (American Marketing Association)
18. Cleveland, Mark & Chang, William (2009), "Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation," *Journal of Business Research*, Vol. 62, No. 10, 963-971.
 19. Cleveland, Mark & Laroche, Michel (2007), "Acculturation to the Global Consumer Culture: Scale Development and Research Paradigm," *Journal of Business Research*, Vol. 60, No. 3, 249-259.
 - Lists among the most cited works of the *Journal of Business Research (SciVerse Scopus)*
 20. Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2006), "The Critical Role of Congruency in Prototypical Brand Extensions," *Journal of Strategic Marketing*, Vol. 14 (September), 193-210. LEAD ARTICLE.
 21. Laroche, Michel; Cleveland, Mark & Maravelakis, Irene (2006), "Competitive Advertising Interference and Ad Repetition Effects: Comparing High- and Low-Share Brands," *International Journal of Advertising*, Vol. 25, No. 3, 271-307. LEAD ARTICLE.
 - Winner of the 2006 Best Paper Award for the *International Journal of Advertising*.
 22. Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2005), "Shades of Green: Linking Environmental Locus of Control and Pro-Environmental Behaviors," *Journal of Consumer Marketing*, Vol. 22, No. 4, 198-212.
 - 2006 Emerald Literati Network Awards for Excellence (highly commended: among the top 4 papers published in this journal for 2005).
 23. Laroche, Michel; Kalamas, Maria & Cleveland, Mark (2005), "'I' Versus 'We': How Individualists and Collectivists Use Information Sources," *International Marketing Review*, Vol. 22, No. 3, 279-308.
 24. Laroche, Michel; Ueltschy, Linda C.; Abe, Shuzo; Cleveland, Mark & Yannopoulos, Peter (2004), "Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture," *Journal of International Marketing*, Vol. 12, No. 3, 58-85.
 25. Laroche, Michel; Cleveland, Mark & Browne, Elizabeth (2004), "Exploring Age-Related Differences in Information Acquisition for a Gift Purchase," *Journal of Economic Psychology*, Vol. 25, No. 1, 61-95.
 26. Laroche, Michel; Cleveland, Mark; Bergeron, Jasmin & Goutaland, Christine (2003), "The Knowledge—Experience—Evaluation Relationship: A Structural Equations Modeling Test of Gender Differences," *Canadian Journal of Administrative Sciences*, Vol. 20, No. 3, 246-259.
 27. Cleveland, Mark; Babin, Barry J.; Laroche, Michel & Ward, Philippa (2003), "Christmas Gift Search Behaviors: A Three-Country Comparison," *Journal of International Consumer Marketing*, Vol. 15, No. 4, 7-42. LEAD ARTICLE.
 28. Cleveland, Mark; Babin, Barry J.; Laroche, Michel; Ward, Philippa & Bergeron, Jasmin (2003), "Information Search Patterns for Gift Purchases: A Cross-national Examination of Gender Differences," *Journal of Consumer Behavior*, Vol. 3, No. 1, 20-47.
 29. Laroche, Michel; Cleveland, Mark & Maravelakis, Irene (2002), "Attitude Accessibility, Certainty and the Attitude-Behavior Relationship: An Empirical Study of Ad Repetition and Competitive Interference Effects," *International Journal of Advertising*, Vol. 21, No. 2, 149-174. LEAD ARTICLE
 30. Laroche, Michel; Saad, Gad; Cleveland, Mark & Browne, Elizabeth (2000), "Gender Differences in Information Search Strategies for a Christmas Gift," *Journal of Consumer Marketing*, Vol. 17, No. 6, 500-524.
 31. Laroche, Michel; Kim, Chankon; Saad, Gad; Browne, Elizabeth & Cleveland, Mark (2000), "Determinants of In-Store Information Search Strategies Pertaining to a Christmas Gift Purchase," *Canadian Journal of Administrative Sciences*, Vol. 17, No. 1, 1-19. LEAD ARTICLE.

Published Conference Proceedings (Peer-Reviewed):

1. Cleveland, Mark, Laroche, Michel & Papadopoulos, Nicolas (2016), "Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence," Presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar*, Wuxi, China (June 24-26, 2016).
2. Cleveland, Mark & Cecelia Xu (2016), "Multifaceted Acculturation in Multiethnic Settings," Presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar*, Wuxi, China (June 24-26, 2016).
3. Cleveland, Mark, Fastoso, Fernando, Bartikowski, Boris & Yang, Zhiyong (2016), "From the Research Trenches and Desks of the Associate Editors: Reflections, New Developments, and Challenges for Research on Globalization, Culture Change, and Consumer Behavior," Special topics session presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar*, Wuxi, China (June 24-26, 2016).
4. Walsh, Gianfranco; Hille Patrick; & Cleveland, Mark (2016), "Fearing Online Identity Theft: A Segmentation Study of Online Consumers," Presented at and published in conference proceedings, *ECIS 2016 (24th European Conference on Information Systems)*, Istanbul, Turkey (June 12-15, 2016).
5. Bartikowski, Boris & Cleveland, Mark (2016), "Seeing is Being": Consumer Culture and the Positioning of Premium Cars in China," Submitted (December 2015). Presented and published in conference proceedings, the *2016 Monaco Symposium on Luxury*, Le Meridien Beach Plaza Monaco (April 7-8).
6. Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2015), "Globalization, National Identity, Biculturalism, and Consumer Behavior: The Case of Dutch Consumers," Presented at and published in conference proceedings, the *10th Royal Bank International Research Seminar* (September 24-26, 2015), Montréal, Québec.
7. Cleveland, Mark & Bartikowski, Boris (2015), "Cultural Antecedents of Opinion Leadership: Comparing Chinese at Home and Abroad," Presented at and published in conference proceedings, the *10th Royal Bank International Research Seminar* (September 24-26, 2015), Montréal, Québec.
8. Bartikowski, Boris & Cleveland, Mark (2015), "Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France," Presented at and published in conference proceedings at the *Academy of Marketing Science 2015 World Marketing Congress* (July 14-18, 2015), Bari, Italy.
9. Cleveland, Mark & Prince, Mel (2014), "Here, There, and Everywhere: The Polycentric Consumer," Presented at and published in conference proceedings, at the *2014 Academy of Marketing Science World Marketing Congress* (August 5-8, 2014), Lima, Peru.
10. Winit, Warat; Gregory, Gary; Cleveland, Mark & Verlegh, Peeter, "Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Choice across Product Categories" Presented and published in conference proceedings at the *Ninth Royal Bank International Research Seminar* (September 26-28, 2013), Montreal, Canada.
11. Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas "Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change," Presented and Abstract published in conference proceedings at the *Ninth Royal Bank International Research Seminar* (September 26-28, 2013), Montreal, Canada.
12. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas, (2013), "Cross-cultural Examination of the Psychographic Drivers of Materialism" Presented, and published in conference proceedings at the *Academy of Marketing Science 2013 World Marketing Congress* (July 17-20, 2013), Melbourne, Australia.

13. Kalamas, Maria; Cleveland, Mark & Laroche, Michel (2012), "An Inconvenient Truth: How can I be Green if You Are Grey?" Presented, and published in conference proceedings at the *Society for Marketing Advances (SMA) 50th Anniversary Conference* (October 31-November 3, 2012), Orlando, Florida.
14. Saad, Gad; Cleveland, Mark & Ho, Louis (2012), "Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance," Extended Abstract published in conference proceedings, presented at the *Eighth Royal Bank International Research Seminar* (June 7-10, 2012), Shanghai, China.
15. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2012), "You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption," Extended Abstract published in conference proceedings, presented at the *Eighth Royal Bank International Research Seminar* (June 7-10, 2012), Shanghai, China.
16. Cleveland, Mark; Laroche, Michel; Naghavi, Parastoo, & Shafia, Mohammad Ali (2011), "Ethnic Identity and Cosmopolitanism in Iran: Antecedents and Outcomes," Published in the conference proceedings and presented at the *2011 Cross-Cultural Research Conference* (December 11-14, 2011), Kona, Hawaii.
17. Cleveland, Mark; Laroche, Michel, Takahashi, Ikuo & Erdoğan, Seçil (2011), "Cross-Cultural Validation of a Unidimensional Short Scale for Cosmopolitanism," Published in the conference proceedings and presented at the *Seventh Royal Bank International Research Seminar* (September 22-24, 2011), Montréal, Québec.
18. Cleveland, Mark; Laroche, Michel; Naghavi, Parastoo, & Shafia, Mohammad Ali (2011), "Globalization, Culture, Consumer Dispositions, and Consumption: The Case of Iran," Published in conference proceedings and presented at the *2011 Academy of Marketing Science 15th World Marketing Congress* (July 19-23, 2011), Reims, France.
19. Cleveland, Mark; Laroche, Michel & Hallab, Ranim (2010), "Globalization, Culture, Religion and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians," Published in the conference proceedings and presented at the *2010 Global Marketing Conference at Tokyo, Sixth Royal Bank International Research Seminar* (September 9-12, 2010), Tokyo, Japan.
20. Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas (2010), "Globalization, Identity, Culture, and Consumer Behavior: A Cross-Cultural Study of Chilean and Canadian Consumers," Published in the conference proceedings and presented at the *2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference* (July 21-24 2010), Lille, France.
21. Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2009), "Globalization, Culture and Consumption Behaviors: An Empirical Study of Dutch Consumers," Published in the conference proceedings and presented at the *14th Cross-Cultural Research Conference* (December 13-16, 2009), Puerto Vallarta, Mexico.
22. Cleveland, Mark; Erdoğan, Seçil; Arıkan, Gülay & Poyraz, Tuğça (2009), "Antecedents of Cosmopolitanism: A Cross-Cultural Study of Individual- and Cultural- Level Values in Turkey and Canada," Published in the conference proceedings, and presented at the *Sixth Royal Bank International Research Seminar: Globalization, Culture and Marketing Strategy*, (September 25-26, 2009), Montreal, Canada.
23. Cleveland, Mark; Laroche, Michel & Takahashi, Ikuo (2009), "The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior," Published in the conference proceedings, and presented at the *Academy of Marketing Science 2009 World Marketing Congress* (July 22-25, 2009), Oslo, Norway.
24. Cleveland, Mark & Yip, Christine (2009), "Individual and Cultural Values as Precursors of Cosmopolitanism," Published in the conference proceedings, and presented at the *Academy of Marketing Science 2009 World Marketing Congress* (July 22-25, 2009), Oslo, Norway.
25. Cleveland, Mark; Laroche, Michel; Papadopoulos, Nicolas; Berács, József; Elliott, Statia; Hallberg, Annika; Rojas-Méndez, José I; Solano, Roberto; Szamosi, Leslie & Verma, Bigyam (2009), "Identity, Demographics, and Consumption: A Study of Segmentation Variables Across Eight Countries and Nine Product Categories,"

Published in conference proceedings and presented at the 2009 ASAC (*Administrative Sciences Association of Canada*) Annual Conference, Marketing Division, (June 6-9, 2009), Niagara Falls, Ontario.

