

VITA

Gerald Albaum, Ph.D.
Research Professor, University of New Mexico
Senior Research Fellow, IC² Institute, University of Texas at Austin
and
Professor Emeritus of Marketing, University of Oregon

MARITAL STATUS: Married with 3 children

EDUCATION:

B.A., University of Washington, August 1954
M.B.A., University of Washington, June 1958
Ph.D., University of Wisconsin-Madison, January 1962

MAJOR AREAS OF INTEREST:

Marketing; International Business; Social Science Research Methodology

ACADEMIC APPOINTMENTS:

University of Wisconsin:	1960-62 (Instructor)
University of Pittsburgh:	1962-64 (Assistant Professor)
University of Arizona:	1964-65 (Assistant Professor)
	1965-67 (Associate Professor and Research Specialist)
University of Massachusetts:	1967-69 (Associate Professor)
University of Oregon:	1969-72 (Associate Professor)
	1972-99 (Professor)
	1999- (Professor Emeritus)
University of Texas at Austin:	1984- (Senior Research Fellow, IC ² Institute)
University of New Mexico	2003- Research Professor

VISITING APPOINTMENTS:

1968-69	University of Hawaii (Associate Professor)
Summer 1971	University of Hawaii (Professor)
Spring 1976	Arizona State University (Professor)
Spring 1979	University of British Columbia (Scholar)
Spring 1983	University of Texas at Austin (Professor)
	RGK Foundation, Austin, Texas (Research Scholar)

Summer 1985	University of Texas at Austin (Professor)
March-September 1986	Institute of International Economics and Management, Copenhagen School of Economics and Business Administration, Denmark (Professor)
March-August 1988	University of Auckland (Klissser Visiting Professor)
March-May 1989	Institute of International Economics and Management, Copenhagen School of Economics and Business Administration, Denmark (Professor)
March 1990	Helsinki School of Economics and Business Administration, Finland (Professor)
April-August 1990	Bilkent University, Turkey (Professor)
February 1991	EAP European School of Management, France (Professor)
March-June 1991	University of Technology, Sydney, Australia (Professor)
September 1991, 1992	University of Aalborg, Denmark (Professor)
February-March 1992	EAP European School of Management, France (Professor)
March 1993	Helsinki School of Economics and Business Administration, Finland (Professor)
April-August 1993	Hong Kong University of Science and Technology, Hong Kong (Professor)
April-June 1994	Hong Kong University of Science and Technology (Professor)
February-March 1995	Helsinki School of Economics and Business Administration, Finland (Professor)
March-July 1995	University of Western Sydney, Nepean, Australia (Professor)
August 1995, December 1995, March 1996	Southern Denmark Business School
April-June 1996	Hong Kong University of Science and Technology (Professor)
August 1996	Master of Management Program, Tarumanagara University, Indonesia
March-July 1997	Hong Kong University of Science and Technology (Professor)
March-June 1998	Hong Kong University of Science and Technology (Professor)
March-June 1999	University of Western Sydney, Nepean, Australia (Professor)
September 1999- April 2003	University of New Mexico (Scholar)
November 2003	Victoria University, Melbourne, Australia (Professor)
October-November 2004	University of Western Sydney, Australia (Professor)

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS:

American Marketing Association
Marketing Educator's Association
Association for Consumer Research
Academy of International Business
Academy of Marketing Science
Society for Consumer Psychology

PUBLICATIONS:

Books

- International Marketing and Export Management. Pearson Education Limited (UK), Sixth Edition, 2008 (with E. Duerr)
- Fundamentals of Marketing Research. Sage Publications, 2005 (with S. Smith)
- Research for Marketing Decisions. Prentice-Hall of India, Fifth Edition, 2004 (with P. Green and D. Tull)
- (ed.) Developing Marketing Channels in the 21st Century, Proceedings of the 2001 International Academic Conference, Washington, DC: Direct Selling Education Foundation and World Federation of Direct Selling Associations, 2002 (with S. Smith)
- Internationales Marketing und Exportmanagement. Pearson Studium (Munich), 2001 (with J. Stradskov and E. Duerr)
- (ed.) Proceedings of 1991 World Marketing Congress. Coral Gables, FL: Academy of Marketing Science, 1991 (with K. Frankenberger, et.al.)
- Modern American Capitalism: Understanding Public Attributes and Perceptions. Quorum Books, 1990 (with R. Peterson and G. Kozmetsky)
- Research for Marketing Decisions. Englewood Cliffs, NJ: Prentice-Hall, Fifth Edition, 1988 (with P. Green and D. Tull)
- (ed.) 1984 AMA Educators' Proceedings. Chicago: American Marketing Association, 1984 (with R. Belk, et.al.)
- (ed.) Modern Marketing Thought. New York: Macmillan Publishing Co., Third Edition, 1975 (with J. H. Westing)

Survey Research: A Decisional Approach. New York: Intext Educational Publishers, 1973 (with Donald S. Tull)

(ed.) Scientific Marketing Research. New York: The Free Press, 1971 (with M. Venkatesan)

International Marketing Management. Homewood, Illinois: Richard D. Irwin, 1970 (with Gordon E. Miracle)

Ideas Modernas Sobre Mercadotecnia. Mexico, D.F.: Editorial Diana, 1969 (Spanish edition of the First Edition of Modern Marketing Thought)

(ed.) Marketing Handbook. New York: Ronald Press Co., 1965 (assisted the editor-in-chief, Professor Albert Frey)

Monographs

(ed.) New Targets for Small Business. Tucson, Arizona: Division of Economic and Business Research, University of Arizona Proceedings of the First Annual Seminar on International Marketing, 1965 (with N. Roos)

Price Formulation. Tucson, Arizona: Division of Economic and Business Research, University of Arizona, 1965.