26. Cleveland, Mark & Chang, William (2007), "Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation," Published in the conference proceedings, and presented at the *Fifth Royal Bank International Research Seminar: Culture and Marketing Strategy* (September 28-29, 2007), Montreal, Québec.
27. Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2007), "It's Not Easy Bein' Green": Green Creeds, Green Deeds, and Environmental Locus of Control". Published in conference proceedings and presented at the *13th Academy of Marketing Science-World Marketing Congress* (July 11-14, 2007), Verona, Italy.
28. Cleveland, Mark; Papadopoulos, Nicolas; Laroche, Michel; Szamosi, Leslie; Verma, Bigyan; Hallberg, Annika; Berács, József; Rojas-Mendéz, José I.; Elliott, Statia & Solano, Roberto (2007), "Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence," Published in conference proceedings, and presented at the *2007 Administrative Sciences Association of Canada (ASAC) Conference* (June 2-5, 2007), Ottawa, Ontario.
29. Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2006), "Materialism, Consumer Ethnocentrism, and Cosmopolitanism: An Eight-Country Investigation," Published in conference proceedings, and presented at the *Academy of Marketing Science (AMS/KAMS) Cultural Perspectives in Marketing Conference* (July 12-15, 2006), Seoul, South Korea.
30. Cleveland, Mark & Laroche, Michel (2005), "Acculturation to Global Consumer Culture: Scale Development and Research Paradigm," Published in conference proceedings, and presented at the *2005 Royal Bank International Research Seminar* (September 22-24, 2005), Montréal, Québec.
31. Pons, Frank; Murali, Mehdi; Cleveland, Mark & Nyeck, Simon (2004), "The Consumer's Orientation towards Sporting Events: Measurement and Segmentation Issues," Published in conference proceedings, and presented at the *Administrative Sciences Association of Canada (ASAC) 2004 Annual Conference* (June 5-8, 2004), Québec City, Québec.
32. Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2004), "The Critical Role of Congruency in Prototypical Brand Extensions," Published in conference proceedings, and presented at the *Academy of Marketing Science 2004 Annual Conference* (May 26-29, 2004), Vancouver, British Columbia.
33. Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2004), "The Role of Congruency in Extending Master Brands," Published in conference proceedings, and presented at the *Direct Selling Educational Foundation of Canada (DSEF) Academic Program* (November 8, 2003), New Orleans, Louisiana.
 - This submission won the best paper award (US\$400.00 prize).
34. Cleveland, Mark; Pons, Frank; Laroche, Michel & Kastoun, Rony (2003), "Culture and Consumption Typology: The Case of Traditional and Mainstream Foods," Published in conference proceedings, and presented at the *2003 Royal Bank International Research Seminar* (September 23-26, 2003), Montréal, Québec.
35. Laroche, Michel; Cleveland, Mark; Kalamas, Maria & Barbaro-Forleo, Guido (2003), "Exploring the Multidimensionality of Environmental Locus of Control and Its Impact on Proenvironmental Behavior," Published in conference proceedings, and presented at the *Academy of Marketing Science-World Marketing Congress* (June 11-14, 2003), Perth, Western Australia.
36. Laroche, Michel; Cleveland, Mark; Bergeron, Jasmin & Goutaland, Christine (2003), "Through the Eyes of the Beholder: Gender Differences in the Product Knowledge—Experience—Evaluation Relationship," Published in conference proceedings, and presented at the *2003 Society for Consumer Psychology (SCP) 10th Annual Winter Conference* (Feb. 20-22, 2003), New Orleans, Louisiana.

37. Cleveland, Mark; Laroche, Michel; Babin, Barry J. & Ward, Phillipa (2001), "Christmas Gift Search Behaviors: A Three-Country Comparison," Published in conference proceedings, and presented at the 8th Cross-Cultural Research Conference (Dec. 12-15, 2001), Honolulu, Hawaii (Association for Consumer Research & the American Psychological Association).
38. Laroche, Michel; Saad, Gad; Cleveland, Mark & Browne, Elizabeth (2000), "Test of the Selectivity Model in the Context of In-Store Information Search Strategies for a Christmas Gift," Published in conference proceedings, and presented at Society for Consumer Psychology (SCP) 2000 Conference (February 14-17, 2000), San Antonio, Texas.

PARTICIPATION AT CONFERENCES, SYMPOSIA/COLLOQUIA, AND INVITED TALKS

1. 2016 Summer AMA (American Marketing Association) Conference, Atlanta, Georgia (August 5-7, 2016)
 - Acceptance of 2016 Hans B. Thorelli Award.
2. GMC 2016 (Global Marketing Conference, July 2016, Hong Kong, China).
 - Manuscript Reviewer (1 paper).
3. Eleventh Royal Bank International Research Seminar, Wuxi, China (June 24-26, 2016).
 - Keynote Speaker: *Understanding the Global Consumer Culture* (June 25, 2016, 60 minutes)
 - Special Session Organizer and Co-Chair: *From the Research Trenches and the Desks of the Associate Editors: Reflections, New Developments, and Challenges for Research on Globalization, Culture Change and Consumer Behavior*.
 - Manuscript Reviewer (3 papers), Session Chair, Two Papers Presented: (1) Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence; (2) Multifaceted Acculturation in Multiethnic Settings.
4. Conference Track Co-Chair, 2016 EMAC (European Marketing Association Conference, Oslo, Norway, May 2016)
 - 37 papers submitted. Reviewed papers, assigned reviewers, made decisions, assigned papers to tracks.
5. Tenth Royal Bank International Research Seminar, Montreal, Canada (September 24-26, 2015).
 - Manuscript Reviewer (2 papers), Session Chair, Two Presented Papers: (1) *Cultural Antecedents of Opinion Leadership: Comparing Chinese at Home and Abroad*, (2) *Globalization, National Identity, Biculturalism, and Consumer Behavior: The Case of Dutch Consumers*.
6. Academy of Marketing Science 2015 World Marketing Congress, Bari, Italy (July 14-18, 2015).
 - Presentation: *Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France*, Manuscript Reviewer (2 papers), Session Chair (2 sessions), Conference representative for the *International Marketing Review* (Journal).
7. Invited Talk, Faculty and PhD Students, Kedge Business School, Marseille, France (May 11, 2015), 2 hour seminar.
 - Presentation: "Meet the Editor": Submitting and Publishing in the *International Marketing Review*.
8. European Marketing Academy (EMAC) 2015 Conference, Leuven, Belgium (May 26-29, 2015)
 - Manuscript Reviewer (1 paper)
9. Academy of Marketing Science 2014 World Marketing Congress, Lima, Peru (August 5-8, 2014).
 - Presentation: *'Here, There, and Everywhere': The Polycentric Consumer*; Conference representative for the *International Marketing Review* (Journal) and participation in the "Meet the Editors" session.
10. Invited Talk, MSc/PhD Students and Faculty, Kedge Business School, Marseille, France (May 22, 2014), 3 hour seminar.
 - Presentation: *Wanting Things and Needing Affiliation: Ethnic Consumers and Materialism*.
11. Invited Talk ("Lunch and Learn"), DAN Management Faculty, University of Western Ontario (March 21, 2014)
 - Presentation on *Globalization, Culture & Identity: Consumer Research Topics and Methodologies*.

12. Invited Talk, PhD Students & Faculty, Wirtschafts Universität Wien (WU: Vienna University of Economics and Business, Vienna, Austria, October 22-25, 2013), 2 hour seminar.
 - Manuscript Reviewer (2 working papers); Appraisal/Feedback on PhD Students & Faculty Research proposals and working papers; Presentation (October 24, 2013) on Global Consumer Research. *Globalization, Culture & Identity: Effects on Consumer Dispositions and Behaviors.*
13. Ninth Royal Bank International Research Seminar, Montreal, Canada (September 26-28, 2013)
 - Manuscript Reviewer (2 papers), Session Chair, Two presentations: (1) *Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change*; (2) *Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Choice Across Product Categories.*
14. Academy of Marketing Science 2013 World Marketing Congress, Melbourne, Australia (July 17-20, 2013)
 - Presentation: *Cross-cultural Examination of the Psychographic Drivers of Materialism.*
15. Invited Talk, MSc/PhD Students and Faculty, Euromed School of Business, Marseille, France (May 28, 2013), 90-minute seminar.
 - Presentation: *Global Consumer Culture and Local Identity as Drivers of Materialism: An International Study of Convergence and Divergence.*
16. Eighth Royal Bank International Research Seminar, Shanghai, China (June 7-10, 2012)
 - Manuscript Reviewer (5 papers), Session Chair, Two presentations: (1) *You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption*; (2) *Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance.*
17. Invited Talk, MSc/PhD students and Faculty, faculty of Marketing and Consumer Studies, University of Guelph (February 29, 2012), 90 minute seminar.
 - Presentation: *Globalization, Culture and Identity: Effects on Consumer Dispositions and Behaviors.*
18. 2012 Academy of Marketing Science Annual Conference, New Orleans, Louisiana (May 15-20, 2012).
 - Manuscript Reviewer (1 paper).
19. Fifteenth Cross-Cultural Research Conference, Kona, Hawaii (December 10-14, 2011).
 - Session Chair, Presentation: *Ethnic Identity and Cosmopolitanism in Iran: Antecedents and Outcomes.*
20. Seventh Royal Bank International Research Seminar, Montréal, Canada (September 22-24, 2011)
 - Manuscript Reviewer (2 papers), Session chair, Presentation: *Cross-Cultural Validation of a Unidimensional Short Scale for Cosmopolitanism.*
21. 2011 Atlantic Marketing Association 16th Annual Conference, Charleston, South Carolina (September 14-17, 2011)
 - Manuscript Reviewer (1 paper)
22. 2011 Academy of Marketing Science (AMS) 15th World Marketing Congress, Reims, France (July 19-23, 2011).
 - Manuscript Reviewer (2 papers), Session chair (3 sessions), Presentation: *Globalization, Culture, Consumer Dispositions, and Consumption: The Case of Iran.*
23. European Marketing Academy (EMAC) 2011 Conference, Ljubljana, Slovenia (May 24-27, 2011)
 - Manuscript Reviewer (1 paper)
24. 2010 Global Marketing Conference at Tokyo, and 6th Royal Bank International Research Seminar, Tokyo, Japan (September 9-12, 2010).
 - Manuscript Reviewer (2 papers), Session Chair, Presentation: *Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians.* Best Reviewer Award.
25. 2010 Academy of Marketing Science (AMS) Cultural Perspectives in Marketing Conference , Lille, France (July 21-24, 2010)
 - Manuscript Reviewer (1 paper), Session Chair, Presentation: *Globalization, Identity, Culture, and Consumer Behavior: A Cross-Cultural Study of Chilean and Canadian Consumers*
26. 2009 Royal Bank International Research Seminar, Montreal, Canada (September 24-26, 2009).
 - Manuscript reviewer (2 papers), Session chair, Presentation: *Antecedents of Cosmopolitanism: A Cross-Cultural Study of Individual- and Cultural- Level Values in Turkey and Canada*
27. Academy of Marketing Science (AMS) 14th World Marketing Congress, Oslo, Norway (July 22-25, 2009).

- Manuscript reviewer (2 papers, global marketing track), Session Chair (global marketing), Two presentations: (1) *Individual and Cultural Values as Precursors of Cosmopolitanism*, (2) *The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior*
28. Administrative Sciences Association of Canada 2009 Annual Conference, Niagara Falls, Ontario (June 6-9, 2009)
- Manuscript Reviewer (1 paper), Presentation: *Identity, Demographics, and Consumption: A Study of Segmentation Variables across Eight Countries and Nine Product Categories*.
29. The Power Within: featuring William Jefferson Clinton, 42nd President of the United States, on the Global Economy. (November 26, 2008, London, Ontario).
30. Western Homecoming 2008, London, Ontario (October 4, 2008).
- Public Presentation of Research “*Globals, Locals and Creoles: Global Consumer Culture, Ethnic Identity, and Consumer Behavior*”
31. Administrative Sciences Association of Canada (ASAC) Annual Conference, Halifax, Nova Scotia (May 24-27, 2008).
- Manuscript reviewer (2 papers, Entrepreneurship track, selection of ‘best paper’ for track)
32. Collaborative Graduate Program in Migration and Ethnic Relations Colloquium Series (Winter 2008)
- Seminar Presentation (March 6, 2008, 3-5pm): *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes*
33. Industrial/Organizational Psychology Brown Bag Series (Winter 2008)
- Presentation (February 15, 2008): Global Consumer Research
34. Academy of Marketing Science Cultural Perspectives in Marketing Conference (New Orleans, January 16-19, 2008).
- Manuscript reviewer (1 paper).
35. 2007 Royal Bank International Research Seminar (Montreal, Canada, September 27-29, 2007).
- Session Chair, Presentation: *Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation*
36. Academy of Marketing Science (AMS) 13th World Marketing Congress, Verona, Italy (July 11-14, 2007).
- Served as Discussant, Presentation: *It’s Not Easy Bein’ Green: Green Creeds, Green Deeds, and Environmental Locus of Control*.
37. Board of Trade of Metropolitan Montreal / Chambre de Commerce du Montréal Métropolitain, Montreal, Québec (June 21, 2007)
- Presentation concerning Doctoral Research, made to the *Jury des Grands Montréalais* (Finalist, Doctoral thesis, *l’Académie des Grands Montréalais*).
38. Administrative Sciences Association of Canada (ASAC) Annual Conference, Ottawa, Ontario (June 2-5, 2007).
- Presentation: *Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence*.
39. Southern Ontario Behavioral Decision Research Conference, Ivey Business School, the University of Western Ontario (May 11th, 2007).
40. Academy of Marketing Science (AMS), AMS/KAMS Cultural Perspectives in Marketing Conference, Seoul, South Korea (July 12-15, 2006).
- Manuscript reviewer (1 paper), and session Chair, Presentation: *Materialism, Consumer Ethnocentrism, and Cosmopolitanism: An Eight-Country Investigation*.
41. 2005 Royal Bank International Research Seminar: Impact of Culture on Marketing Strategy, Montréal, Quebec (September 23-26, 2005).
- Session chair and Discussant leader, Presentation: *Acculturation to Global Consumer Culture: Scale Development and Research Paradigm*.
42. Administrative Sciences Association of Canada (ASAC) 2005 Annual Conference, Toronto, Ontario (May 28-31, 2005).
- Manuscript reviewer (2 papers).
43. Department of Marketing Invited Speaker Seminar, John Molson School of Business, Concordia University, Montréal, Canada (Sept.17, 2004).
- Presentation: *The Local, the Global, and the Creole: Acculturation to Global Consumer Culture, Ethnic Identification, and Consumptionscapes*

44. American Marketing Association (AMA), 2004 AMA Summer Marketing Educators' Conference, Boston, Massachusetts (Aug. 6-9, 2004).
45. Academy of Marketing Science (AMS), 2004 Annual Conference, Vancouver, British Columbia (May 26-29, 2004).
 - Presentation: *The Critical Role of Congruency in Prototypical Brand Extensions*
46. 2003 Royal Bank International Research Seminar: Culture in Services Marketing, Montréal, Quebec (Sept. 23-26, 2003).
 - Manuscript reviewer (2 papers), assisted in conference organization, Presentation: *Culture and Consumption Typology: The Case of Traditional and Mainstream Foods.*
47. American Marketing Association 38th AMA-Sheth Foundation Doctoral Consortium, Minneapolis, Minnesota (June 26-29, 2003).
 - *Doctoral Consortium Fellow.*
48. 2003 Academy of Marketing Science, 11th World Marketing Congress, Perth, Australia (June 11-14, 2003).
 - Presentation: *Exploring the Multidimensionality of Environmental Locus of Control and Its Impact on Proenvironmental Behaviors.*
49. Society for Consumer Psychology, 10th Annual Winter Conference, New Orleans, Louisiana (Feb. 20-22, 2003).
 - Presentation: *Through the Eyes of the Beholder: Gender Differences in the Product Knowledge—Experience—Evaluation Relationship.*
50. Joint Ph.D. in Administration Public Seminar, Concordia University, Montréal, Québec (January 24, 2003)
 - Organization of seminar and subsequent reception/lunch, Seminar chair and discussion leader.
51. Society for Marketing Advances SMA Doctoral Consortium and Annual Conference, St. Pete Beach, Florida (Nov. 12-16, 2002).
 - *Doctoral Consortium Fellow*
52. Association for Consumer Research & the American Psychological Association, Cross-Cultural Research Conference, Honolulu, Hawaii (Dec. 12-15, 2001).
 - Presentation: *Christmas Gift Search Behaviors: A Three-Country Comparison.*
53. Joint Ph.D. in Administration Annual Public Seminar Presentation, Concordia University, Montréal, Québec (Dec. 4, 2001)
 - Presentation: *Christmas Gift Search Behaviors: A Three-Country Comparison*
54. 2001 Royal Bank International Research Seminar: Culture in Consumption Research Symposium, Concordia University, Montréal, Québec. (Sept. 27-29, 2001).
 - Served as a reviewer for two manuscripts, and assisted in conference organization.
55. Karma Symposia: Frontiers in Marketing, McGill University, Montréal, Québec (Nov. 2000).

Invited presentations on dissertation topic:

- *The I. Asper School of Business at the University of Manitoba, Winnipeg, Manitoba (September, 2004)*
- *The University of San Diego, San Diego, California (October, 2004)*
- *California State University (Dominguez Hills), Los Angeles, California (December, 2004)*
- *The University of Western Ontario, London, Ontario (February, 2005)*
- *The University of New Brunswick (Saint John), Saint John, New Brunswick (February, 2005)*

PROFESSIONAL ASSOCIATIONS/AFFILIATIONS

- **Visiting Professor**, *Kedge Business School (formerly, Euromed School of Management), Marseille France (May-June 2013; May-June 2014).*
- **Visiting Professor**, *WU Vienna University of Economics and Business, Vienna, Austria (October 2013)*
- **Full-time faculty member** (UWOFA), *Management and Organizational Studies, Faculty of Social Science, The University of Western Ontario (July 2005-present)*
- **Part-time faculty member**, *Marketing Department, John Molson School of Business, Concordia University (2001-2005).*

- **Part-time faculty member**, Service de l'Enseignement du Marketing, HEC-Montréal, Université de Montréal (2004).
- **Member**, the *Administrative Sciences Association of Canada* (ASAC: 2007-present)
- **Member**, in the *Academy of Marketing Science* (2002-present).
- **Member**, in the *Society for Marketing Advances* (2002-2005).
- **Member**, in the *Society for Consumer Psychology* (2002-2011).
- **Member**, in the *American Marketing Association* (2004-2012, 2016-present).
- **Member**, in the *Korean Academy of Marketing Science* (KAMS, 2010-2011)
- **Associated Faculty Member**, *Collaborative Graduate Program in Migration and Ethnic Relations*, Faculty of Social Science (Fall 2006-Present)
- **Associated Faculty Member**, *UWO Network for Business Sustainability* (Summer 2007-Present)
- **FGS (Faculty of Graduate Studies) Membership:**
 - Doctoral Level, Migration and Ethnic Relations, Social Science (November 2013-Present)
 - Master's Level, Management of Applied Sciences (November 2013-Present).
 - UWO Faculty of Information and Media Studies (Limited, 2006-2007)
 - Richard Ivey School of Business at UWO (Limited, 2010-2012, 2015)
 - UWO Faculty of Law (Limited, 2012-2013).

EDITING, REVIEWING AND PROFESSIONAL SERVICE

- **International Marketing Review:**
 - **Associate Editor** (August 2013-Present), **Editor for 46 papers** (to date).
 - **Board Member** (January 2010-Present), **Reviewer** (January 2007-Present), 14 papers.
- **Ad-Hoc Reviewer**, *The Journal of Business Research* (December 2005-Present), 22 papers.
- **Ad-Hoc Reviewer**, *Journal of International Marketing* (February 2008-Present), 6 papers.
- **Ad-Hoc Reviewer**, *Personality and Individual Differences* (August 2014-Present), 1 paper.
- **Ad-Hoc Reviewer**, *The Journal of Interactive Marketing* (June 2015-Present), 1 paper.
- **Ad-Hoc Reviewer**, *Journal of Product & Brand Management* (January 2015-Present), 1 paper.
- **Ad-Hoc Reviewer**, *The Journal of International Consumer Marketing* (Dec 2015-Present), 1 paper
- **Ad-Hoc Reviewer**, *The Canadian Journal of Administrative Sciences* (May 2012-Present), 1 paper.
- **Ad-Hoc Reviewer**, *International Journal of Research in Marketing* (October 2010-Present), 1 paper.
- **Ad-Hoc Reviewer**, *Marketing Letters* (July 2014-Present), 1 paper.
- **Ad-Hoc Reviewer**, *Sex Roles* (Psychology Journal) (January-March, 2009), 1 paper.
- **Ad-Hoc Reviewer**, *The European Journal of Marketing* (February 2011-Present), 1 paper.
- **Ad-Hoc Reviewer**, *Journal of Marketing Management* (October-December 2008), 1 paper.
- **Ad-Hoc Reviewer**, *Journal of Environmental Psychology* (October 2007-Present), 2 papers.
- **Ad-Hoc Reviewer**, *The Journal of Consumer Behavior* (October 2005-Present), 3 papers.
- **Ad-Hoc Reviewer**, *The Journal of Retailing* (February-March 2005), 1 paper.
- **Reviewer for Book Proposal**, *The Psychology of Globalization: Identity, Ideology, and Action* (authors, Reese, Rosenmann, & Cameron). Elsevier Academic Press, June-July 2016.
- **Reviewer for Book Chapter**, *Routledge Companion on Ethnic Marketing* (Edited by Ahmad Jamal, Lisa Peñaloza & Michel Laroche), July 2013-May 2015.
- **Research Proposal Reviewer**, *Social Sciences and Humanities Research Council of Canada (SSHRC)* Insight Grants Application (January-February 2013).
- **Research Proposal Reviewer**, *Netherlands Organization for Scientific Research (NWO)*, Division of Social Sciences (December 2012-February 2013).
- **Research Proposal Reviewer**, *Austrian Science Fund (FWF Der Wissenschaftsfonds)*, July-September 2011).
- **Textbook Review**: *Consumer Behavior: Seventh Canadian Edition* (Solomon, White, Dahl: August 2016), Pearson Education Canada.

- **Textbook Review:** *Consumer Behavior: Sixth Canadian Edition* (Solomon, White, Dahl: August 2014), Pearson Education Canada.
- **Textbook Review:** *Marketing Research for Marketers* (Callegher & Langschmidt: publication: 2017), Pearson Education Canada.
- **Textbook Review:** *Contemporary Marketing, 2nd Canadian Edition* (Boone, Kurtz, MacKenzie, Snow: June-July 2008, Chapters 10-18), Nelson Education Ltd. Cited in *Acknowledgements* section.
- **Complete Textbook Review:** *Marketing, 1st Canadian Edition* (Grewal, Levy, Lichti, Persaud: June-September 2007), McGraw-Hill Ryerson Ltd. Cited in *Acknowledgements* section.
- **Editorial Review and Complete Textbook Review:** *Basic Marketing, 12th Canadian Edition* (Perrault, McCarthy, Meredith, Ricker: April-May 2006), McGraw-Hill Ryerson Ltd. Cited in *Acknowledgements* section.
- **Editorial Board Member**, *The Journal of Internet Business* (formerly, *The Internet Business Review*) [online journal] (2004-2012), and ad-hoc reviewer (5 papers).
- **Acknowledgement** of contributions to international marketing discipline, in “Acknowledgements” section of *International Marketing, 2nd Canadian Edition* (Cateora, Graham and Papadopoulos, McGraw-Hill Ryerson, 2008).
- **Co-Chair** (with John Cadogan), **International and Cross-Cultural Marketing Track, EMAC 2016** (European Marketing Association Conference, May 2016, Oslo, Norway). **Co-Editor for 36 papers.**
 - Solicit and invite potential reviewers, review manuscript submissions, assign submissions to blind reviewers, decide on papers for acceptance (presentation and publication in proceedings), schedule and organize conference sessions (timetable) for accepted papers, perform reviews of all papers and communicate decisions to authors, and make nominations for Best paper award.
- **Manuscript Reviewer For Conference Submissions:**
 - *2015 Royal Bank International Research Seminar. Understanding the Global Consumer Culture: Views from Eastern and Western Scholars* (June 24-26, 2016, Wuxi, China): 3 papers
 - *GMC 2016 (Global Marketing Conference, July 2016, Hong Kong, China): 1 paper.*
 - *EMAC 2016 (European Marketing Association Conference, May 2016, Oslo, Norway): 1 paper.*
 - *2015 Royal Bank International Research Seminar: The Future of Ethnic Marketing in a Globalized World* (Montreal, Canada, September 24-26, 2015): 2 papers.
 - *Academy of Marketing Science (AMS) World Marketing Congress* (Bari, Italy, July 14-18, 2015): 2 papers.
 - *European Marketing Academy (EMAC) 2015 Conference* (Leuven, Belgium, May 26-29, 2015): 1 paper.
 - *2013 Royal Bank International Research Seminar: Advancing Knowledge of the Global Consumer Culture* (Montreal, Canada, September 26-28, 2013): 3 papers.
 - *2012 Royal Bank International Research Seminar: Globalization and Marketing Strategy* (Shanghai, China, June 7-10, 2012): 3 papers.
 - *Academy of Marketing Science Annual Conference* (New Orleans, Louisiana, May 15-20, 2012): 1 paper.
 - *2011 Atlantic Marketing Association 16th Annual Conference* (Charleston, South Carolina, September 14-17, 2011): 1 paper.
 - *2011 Royal Bank International Research Seminar: Global Consumer Behavior and Marketing Strategy* (Montreal, Québec, September 22-24, 2011): 2 papers.
 - *European Marketing Academy (EMAC) 2010 Conference* (Ljubljana, Slovenia, May 24-27, 2011): 1 paper.
 - *Academy of Marketing Science (AMS) World Marketing Congress* (Reims, France, July 19-23, 2011): 2 papers.
 - *2010 Royal Bank International Research Seminar: Global Consumer Behavior and Marketing Strategy* (Tokyo, Japan, September 9-12, 2010): 2 papers.
 - *Academy of Marketing Science Cultural Perspectives in Marketing Conference* (Lille, France, July 20-24, 2010): 1 paper.
 - *2009 Royal Bank International Research Seminar: Globalization, Culture and Marketing Strategy* (Montreal, Québec, September 24-26, 2009): 2 papers.
 - *Administrative Sciences Association of Canada 2009 Annual Conference* (Niagara Falls, Ontario, June 6-9, 2009): 1 paper.

- *Academy of Marketing Science (AMS) World Marketing Congress* (Oslo, Norway, July 22-25, 2009): 2 papers.
- *Administrative Sciences Association of Canada 2008 Annual Conference* (Halifax, Nova Scotia, May 24-27, 2008): 2 papers.
- *Academy of Marketing Science Cultural Perspectives in Marketing Conference* (New Orleans, January 16-19, 2008): 1 paper.
- *Academy of Marketing Science (AMS) World Marketing Congress* (Verona, Italy, July 11-14, 2007): 4 papers.
- *Academy of Marketing Science AMS/KAMS Cultural Perspectives in Marketing Conference* (Seoul, South Korea, July 12-15, 2006): 1 paper.
- *Administrative Sciences Association of Canada (ASAC) 2005 Annual Conference* (Toronto, Ontario, May 28-31, 2005): 2 papers.
- *Royal Bank International Research Seminar: Culture in Services Marketing* (Montreal, Quebec, September 23-26, 2003): 2 papers.
- *Joint Ph.D. in Administration Public Seminar* (Montreal, Quebec, January 24, 2003): (6 papers).
- *Royal Bank International Research Seminar: Culture in Consumption Research* (Montreal, Quebec, September 27-29, 2001): 2 papers.

TEACHING

Associate Professor of Marketing (July 2011-Present), Assistant Professor of Marketing (July 2005-June 2011), Aubrey Dan Program in Management and Organizational Studies (MOS), Faculty of Social Science, the University of Western Ontario

- **Area Coordinator (Marketing and Consumer Behavior: June 2007-Present)**
 - Development of common curriculum, textbooks, and composition of common final exams, coordination of pedagogy across different MOS-3320 sections and instructors (Summer 2007-Winter 2011). Assisting in the hiring of limited-term and full-time instructors, including interviewing.
 - Conceptualization/design of three proposed Concentrations in Consumer Behavior (Sept. 2008-Present):
 - Honors Bachelor Degree (4-yr, with Thesis) *Honors Specialization in Consumer Behavior*
 - Bachelor Degree (4-yr) *Specialization in Consumer Behavior*
 - Bachelor Degree (4-yr) *Major in Consumer Behavior*
- **45 course sessions taught/scheduled at Western (to date):**
 - **13 Sections of ACS/MOS 3320a/b (Formerly 320)—Marketing for MOS:**
 - ACS-320a, Fall 2005: Section 003 (49 students), & Sec. 005 (n=40); ACS-320b, Winter 2006: Sec. 005 (n=48), and Sec. 006 (n=49); MOS-320a, Fall 2006: Sec. 003 (n=43), and Sec. 005 (n=34); MOS-320a, Winter 2007: Sec. 006 (n=45); MOS-320a, Fall 2007: Sec. 003 (n=43), and Sec. 005 (n=10); MOS-320a, Winter 2008: Sec. 006 (n=40); MOS-3320b, Winter 2009: Sec. 005 (n=45); MOS-3320a, Fall 2009: Sec. 003 (n=45); MOS-3320b, Winter 2010: Sec. 005 (n=45)
 - **10 Sections of MOS 3420F/G (formerly MOS 4420F/G, MOS 395b: Special Topics)—Marketing Research (Novel course that I developed):**
 - MOS-395b, Winter 2007: Sec. 001 (n=30); MOS-395b, Winter 2008: Sec. 001 (n=37); MOS-4420G, Winter 2009: Sec. 001 (n=33); MOS-4420G, Winter 2010, Sec. 001 (n=33); MOS-4420G, Winter 2011: Sec. 001 (n=37); MOS-3420F, Fall 2011: Sec. 001 (n=9), & 002 (n=19); MOS-3420F, Fall 2012: Sec. 001 (n=47); MOS-3420F, Fall 2014: Sec. 001 (28), & 002 (33).
 - **7 Sections of MOS 3321F/G—Consumer Behavior (Novel course that I developed):**
 - MOS-3321F, Fall 2009: Sec. 001 (n=31); MOS-3321F, Fall 2010: Sec. 001 (n=36) and Sec. 002 (n=37); MOS-3321G, Winter 2011: Sec. 001 (n=46); MOS-3321G, Winter 2012: Sec. 001 (n=45); MOS-3321F, Fall 2012: Sec. 001 (n=47); Fall 2015: Sec. 003 (n=40).
 - **9 Sections of MOS 4423F/G—Seminar in Consumer Research (Novel course that I developed): syllabus, course content, course reading pack.**

- MOS-4423G, Winter 2012: Sec. 001 (n=7); MOS-4423G, Winter 2013: Sec. 001 (n=13), Sec. 002 (n=12), MOS-4423G, Winter 2015: Sec. 001 (n=17), Sec. 002 (n=15), Winter 2016: Sec. 001 (n=11), Sec. 002 (n=12), Winter 2017: Sec. 001 (TBD), Sec. 002 (TBD).
- **5 Sections of COMMMGT 9320a/b—Fundamentals of Marketing Management (Novel MMASc/Graduate Diploma course that I developed): syllabus, course content.**
 - Fall 2014: Sec. 001 (n=23); Fall 2015: Sec. 001 (20), Sec. 002 (22). Fall 2016: Sec. 001 (TBD), Sec. 002 (TBD)
- **MOS 4999E—Honors Thesis in Consumer Behavior (1.0 course)**
 - 2 students supervised (2013-2014), Syllabus, pedagogy and thesis guidelines, content, and schedule.
- **Other Course Curriculum/Syllabi Developed:**
 - **MOS 1021a/b (Introduction to Consumer Behavior & Human Resource Management)**
 - Syllabus, course content (co-developed with Dr. James O'Brien)
 - **MOS 3322F/G (Integrated Marketing Communications)**
 - Syllabus, course content developed.

Visiting Professor, Kedge Business School (formerly, Euromed Management [School of Management and Business]), Marseille, France (May-June 2013, 2014, 2015): 3 course sections of M-ESC-5-02-35-07-E (Consumer Behavior).

- ESC Grande École degree, M-ESC (Master of Science) students. Triple accreditation (EQUIS, AMBA, AACSB). Syllabus, evaluation, pedagogy developed and delivered.
 - May-June 2013, M-ESC-5-02-35-07-E, Consumer Behavior (74 students)
 - May-June 2014, M-IBL-5-02-35-07-E, Consumer Behavior (66 students)
 - May-June 2015, M-IBL-5-02-35-07-E, Consumer Behavior (35 students)

Part-time Faculty Member (Lecturer), John Molson School of Business, Concordia University (2001-2005): 8 course sessions of MARK 201—Introduction to (Principles of) Marketing:

- Sec. C (Fall, 2001, n=55), & Sec. I (Spring, 2002, n=55); Sec. C (Fall, 2002, n=55), & Sec. I (Spring, 2003, n=55); Sec. C (Fall, 2003, n=55), & Sec. I (Spring, 2004, n=55); Sec. C (Fall, 2004, n=55), & Sec. I (Spring, 2005, n=55)

Part-time Faculty Member ("Chargé de Cours"), HEC-Montréal (École des Hautes Études Commerciales), Université de Montréal (2004): 1 course session of Marketing Research (3-118-00):

- Winter 2004 (n=12)

SUPERVISION AND MENTORING OF STUDENTS

Ph.D. Thesis External Examiner/Advisor, 5 students:

- Ph.D. (Consumer Science) Thesis External Examiner, for Maryam Akhoundi, Ph.D. Candidate, Universiti Putra Malaysia (Sekolah Pengajian Siswazah [School of Graduate Studies], Serdang, Selangor, Malaysia, April-May 2016). Dissertation Title: *The Effect of Exposure to Global Marketing Activities on Consumption Behavior Among University Students in Klang Valley, Malaysia*. Supervisor: Syuhaily Osman, Ph.D.
- Ph.D. (Marketing) Thesis University Reader, for Charan Bagga, Ph.D. Candidate, Richard Ivey School of Business, University of Western Ontario (London, Ontario, April-June 2015). Dissertation Title: *Sustainability of a Trivial Attribute Differentiation Strategy*. Supervisor: Niraj Dawar, Ph.D.
- Ph.D. (Marketing) Thesis External Examiner, for Warat Winit, Ph.D. Candidate, School of Marketing, University of New South Wales (Sydney, Australia, March 2010-July 2011). Dissertation Title: *The Impact of Consumers' Expressions of National Identity on Global and Local Brand Perceptions*. Supervisor: Gary Gregory, Ph.D.
- Ph.D. (Marketing) Thesis University Reader, for Fabrizio Di Muro, Ph.D. Candidate (Marketing), Richard Ivey School of Business, University of Western Ontario (London, Ontario, March-April 2010). Dissertation Title: *Arousal-Congruency and Consumer Choice*. Supervisor: Kyle Murray, Ph.D.
- Ph.D. (Marketing) Thesis University Reader, for Seung Hwan (Mark) Lee, Ph.D. Candidate (Marketing), Richard Ivey School of Business, University of Western Ontario (London, Ontario, February-April 2011). Dissertation Title: *The Structural Importance of Consumer Networks*. Supervisor: June Cotte, Ph.D.

PhD Thesis Committee Member, 1 student:

- Ph.D. (Geography) Thesis Committee Member, for Evan Cleave, Ph.D. Student, Department of Geography, Faculty of Social Sciences, University of Western Ontario (London, Ontario, April 2015-Present). Comprehensive Exam Questions developed (October 2015). Dissertation Topic: *The Effectiveness of Place Branding on Outcomes of Local Economic Development*. Supervisor: Godwin Arku, Ph.D.

Master of Science Thesis Committee Member/External Advisor, 6 students:

- M.Sc. Thesis Committee Member, for Dylan Palmer, Department of Management and Consumer Studies, College of Management and Economics, University of Guelph (September 2012-2014), Project Title: *Market Segmentation and Portfolio Strategies of Private-Label Brands: A Case Study of Sobeys Private Label Portfolio*.
- M.Sc. (Administration) Thesis Committee Member, for Parastoo Naghavi, John Molson School of Business, Concordia University (Montreal, February 2010-June 2011), Project Title: *Acculturation to the Global Consumer Culture and Ethnic Identity: An Empirical Study in Iran*.
- M.Sc. Thesis Committee Member, for Monica El Gamal, Department of Marketing and Consumer Studies, College of Management and Economics, University of Guelph (February 2010-June 2010), Project Title: *A Study of Cultural Values Reflected in Magazine Advertisements from Egypt and the United States*.
- M.Sc. (Administration) Thesis Committee Member, for Ranim Hallab, John Molson School of Business, Concordia University (Montreal, March 2009-January 2010). Project Title: *Global and Local Cultural Influences on Lebanese Consumer Behavior*.
- M.Sc. (Administration) Thesis External Advisor, for Kamila Sobol, John Molson School of Business, Concordia University (Montreal, January-September 2008). Project Title: *'The Global Consumer Culture': An Empirical Study in the Netherlands*.
- M.Sc. (Administration) Thesis Committee Member for Assaf Levy, John Molson School of Business, Concordia University (Montreal, October 2003-June 2005). Project Title: *Linking Environmental Attitudes and Behaviors with Environmental Locus of Control*.

Master of Arts/Laws Thesis Examiner, 2 students:

- University Examiner (Thesis Examining Board), M.A. thesis defence, for Vincent Manzerolle, University of Western Ontario FIMS Graduate student (July-August, 2006). Thesis title: *The Consumer Database, Consumer Sovereignty, and the Commercial Mediation of Identity in the United States*.
- University Examiner (Thesis Examining Board), LL.M. (Master of Laws) thesis defence, for Melissa A. Loucks, University of Western Ontario Law Graduate student (July-August, 2012). Thesis title: *Trademarks and Geographical Indications: Conflict or Coexistence*.

Honours Consumer Behavior Specialization with Thesis Student Supervision, 2 students:

- Honours Thesis Supervisor for Cecelia (XiXi) Xu, University of Western Ontario Honours Consumer Behavior student (August 2013-May 2014). Thesis title: *How does the Degree of Acculturation to a Multiethnic Host Culture affect Ethnic Food Consumption Choices?*
- Honours Thesis Supervisor for Victoria Meiko Volk, University of Western Ontario Honours Consumer Behavior student (August 2013-May 2014). Thesis title: *Environmental Locus of Control, Pro-environmental Behaviors, and Mediating Enablers and Constraints*.

Honours Psychology Student Supervision, 3 students:

- Honours Thesis Co-Supervisor (with Dr. Stefane Kabene) for Evan Weizenberg, University of Western Ontario Honours Psychology student (Sept. 2005-May 2006). Thesis title: *The Impact of Culturally Determined Values on Perceptions of Health Care Quality*.
- Honours Thesis Supervisor for Christine Yip, University of Western Ontario Honours Psychology student (Sept. 2006-April 2007). Thesis title: *Culture's Influence on Cosmopolitanism in Undergraduate Students*.
- Honours Thesis Supervisor for William Chang, University of Western Ontario Honours Psychology student (Sept. 2006-April 2007). Thesis title: *Conflicting Perspectives of Materialism and Religiosity with the Korean-Canadian Community*.

Honours Psychology Thesis Reader, 1 student:

- Honours Thesis second reader for Anne Wagner (supervisor: Dr. David Dozois), University of Western Ontario Honours Psychology student (April 2007). Thesis title: *Organization and Valence of Self-Referent Attributes and Their Relationship to Early Maladaptive Schemes*.

Mentoring and Supervision of Research Assistants:

- Christina Politis, (MITACS Intern, MSc Student in Psychology, University of Western Ontario, May 2016-February 2017), for applied research project: "Appreciating, Empowering, Motivating and Managing Workplace Diversity". Secondary and primary data collection/analyses using quantitative and qualitative approaches, literature reviews, appraisal of existing and development of new facilitator/participant materials, marketing plan development.
- Stelian Medianu, (MITACS Intern, Post-Doctoral Researcher in Psychology, University of Western Ontario, May 2016-February 2017), for applied research project: "Appreciating, Empowering, Motivating and Managing Workplace Diversity". Secondary and primary data collection/analyses using quantitative and qualitative approaches, literature reviews, appraisal of existing and development of new facilitator/participant materials, marketing plan development.
- Secil Erdoğan (Research Assistant, Ph.D. Student in Sociology, University of Western Ontario, June 2008-2011). Projects included: survey administration and keying, construction of online survey, literature reviews, exploring future research avenues with potential international collaborators.
- Cecelia Xu (Research Assistant, Honors Thesis Undergraduate Student in DAN Management, University of Western Ontario, October 2013-May 2014). Projects included: survey administration and data entry, design of recruitment posters, and recruitment of research participants.

Scholar's Electives Program Supervisor, 2 students:

- Supervisor/Mentor for Alexandra Aliferis, University of Western Ontario Scholar's Elective student, (020Y: Introduction to University Research, Sept. 2008-April 2009). Project Title: *Man of the Moment: A Discussion and Analysis of the Responsive Leadership Strategies of Chairman Mao and President Obama*.
- Supervisor/Mentor for Debora Miller-Lichtenstein, University of Western Ontario Scholar's Elective student (020Y: Introduction to University Research, Sept. 2006-April 2007). Project title: *Perception of Reality and Fantasy: Do Television Advertisements Directed at Children Affect Their Cognitive Development and Perception of Reality and Fantasy?*

TEACHING/RESEARCH ASSISTANCE, GUEST LECTURES, TEACHING DEVELOPMENT

Research and/or Teaching Assistantships:

- Under: Dr. Michel Larocque, Royal Bank Distinguished Professor of Marketing, Concordia University (June 1999-June 2005).
- Under: Dr. Gad Saad, Associate Professor of Marketing, Concordia University (Oct. 1999-Sept. 2000), Undergraduate, MBA, and MSc. courses in Decision-Making
- Under: Dr. Ramdas Chandra, Assistant Professor of Marketing, Concordia University (June-Sept. 2000), Undergraduate courses in International Business, International Marketing.
- Under: Dr. Kemal Büyükkurt, Associate Professor of Marketing, Concordia University (Jan. 1999-Dec. 2000), Undergraduate courses in Marketing Management, New Product Development, Marketing Strategy.
- Under: Professor Mary-Ann Cipriano, part-time faculty member (Marketing Department), Concordia University (Jan. 2002-Dec. 2004), Undergraduate, and MBA courses in Consumer Behavior, Principles of Marketing, Marketing Communications.

Teaching Development Seminars/Activities:

- *MMASc Pedagogy and Integration Workshop*, Teaching Support Centre, University of Western Ontario (April 13, 2016)
- Training Session: *Marks Management System (MMS) and ScanExam*, Social Science Network and Data Services (October, 2005)
- Conference: "*Fall Perspectives on Teaching*", Teaching Support Centre, University of Western Ontario (September 1, 2005)
- "*New Faculty Orientation: Teaching at UWO*", Teaching Support Centre, University of Western Ontario (August 30, 2005)
- American Marketing Association, *2004 AMA Summer Marketing Educators' Conference*, Boston, Massachusetts (August 6-9, 2004).
- *Faculty Mentor Program Sessions*, Teaching Support Centre, University of Western Ontario (2005-2006).

Guest Lectures (undergraduate):

- Observation Research (January 18, 2016), for MOS 3420G Marketing Research (Section 001, to fill in for Prof. Stelian Medianu), Guest Lecture, 3 hours.

- *Why study Consumer Behavior?* (March 12, 18, and 26, 2015; March 8, 17, 22, and 29, 2016), Seminar Information Sessions (run by the DAN Management Department), each 30-45 minute presentations.
- *Why study Consumer Behavior?* (September 12 & 14, 2012), MOS-1021: Introduction to Management and Organizational Studies (taught by Kevin Thompson, Lecturer, University of Western Ontario), 20-minute presentations.
- *Research Issues, Research Methods, and an Application of Survey Research* (September 28, 2009), MOS 2180-Organizational Behavior (taught by Linda Eligh, Lecturer, University of Western Ontario), 90 minutes.
- *Approaches to Pricing in International Markets* (July 2000), International Consumer Behavior Course (taught by Dr. Ramdas Chandra, Concordia University, Montreal), 3 hours.

SERVICE AND COMMITTEES

University- and Faculty-Level (Social Science) Committees at UWO:

- Promotion and Tenure Committee: Department of Geography (3-yr. term, 2016-19)
- Promotion and Tenure Committee: Management and Organizational Studies (MOS) (3-yr. term: 2013-16, 2-yr term: 2016-2018)
- MOS Director Search Committee (2007-08, 2012-13)
- Non-Medical Research involving Human Subjects (NMREB) Committee (3-yr. term, 2010-13)
- Teaching Awards and Undergraduate Scholarship Committee (2005-06, 2006-07)

Departmental (DAN Management) Committees at UWO:

- MOS Curriculum Committee (2006-07, 2007-08, 2008-09, 2009-10, 2010-11)
- Dancap Private Equity Faculty Fellowship Committee (2007-08, 2008-09, 2009-10, 2012-13)
- ACS/MOS Space Committee (2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11)
- MOS Social Committee (2008-09, 2009-10, 2010-2011, 2011-2012)
- ACS/MOS/DAN Appointments Committee (2005-06, 2006-07, 2011-12, 2012-13, 2014-15, 2015-16, 2016-17)
- DAN Management Research Participation Pool *Ad-Hoc* Committee (2014-15)
- Adjunct Appointments Committee Advisor, Marketing Area (2007-08, 2008-09, 2009-10)
- MOS Workload Committee (2006-07)
- MOS Advisory Committee (2012-13)
- MOS Research Fund *Ad-Hoc* Committee (2006)
- MOS Graduate Program Task Force (2011-12, 2012-13, 2014-15 [CHAIR], 2015-16 [CHAIR], 2016-17 [CHAIR])
- MOS Logo *Ad-Hoc* Committee (2006-07)

Additional Service at UWO:

- *UWO Convocations* (June 16, 2011: Usher & Academic Procession; June 13, 2012: Academic Procession; June 12, 2013: Hooder & Academic Procession; June 11, 2014: Hooder & Academic Procession; June 10, 2015: Hooder & Academic Procession; June 15, 2016: Orator & Academic Procession).
Donor/Alumni Relations: Personal Meetings (November 26, 2010) with Jeff Parr (Co-Chief Executive Officer, Clairvest Group, Toronto) & Aubrey Dan (President, Dancap Productions; President, Dancap Private Equity Inc.).
- *Academic Advisor*: to players of the Western Mustangs Football Team (2007-08, 2008-09, 2009-10, 2010-11, 2011-12)
- *Western Homecoming 2008* (October 1-4), public presentation of research
- *Fall Preview Day* (November 12, 2005), Faculty of Social Science
- *Western Open-House* (March 11, 2006), Faculty of Social Science
- *Dancap Private Equity Student Awards Ceremonies*: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, and 8th annual awards ceremonies (June 14, 2007; June 12, 2008; June 11, 2009; June 17, 2010; June 16, 2011, June 13, 2012; June 12, 2013; June 11, 2014; June 10, 2015; June 15, 2016)

- *UWO Annual Awards Ceremonies* (June 11, 2013, June 9, 2015, June 14, 2016, *UWO Gold Medal Award* Winners (Presentations regarding 5 students, total to date).
- Extensive Participation in *MOS External Review* (June 2006; September-October 2012), *Master in Management of Applied Science* (MMASc degree) External Review (January 2014).
- *MOS Research Bulletin Board*: Initiator of concept and administration/design (2007-2008)

GRANTS, SCHOLARSHIPS, AWARDS AND HONORS

Cumulative Value Awards, Honors, Fellowships	\$107,550.00
Cumulative Value Scholarships	\$ 72,000.00
Cumulative Value Research Grants (<i>Awarded</i>)	\$119,058.01
Cumulative Value other Grants/Funds	<u>\$ 14,172.97</u>
<i>Cumulative Career Total (as of February 2016)</i>	<u>\$312,780.98</u>

Awards, Honors, Fellowships, Scholarships, Noteworthy:

1. *Dean's Award of Excellence, for Exceptional Merit*. Awarded to those deemed to be the top performers for the current APE (Annual Performance Evaluation) period in the Department (July 2016).
2. Keynote Speaker, *Eleventh Royal Bank International Research Conference* (Wuxi, China, June 24-26, 2017).
3. *2016 Hans B. Thorelli Award, American Marketing Association, 5-year plus award*, for an article that has made the most significant and long-term contribution to international marketing theory or practice. Award presented at *2016 Summer AMA conference, Atlanta Georgia, August 6, 2016*.
4. *Highly Commended Paper of 2014, International Marketing Review* (as selected by Emerald Publishing in conjunction with the IMR Editorial Team).
5. *USC (University Students' Council) Undergraduate Teaching Honor Roll* (2012-2013).
6. Sabbatical (full year, July 1 2013-June 30, 2014) granted.
7. Featured among the most cited works of the *Journal of Business Research (SciVerse Scopus)*:
8. *Most Downloaded Papers of 30 years of the International Marketing Review (ranking 3rd overall)*; *Most Downloaded Paper of 2011* commendation, the *International Marketing Review* (October 2012), co-Editor Jeryl M. Whitelock.
9. *Top-10 Reviewer Award (for 2008-2010), the International Marketing Review* (February 2011)
10. *Best Reviewer Award, 2010 Global Marketing Conference at Tokyo* (Awarded September 2010)
11. *Dancap Private Equity Professorship in Consumer Behavior* (Bestowed May 1, 2010)
12. *Benjamin Franklin Parr Fellowship* (Awarded June 2008, renewed February 2011, renewed February 2014)
13. *Western Faculty Authors Annual Reception* (March 19, 2008)
14. *2007 Joe Kelly Graduate Award* (June, 2007)
15. *Dancap Private Equity Faculty Fellowship* (May, 2007)
16. *2006 Best Paper Award for the International Journal of Advertising*
17. *Valedictorian, 2006 Fall Convocation, Concordia University*
18. *2006 Emerald Literati Network Awards of Excellence (Highly Commended Award)*
19. *Annual CGSA [Concordia Graduate Student's Association] Award* (May 2004)
20. *Humberto Santos Doctoral Fellowship* (October 2002)
21. Inducted into AASCB's *Beta Gamma Sigma Honour Society* (December 2001, September 2006)
22. *Best Paper Award, Direct Selling Educational Foundation of Canada (DSEF) Academic Program* (November 2003), New Orleans, Louisiana.
23. *Fonds F.C.A.R. Doctoral Scholarship* (September 2000-September 2003), ranked 6th overall for Québec.
24. *Concordia University Graduate Fellowship* (September 2000-September 2003)
25. *Concordia University External Grant Holder Award* (September 2000-September 2003)

26. *Finalist: 2007 Prix d'excellence de l'Académie des Grands Montréalais / Award of Excellence of the Academy of Great Montrealers (June 2007)*

Nominated For The Following Awards:

- *2007 Governor General's Gold Medal Award Nominee,*
- *2007 CAGS/UMI (Canadian Association for Graduate Studies) Distinguished Dissertation Award Nominee.*
- *2007 Prix d'excellence de l'ADESAQ (Association des doyens des études supérieures au Québec) Nominee.*

Grants and Grant Applications:

1. *MITACS Accelerate Research Grant (May-June 2016), \$30,000.00. (with Dr. Victoria Esses)*
2. *Dancap Private Equity Travel Grant (December 2015 Competition), \$3,806.89*
3. *Dancap Private Equity Research Grant (December 2015 Competition), \$2,004.75. (with Dr. Jennifer Robertson)*
4. *Qatar National Research Fund Application (November, 2015), Project Budget: \$107,644.00 (with Dr. Amro Maher, and Dr. Tamer Elsharnouby)*
5. *Dancap Private Equity Travel Grant (June 2015 Competition), \$2005.25.*
6. *Dancap Private Equity Travel Grant (December 2014 Competition), \$3,413.85.*
7. *Dancap Private Equity Research Grant (July 2014 Competition), \$700.00.*
8. *Dancap Private Equity Travel Grant (December 2013 Competition), \$2,965.45.*
9. *Dancap Private Equity Research Grant (September 2013), \$600.00*
10. *SSHRC Faculty Directed Research Fund (July 2013 Competition), \$4,500.00 (with Dr. Boris Bartikowski)*
11. *Dancap Private Equity Travel Grant (June 2013 Competition), \$1,852.38.*
12. *Dancap Private Equity Travel Grant (December 2012 Competition), \$5,560.57.*
13. *SSHRC Insight Grant Application (October 2012, 2013, 2014 Competitions, Result: 4-A), Project Budget: \$137,515.00. (with Dr. Riadh Ladhari, Dr. Nizar Souiden, and Dr. Miguel Morales)*
14. *Dancap Private Equity Travel Grant (January 2012 Competition), \$3,310.06.*
15. *SSHRC Internal Travel Grant (July 2011 competition), \$2,000.00.*
16. *Dancap Private Equity Travel Grant (July 2011 competition), \$1,868.65.*
17. *Dancap Private Equity Travel Grant (December 15, 2010 competition), \$3,604.87.*
18. *Dancap Private Equity Travel Grant (July 15, 2010 competition), \$803.38.*
19. *SSHRC Internal Travel Grant (August 2010 competition), \$2,747.93.*
20. *Dancap Private Equity Travel Grant (December 1, 2009 competition), \$4,254.40.*
21. *SSHRC Internal Travel Grant (August 2009 competition), \$750.00.*
22. *Agnes Cole Dark Fund (March 2, 2009 competition), \$1,477.66.*
23. *Dancap Private Equity Research Grant (December 1, 2008 competition), \$5,226.62.*
24. *Dancap Private Equity Travel Grant (December 1, 2008 competition), \$2,806.46.*
25. *Dancap Private Equity Research Grant (November 2007), \$2,300.*
26. *Dancap Private Equity Travel Grant (November 2007), \$1,166.31.*
27. *Dancap Private Equity Research Grant (May, 2007), \$2,000.00 (with Dr. James O'Brien)*
28. *Dancap Private Equity Travel Grant (May, 2007), \$1,989.53.*
29. *SSHRC Internal International Travel Grant (April, 2007), \$2,175.00.*
30. *SSHRC Internal International Travel Grant (September 2006), \$3,322.00.*
31. *ACS (MOS) New Faculty Start-Up Funds (July 2005), \$10,000.00*
32. *CASA (Concordia University) General Research Grant for PhD Dissertation (December 2005), \$3,750.00.*
33. *CASA General Research Grant for MSc Thesis (December 1999), \$2,271.00*

34. Ph.D. Travel Grants Awarded (Concordia University) for Conference Presentations, total: \$6,000.00.

MEDIA ACTIVITIES

1. Webpage article, DAN Management Website (July 11, 2016): “Mark Cleveland Gives Keynote Speech at Jiangnan University”
http://mos.uwo.ca/news/2016/mark_cleveland_gives_keynote_at_jiangnan_university.html
2. Series of media articles pertaining to being awarded the **Hans B. Thorelli Award** (5 year plus award, bestowed by the American Marketing Association [AMA], for the article that has made the most significant and long-term contribution to international marketing theory or practice). Including:
 - **AMA website** [<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMAWards.aspx>], **Western Social Science Website “News and Updates”** July 7, 2016 [http://www.ssc.uwo.ca/news/2016/Cleveland_Award.html], **DAN Management Website** [http://mos.uwo.ca/news/2016/awardwinning_research_in_dan_management_and_organizational_studies.html], **Sprott School of Business (Carleton University) Website** [<http://sprott.carleton.ca/2016/nicolas-papadopoulos-receives-hans-b-thorelli-award-international-marketing-impact/>], and **John Molson School of Business (Concordia University) Website** [http://www.concordia.ca/cunews/jmsb/2016/06/03/jmsb_s-michel-laroche-wins-2016-hans-b-thorelli-award.html]
3. Article published in **The New York Times**, “When Great Minds Don’t Think Alike” (by Stephen Heyman, February 18, 2015, *International Arts: By the Numbers* [Column]) concerning from my research on culture and creativity, with a study published in the Journal of Business Research (2015).
<http://www.nytimes.com/2015/02/19/arts/international/when-great-minds-dont-think-alike.html> (Accessed February 19, 2015). Also featured on **Western’s Media Relations** Webpage.
<http://communications.uwo.ca/media/> (Accessed February 23, 2015).
4. Article published in **The Taipei Times**, “Taiwanese Students More Creative Thinkers: Study” (by William Lowther, February 27, 2015, page 3 of print edition), deriving from research on culture and creativity.
<http://www.taipeitimes.com/News/taiwan/archives/2015/02/27/2003612365> (Accessed March 3, 2015).
5. Interview with **Western News**, with full-page article (written by Adela Talbot) published in *Western News*, February 12, 2015 (Vol. 51, No. 6, page 3), “*Findings Run Counter to Culture-Creativity Notions*”. This story derives from my research on culture and creativity, with a study published in the Journal of Business Research (2015). <http://news.westernu.ca/2015/02/findings-run-counter-culture-creativity-notions/> (Accessed February 19, 2015).
6. Article (1 full page) published in **Concordia University Magazine**, “How Creative Are You? Depends Where You’re From” (by Cléa Desjardins, January 27, 2015).
<http://www.concordia.ca/cunews/main/stories/2015/01/27/how-creative-you-are-depends-where-youre-from.html> (Accessed February 19, 2015).
 - Other published articles connected to this research appear in **Les Affaires** [in French, by Olivier Schmouker: <http://www.lesaffaires.com/blogues/olivier-schmouker/en-panne-d-idee-neuves-essayez-donc-ca/575716>], **AMEQ en ligne** [in French: http://www.ameqenligne.com/detail_news.php?ID=514354&titre=La+culture+influe+sur+l%27inventivite+selon+une+nouvelle+etude+de+Concordia&cat=;21&niveauAQ=1], **Science 2.0** [<http://www.science20.com/print/152674>], **PsychCentral** [<http://psychcentral.com/news/2015/01/28/culture-influences-creativity/80494.html>], **Phys.org** [<http://phys.org/news/2015-01-creative-culture-impacts-creativity.html>], **Science Codex** [http://www.sciencecodex.com/how_creative_are_you_depends_where_youre_from-149634], **Machines Like Us** [<https://machineslikeus.com/news/does-creativity-depend-where-youre/>], **The New Indian Express** [<http://www.newindianexpress.com/world/Creativity-Depends-on-Your-Society-and-Culture/2015/01/28/article2640955.ece>], **Business Standard** [http://www.business-standard.com/article/pti-stories/creativity-depends-on-where-you-are-from-study-115012800644_1.html], **Vancouver Desi** [<http://www.vancouverdesi.com/lifestyle/creativity-depends-on-where-you-are-from/839835/>], and **eScience News** [<http://esciencenews.com/sources/physorg/2015/01/27/how.creative.are.you.study.shows.culture.impact>]

- .creativity] (above articles accessed February 19, 2015); **Psychology Today** [<https://www.psychologytoday.com/blog/homo-consumericus/200907/cross-cultural-differences-in-creativity>], **animalnewyork.com** [<http://animalnewyork.com/2015/study-examines-culture-shapes-creativity/>], **The Express Tribune** [<http://tribune.com.pk/story/829812/creativity-depends-on-where-you-are-from/>](above articles accessed March 6, 2015); **Medical Daily** [<http://www.medicaldaily.com/do-great-minds-think-alike-impact-culture-your-creative-thinking-skills-334652>] (Accessed July 9, 2015).
7. 45 minute interview, for “**Research Matters**” (public outreach campaign overseen by a partnership of Vice Presidents of Research at each of Ontario’s 24 universities, with the goal of highlighting the connections between university research and everyday life. Two Stories [by Noreen Fagan, Council of Ontario Universities] published online at: <http://yourontarioresearch.ca/2015/03/cosmopolitan-consumers/> (accessed June 29, 2015]):
 - “Cosmopolitan Consumers,” (March 5, 2015)
 - “Let Shopping be Your Cultural Journey” (December 18, 2014)
 8. 3-hour face-to-face interview concerning research and publications in the area of culture, ethnic identity, acculturation and cosmopolitanism. Interviewed by Dr. Guilherme Pires (University of Newcastle, New South Wales, Australia) on July 18, 2013, in Melbourne, Australia. 15 pages worth of excerpts published in book: **Ethnic Marketing: Culturally Sensitive Theory and Practice** (2015: G. Pires & J. Stanton, Authors, Routledge [Taylor & Francis Group] London, UK. ISBN: 978-0-203-36207-5).
 9. Promotional material (“Distinguished Professors”) in the 2011-2012 **Dan Management and Organizational Studies Brochure** (published September, 2011, with newer versions in January 2013 and March 2014).
 10. 30-minute television interview (November 19, 2009) with Joanna Wong, Producer for **WOW-TV**, the *Canadian Chinese Media Network*, as part of a series on Canadian Universities.
 11. 25-minute telephone interview (March 2, 2009), to gather background information on the relationships of marketing and consumer behavior to bottled water sales, for a series of articles in the **London Free Press**, extracts of commentary published in full 1-page (p. A-8) article on Saturday, March 21, 2009 (“*Drip, Drip, Drip: The High Cost of Bottled Water—From Cool to Uncool*” by Kelly Pedro).
 12. 20-minute video-taped television interview (November 11, 2008), for **A-Channel News** (London, Windsor, Wingham, aired at 6am, 7am, and 8am on November 12, 2008, on the “*A-Morning*” show), with respect to the expected fall in consumer spending over Christmas.
 13. 15-minute telephone interview (October 30, 2008) to gather background information on *Amazon.ca*’s decision to begin selling consumer electronics in Canada, extracts published in an article appearing in the **Ottawa Citizen** (“*Amazon.ca to Sell Electronics*” by Vito Pilleci, October 31, 2008).
 14. 30-minute telephone interview (October 21, 2008), to gather background information on the slowdown of advertising spending during recessionary periods, with ¼ page of extracts published in the **London Free Press** (“*A Pretty Tough Business*”, by Dominik Szymanski, October 27, 2008, *BIZ Monday* section, pp. 6-7).
 15. 1-page citation (photo and précis), in the inaugural publication of “*Discovering our Social World*,” **The Faculty of Social Science Publication**, The University of Western Ontario (July 2008).
 16. Citation in **Western News** (*Overheard: Western Faculty in the News*, April 3, 2008, Vol. 44, No. 12, page 8).
 17. 30-minute telephone interview (March 18, 2008) for article on Materialism and Consumption, with extracts published in the September 2008 issue of **Best Health** (a *Reader’s Digest* publication, www.besthealthmag.ca), pp. 134-136.
 18. ¼ page article in **Western News** (March 13, 2008, Vol. 44, No. 9, page 10) pertaining to books published by faculty authors (*Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes*).

19. Three citations in article pertaining to Statistics Canada Household Spending, **Globe and Mail** Newspaper (February 27, 2008, pages A-2, L-1, L-3) regarding changing consumption patterns of consumers in Canada.
20. Citation (~300 words) in **Western News** (December 6, 2007, Vol. 43, No. 34, page 2), announcing the publication of my book, *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes* (VDM Verlag Dr. Müller, ISBN: 978-3-8364-3412-6).
21. **CBC Television** Interview ('Marketplace', aired December 14, 2006), pertaining to my research on Christmas Shopping behavior (Interviewed March 2, 2006, CBC Studios, Toronto)
22. ¼ page broadsheet Newspaper Article pertaining to my research in Christmas Shopping behavior, appeared in *The Montreal Gazette*, *The Ottawa Citizen*, and other **Southam** (now Canwest) newspapers across Canada (December 12, 2000)
23. Photograph, name, and biography appearing as part of an ongoing advertising campaign (Newspaper print ads, Program Brochures, Program Website, etc.), for both the **John Molson School of Business Ph.D. in Administration Program**, and the *M.Sc. in Administration Programs*. (2002-Present)
24. 1 page article (front page) on Ph.D. research (with photograph) in the **Concordia Journal** (November 23, 2006 | Vol. 2, No. 6, author: Dawn Wiseman), "Valedictorians Demonstrate Range of Research: How Culture Impacts Consumer Choice"
25. 3 paragraphs on Valedictorian Address (with photograph) in the **Concordia Journal** (November 23, 2006 | Vol. 2, No. 6, author: Barbara Black), "Pomp and pageantry at Place des Arts"
26. 1 paragraph citation in "Class Acts", **Concordia University Magazine** (Fall 2006 | Vol. 29, No. 3).

STUDENT COUNCIL ACTIVITIES & MISCELLANEOUS:

CGSA [Concordia Graduate Student Association] Council:

- *M. Sc. in Administration Representative*, to the Commerce Graduate Student Association (CGSA, 1999-2000), Concordia University, Executive Member. Authored and published the MSCA Student Handbook (1999), 60 pages.
- *Ph.D. in Administration Representative, Alternate* to the Commerce Graduate Student Association (CGSA, 2001-2003), Concordia University, Executive Member.
- *Ph.D. in Administration Representative* to the Commerce Graduate Student Association (CGSA, 2003-2005), Concordia University, Executive Member
 - *Joint Ph.D. in Administration Local Committee Member (2003-2004, 2004-2005): Adjudicated admissions to the Ph.D. program and reviewed Ph.D. program structure and curriculum.*
- *Steering Committee Member for the Future of the John Molson School of Business (2004-2005)*

Certificates and Career Development Courses:

- *Executive Career Development Course* (2 month seminar), Corporate Career & Development Inc., Vancouver, B.C.
- *Certificat de Bilinguisme* (Ministère de l'Éducation, Québec, 1987)
- *Emergency First Aid*, St. John's Ambulance (1993, renewed 1996, 1998), WHMIS (current)
- *Certified Canadian Ski Instructor* (CSIA, level 1, 1987).

Interests and Hobbies:

- Downhill Skiing, Cycling, Weight Training, Rollerblading, Swimming, Traveling, Camping
- Reading, Music, Art & Architecture, Drawing, Cooking, Volunteering

ABRIDGED NON-ACADEMIC EMPLOYMENT HISTORY

**August 1995-
August 1998**

Store Director/Manager, TOYS 'R' US CANADA

- 1) Richmond (store #3547): 5300 No.3 Rd., Richmond, B.C.
- 2) Surrey (store #3549): 10232 East Whalley Ring Rd. Surrey, B.C.
- 3) Bowmac (store #3563): 1154 West Broadway, Vancouver, B.C.

Day-to-day Responsibilities of running a Toys R Us Store; Development & Evaluation of Store Management Personnel; Responsible for achieving Store Sales and Profit Objectives ; Employee Recruitment & Evaluation, Staff Events, Local Marketing Programs. Core management member of team responsible for executing the opening the first North American Urban Toys 'R' Us Location (in downtown Vancouver: 1997).

**May 1995-
August 1995**

Manager, ENTERPRISE RENT-A-CAR

South Burnaby Branch, 7209 Curragh Rd., Burnaby, B.C.

All aspects of managing a car rental/leasing branch.

**April 1991-
January 1994,
September 1988-
October 1989**

Manager, McDONALD'S RESTAURANTS OF CANADA

- 1) 1015 Montreal-Toronto Highway, Dorval, Quebec.
- 2) 45 St. Charles Blvd., Beaconsfield, Quebec.

Employee Recruitment, Supervision, Training & Evaluation; Accounting Procedures, Deposits, Store Security; Inventory Placement, Control, and Reception; Customer Relations, Communications, Staff Events.

**November 1988-
April 1990**

Bartender, STE. ANNE de BELLEVUE CURLING CLUB

11 Tunstall Avenue, Senneville, Québec.

Non-academic employment experiences also include positions at *Martin Brower Limited of Canada* (Baie d'Urfé, QC, 1988), *Subway Restaurants* (Vancouver, B.C., 1995), *Shoppers' Drug Mart* (Beaconsfield, QC, 1989-1990), *Holiday Park Resort* (Winfield, BC, 1994-1995), and *Rod Roy Ski School* (Pierrefonds, QC, 1987).

ACADEMIC REFERENCES

Dr. Mitch Rothstein, *Professor of Organizational Behavior, Department Chair (DAN Management & Organizational Studies), Faculty of Social Science, the University of Western Ontario (London, Ontario). (519) 661-2111, extension 83298 mgrothst@uwo.ca*

Dr. Keith Fleming, *Associate Professor of History, Former Director (Administrative & Commercial Studies Program), Chair of History Department, Faculty of Social Science, the University of Western Ontario (London, Ontario). (519) 661-6111, extension 83645 kfleming@uwo.ca*

Dr. Michel Laroche, FRSC, *Royal Bank Distinguished Professor of Marketing, Managing Editor, Journal of Business Research, John Molson School of Business, Concordia University (Montréal, Québec). M.Sc. Administration and Ph.D. in Administration theses supervisor. (514) 848-2424 extension 2942 laroche@jmsb.concordia.ca*

Dr. Jean-Charles Chebat, FRSC, *Chaire de Commerce Omer DeSerres, Professeur Titulaire, HEC-Montréal: École des Hautes Études Commerciales, Université de Montréal (Montréal, Québec) Phase II/III (Comprehensive Examinations/Dissertation) external advisor. (514) 340-6846 jean-charles.chebat@hec.ca*

Dr. Kemal Büyükkurt, *Former Marketing Department Chair, Associate Professor of Marketing, John Molson School of Business, Concordia University (Montréal, Québec). (514) 848-2424 extension 2947 Kemalbk@jmsb.concordia.ca*

Dr. Ramdas Chandra, Associate Professor of International Business

H. Wayne Huizenga School of Management & Entrepreneurship, Nova Southeastern University (Fort Lauderdale, Florida)
Phase III (Dissertation) advisor. (954) 262-5000 cramdas@nova.edu

Dr. Michèle Paulin, Professor, RBC Professorship in Strategic Relationship Marketing,

John Molson School of Business, Concordia University (Montréal, Québec). Phase III (Dissertation) committee member.
(514) 848-2424 extension 2954 mpaulin@jmsb.concordia.ca

APPENDIX: RESEARCH IMPACT

My publications are cited in the following Journals*

**my work also appears in many books, book chapters, and edited proceedings, as well as in non-English Journals; none of which are listed below.*

Academy of Business Disciplines Journal	Behaviormetrika
Academy of Marketing Studies Journal	Bilingual Journal of Environmental Psychology
Advances in Accounting Behavioral Research	BioMed Research International
Advances in Advertising Research	Brazilian Administration Review
Advances in Business Marketing and Purchasing	British Food Journal
Advances in Consumer Research	British Journal of Management
Advances in Economics and Business	British Journal of Marketing Studies
Advances in Information Sciences and Services Sciences	Business Anthropology
Advances in International Management	Business and Economics Research Journal
Advances in International Marketing	Business Research Quarterly
Advances in Social Sciences Research Journal	Business Strategy and the Environment
African Journal of Business Management	Canadian Journal of Administrative Sciences
AIDS Education and Prevention	Canadian Journal of Occupational Therapy
Amfiteatru Economic Journal	China Media Research
American International Journal of Contemporary Research	Clothing and Textiles Research Journal
Annual Review of Environment and Resources	Communications
Appetite	Communication Research
Applied Economic Perspectives and Policy	Computers and Education
Archives of Business Research	Computers and Industrial Engineering
ASEAN Marketing Journal	Computers in Education Journal
Asia Marketing Journal	Computers in Human Behavior
Asia Pacific Business Review	Consumption and Well-Being in the Material World
Asia-Pacific Journal of Business Administration	Consumption Markets & Culture
Asia Pacific Journal of Management	Cross-Cultural Management: An International Journal
Asia-Pacific Journal of Management Research and Innovation	Cultural Diversity and Ethnic Minority Psychology
Asia-Pacific Journal of Marketing and Logistics	Cultural Perspectives in a Global Marketplace
Asia-Pacific Journal of Tourism Research	Cultural Sociology
Asian Ethnicity	Culture, Growth and Economic Policy
Asian Journal of Business Research	Current Psychology
Asian Journal of Research in Social Sciences and Humanities	Customer Needs and Solutions
Asian Social Science	Cyberpsychology, Behavior, and Social Networking
AU Journal of Management	Decision Support for Global Enterprises
Australasian Marketing Journal	Dirasat: Administrative Sciences
Behaviour & Information Technology	Ecoforum Journal

Ecology of Food and Nutrition
Ecological Economics
Economic and Environmental Studies
Ecopyschology
Ekonomika
Electronic Commerce Research and Applications
Electronic Green Journal
Emerald Management Reviews
Energy Policy
Engineering Economics
Environment and Behavior
Environment, Development and Sustainability
Environmental Education Research
Equality, Diversity and Inclusion: An International Journal
ETRI Journal
Eurasian Journal of Business and Economics
EuroMed Journal of Business
European Academic Research
European Business Review
European Journal of International Management
European Journal of International Relations
European Journal of Marketing
European Journal of Operational Research
European Journal of Social Sciences
European Journal of Training and Development
European Management Journal
European Scientific Journal
Expert Systems with Applications
Fashion Branding and Consumer Behaviors
The Financial Review
Food Quality and Preference
Foresight
Global Business and Organizational Excellence
Global Business Review
Global Journal of Management and Business Research
Global Networks
Handbook of Ecological Economics
Handbook of Strategic e-Business Management
Health Promotion International
HortScience
Human Ethology Bulletin
Human Factors and Ergonomics in Manufacturing and Service Industries
IBT Journal of Business Studies
Indian Journal of Science and Technology
Industrial Marketing Management
Information, Communication & Society
Information Systems Research
Innovative Marketing
Intercontinental Journal of Marketing Research Review
International Business and Economics Research Journal
International Business Management
International Business Research
International Business: Research, Teaching and Practice
International Business Review
International Journal of Advertising
International Journal of Bank Marketing
International Journal of Applied Research
International Journal of Applied Services Marketing
International Journal of Business Anthropology
International Journal of Business and Economics
International Journal of Business and Globalization
International Journal of Business and Management
International Journal of Business and Management Studies
International Journal of Business and Social Research
International Journal of Business Environment
International Journal of Business Innovation and Research
International Journal of Business, Humanities and Technology
International Journal of Commerce and Management
International Journal of Comparative Sociology
International Journal of Consumer Studies
International Journal of Contemporary Hospitality Management
International Journal of Cross-Cultural Management
International Journal of Culture, Tourism and Hospitality Research
International Journal of Data Analysis and Information Systems
International Journal of E-Business Research
International Journal of Electronic Business
International Journal of Emerging Markets
International Journal of Environmental Research
International Journal of Environment and Sustainable Development
International Journal of Fashion Design, Technology, and Education
International Journal of Health Care Quality Assurance
International Journal of Hospitality Management
International Journal of Human Resource Management
International Journal of Indian Culture and Business Management
International Journal of Innovation and Learning
International Journal of Intercultural Relations
International Journal of Islamic Marketing
International Journal of Logistics & Supply Chain Management Perspectives
International Journal of Management Concepts and Philosophy
International Journal of Management Reviews
International Journal of Marketing Studies
International Journal of Market Research

International Journal of Organizational Innovation
International Journal of Pharmaceutical and Healthcare Marketing
International Journal of Productivity and Performance Management
International Journal of Psychology
International Journal of Quality and Reliability Management
International Journal of Research in Marketing
International Journal of Retail & Distribution Management
International Journal of Retailing & Rural Business Perspectives
International Journal of Services and Standards
International Journal of Service Industry Management
International Journal of Sociology and Social Policy
International Journal of Sport Management and Marketing
International Journal of Sports Marketing and Sponsorship
International Journal of Sustainable Development
International Journal of Tourism Research
International Journal of Trade, Economics, and Finance
International Journal of Wine Business Research
International Marketing in the Fast Changing World
International Marketing Review
International Multidisciplinary Research Journal
International Review of Retail, Distribution and Consumer Research
International Public Administration Review
Iran Journal of Public Health
Iranian Journal of Management Studies
IOSR Journal of Business and Management
Journal for Global Business Advancement
Journal of Accounting Education
Journal of Advertising
Journal of Advertising Research
Journal of Agriculture, Food Systems, and Community Development
Journal of Air Transport Management
Journal of Applied Environmental and Biological Sciences
Journal of Applied Social Psychology
Journal of Asia-Pacific Business
Journal of Basic and Applied Scientific Research
Journal of Behavioral Finance
Journal of Brand Management
Journal of Business and Retail Management Research
Journal of Business and Behavioral Sciences
Journal of Business and Emerging Markets
Journal of Business Economics and Finance
Journal of Business & Industrial Marketing
Journal of Business Ethics
Journal of Business Research
Journal of China Tourism Research
Journal of Cleaner Production
Journal of Community Positive Practices
Journal of Consumer Affairs
Journal of Consumer Behavior
Journal of Consumer Culture
Journal of Consumer Marketing
Journal of Consumer Psychology
Journal of Convention & Event Tourism
Journal of Culinary Science and Technology
Journal of Cultural Heritage Management and Sustainable Development
Journal of Cultural Marketing Strategy
Journal of Current Issues & Research in Advertising
Journal of Current Research in Science
Journal of Customer Behavior
Journal of Destination Marketing & Management
Journal of Direct, Data and Digital Marketing Practice
Journal of East-West Business
Journal of Economic Psychology
Journal of Economics and Financial Issues
Journal of Ecotourism
Journal of Electronic Markets
Journal of Environment and Earth Science
Journal of Environmental Planning and Management
Journal of Environmental Psychology
Journal of Experimental Social Psychology
Journal of Fashion Marketing and Management
Journal of Financial Services Marketing
Journal of Food Products Marketing
Journal of Foodservice
Journal of Foodservice Business Research
Journal of Global Academy of Marketing Science
Journal of Global Business Management
Journal of Global Economics
Journal of Global Fashion Marketing
Journal of Global Marketing
Journal of Global Scholars of Marketing Science
Journal of Hospitality & Tourism Research
Journal of Hospitality Marketing & Management
Journal of Human Values
Journal of Indian Business Research
Journal of Information Technology Applications and Management
Journal of Innovation and Entrepreneurship
Journal of Integrative Environmental Sciences
Journal of Interactive Advertising
Journal of Interactive Marketing
Journal of International Business Studies
Journal of International Consumer Marketing

Journal of International Marketing
Journal of Internet Banking and Commerce
Journal of Islamic Marketing
Journal of Library Administration
Journal of Library & Information Science
Journal of Macromarketing
Journal of Management and Sustainability
Journal of Management Marketing and Logistics
Journal of Management Policies and Practices
Journal of Management Research
Journal of Marketing
Journal of Marketing Research
Journal of Marketing and Consumer Behavior in Emerging Markets
Journal of Marketing Communications
Journal of Marketing Education
Journal of Marketing for Higher Education
Journal of Marketing Theory and Practice
Journal of Marketing Management
Journal of Mechanical Design
Journal of Medical Marketing
Journal of Nonprofit and Public Sector Marketing
Journal of Operations Management
Journal of Product and Brand Management
Journal of Product Innovation Management
Journal of Promotion Management
Journal of Retailing
Journal of Retailing and Consumer Services
Journal of Revenue and Pricing Management
Journal of Service Management
Journal of Service Research
Journal of Services Marketing
Journal of Small Business and Enterprise Development
Journal of Social, Evolutionary, and Cultural Psychology
Journal of Social Psychology
Journal of Sustainable Tourism
Journal of Systems and Information Technology
Journal of Strategic Marketing
Journal of Targeting, Measurement, and Analysis for Marketing
Journal of Teacher Education for Sustainability
Journal of the Academy of Marketing Science
Journal of Theoretical and Applied Electronic Commerce Research
Journal of Tourism and Gastronomy Studies
Journal of Tourism Research & Hospitality
Journal of Transport Geography
Journal of Travel Research
Journal of Travel & Tourism Marketing
Journal of Trust Research
Journal of Vacation Marketing
Journal of Work and Organizational Psychology
Korean Journal of Human Ecology
Landscape Research
Latin-American Advances in Consumer Research
Management Decision
Management International Review
Management Research Review
Managing Global Transitions
Managing Leisure
Managing Service Quality
Market Management: Marketing and Communication
Marketing Education Review
Marketing Intelligence & Planning
Marketing & Management
Marketing Review St. Gallen
Mediterranean Journal of Social Sciences
Middle East Journal of Scientific Research
New Zealand Journal of Ecology
Nutrients, Dietary Supplements, and Nutraceuticals
Online Information Review
On the Horizon
Operations Management Research
Opinion: International Journal of Business Management
Organization
Oxford Development Studies
Performance Improvement Quarterly
Personality and Individual Differences
Pertanika Journal of Social Science and Humanities
Poetics
Procedia Economics and Finance
Procedia – Social and Behavioral Sciences
Product and Market Development For Subsistence Marketplaces
Psychological Reports
Psychological Studies
Psychology and Marketing
Psychology of Sustainability: An Applied Perspective
Psychology Scientific Research
Psychometrika
Qualitative Research in Sport, Exercise and Health
Quality and Quantity
Quirks: Marketing Research Media
Recherche et Applications en Marketing (English Edition)
Religions
Research in Transportation Business & Management

Resources, Conservation, and Recycling
Research Journal of the Costume Culture
Review of Agricultural Economics
Review of General Psychology
Review of Marketing Research
Review of Religion and Chinese Society
Saaransh RKG Journal of Management
Service Business
Service Industries Journal
Services Marketing Quarterly
Siddhant- A Journal of Decision Making
Social Business
Social Indicators Research
Social Science and Medicine
South African Journal for Research in Sport, Physical Education & Recreation
Sport SPA
Strategic Management
Stress & Health
Studies in Educational Evaluation
Supply Chain Management: An International Journal
Sustainability
Sustainable Development
Technological Forecasting and Social Change
Telematics and Informatics
Theory and Practice in Hospitality and Tourism Research
Total Quality Management and Business Excellence
Tourism and Hospitality Research
Tourism and Management Studies
Tourism Management
Transformations in Business & Economics
Transnational Marketing Journal
Transnational Marketing and Transnational Consumers
Transportation Research Part A: Policy and Practice
Travel Behavior and Society
Transportation Research Part F : Traffic Psychology and Behavior
Trends and Research in the Decision Sciences
Volume Advances in International Management
Water Resources Management
Webology
Wireless Communications, Networking and Mobile Computing
World Journal of Science, Technology, and Sustainable Development
World Journal of Social Sciences
World Review of Entrepreneurship, Management, and Sustainable Development
Young Consumers
Young Consumers: Insight and Ideas for Responsible Marketers