Human Interaction and Sales Success. Tucson, Arizona: Division of Economic and Business Research, University of Arizona, 1967 (with F.L.W. Richardson, Jr.)

State Government Promotion of International Business. Tucson, Arizona: Division of Economic and Business Research, University of Arizona, 1968

The Independent Inventor. Eugene, Oregon: Experimental Center for Advancement of Invention and Innovation, University of Oregon, 1976.

Variable Rate Residential Mortgage: Implications for Borrowers. Eugene, Oregon: Center for Capital Market Research, University of Oregon, 1977 (with G. Kaufman)

(ed.) A Critical Review of the Alternative Mortgage Instruments Research Study. Washington, D.C.: Federal Home Loan Bank Board, October 1978 (with G. Kaufman)

(ed.) Critical Issues in Sales Management: State-of-the-Art and Future Research Needs. Eugene, Oregon: Division of research, College of

Business Administration, University of Oregon, June 1979 (with Gilbert A. Churchill, Jr.)

Public Perceptions of Direct Selling: An International Perspective.
London: Westmintser University Press, Westminster Business School,
Research Report 18, 2004 (co-authored with seven other scholars)

Articles

“Inequality in Products, Orders, Customers, Salesmen, and Sales Territories,” Journal of Business of the University of Chicago, July, 1962 (with H. D. Wolfe)

“The Hidden Crisis in Information Transmission,” Pittsburgh Business Review, July, 1963

“Horizontal Information Flow; An Exploratory Study,” Journal of the Academy of Management, March, 1964

“A Case for Minimum Marketing Efforts in International Markets: Comment,” Mississippi Valley Journal of Business and Economics, Spring, 1966

“Exploring Interaction in a Marketing Situation,” Journal of Marketing Research, May, 1967.

“The Cooperative-Based Marketing System in Tanganyika,” Journal of Marketing, October, 1967 (with G. Rutman)

“Information Flow and Decentralized Decision Making in Marketing,” California Management Review, Summer, 1967

“International Business Assistance by State Government in Federal Set-up,” Foreign Trade Review (New Delhi, India), January-March, 1969

“Marketing Information Systems: Where Are We and Where Are We Going?” Proceedings of the 1969 Fall Conference of the American Marketing Association, 1970

“International Marketing Channel Decision: A Conceptual Overview,” Foreign Trade Review (New Delhi, India), January-March, 1971 (with G. Miracle)

“Decision Processes and the Valuation of Information,” Oregon Business Review, April, 1971 (with D. Tull)

“Self-Other Orientations Among Salesmen and Nonsalesmen,” Journal of Marketing Research, February, 1973 (with J. Schiebelhut)

“Elements of Management Style and the Value of Information,” Productivity (New Delhi, India), July-September, 1973 (with D. Tull)

“International Distribution and Selling,” Chapter in Marketing Manager’s Handbook, (ed.) Steuart H. Britt, Chicago: Dartnell Corp., 1973 (with G. Miracle)

“A Conceptual Perspective for Understanding Marketing Action,” Foreign Trade Review, April-June, 1974 (with G. Munsinger)

“Stapel Scale or Semantic Differential in Marketing Research?” Journal of Marketing Research, August, 1974 (with D. Hawkins and R. Best)

“Effects of Polarity of Semantic Differential Scales in Consumer Research,” Proceedings of the 1974 Meetings of the Association for Consumer Research, 1975 (with J. Dickson)

“Applying Discriminant Analysis to Unipolar Semantic Scaling Data,” Proceedings of the 1975 Western Regional Meetings of the American Institute for Decision Sciences, 1975 (with R. Best and D. Hawkins)

“Word Position in Unipolar Semantic Stapel Scales,” Psychological Reports, June, 1975 (with D. Hawkins and R. Best)

“The Marketing of Hamburger Buns: An Improved Model for Prediction,” Journal of the Academy of Marketing Science, Summer, 1975 (with R. Best and D. Hawkins)

“What Are Independent Inventors Really Like?” Oregon Business Review, Fall, 1975 (with K. Baker)

“The Role of Random Weights and Reliability in the Assessment of Multi-Attribute Attitude Models,” Proceedings of the 1975 Meetings of the Association for Consumer Research, 1976 (with D. Hawkins and R. Best)

“Manifest and Latent Functions in Marketing: A Macro View,” Marquette Business Review, Spring, 1976 (with G. Munsinger)

“Measuring Attitudes of School-Age Children: A Note on the Effects of Place of Measurement on Validity of Outcomes,” Educational and Psychological Measurement, Summer, 1976

“The Sampling Problem in Validation of Multiple Discriminant Analysis,” Journal of the Market Research Society, July, 1976 (with K. Baker)

“Creativity: Necessary But Not Sufficient,” Journal of Creative Behavior, Second Quarter, 1976 (with G. Udell and K. Baker)

“Selecting Specialized Creators: The Independent Inventor,” Psychological Reports, August, 1976

“Reliability of Retail Store Images as Measured by the Stapel Scale,” Journal of Retailing, Winter, 1976-77 (with D. Hawkins and R. Best)

“The Measurement Properties of Semantic Scale Data,” Journal of the Market Research Society, January, 1977 (with R. Best and D. Hawkins)

“A Method for Developing Tailormade Semantic Differentials for Specific Marketing Content Areas,” Journal of Marketing Research, February, 1977 (with J. Dickson)

“Birth Order and Creativity: Some Further Evidence,” Psychological Reports, April, 1977

“An Investigation of Two Issues in the Use of Students as Surrogates for Housewives in Marketing Studies,” Journal of Business, April, 1977 (with D. Hawkins and R. Best)

“Reliability of Measured Beliefs in Consumer Research,” Proceedings of the 1976 Meetings of the Association for Consumer Research, 1977 (with R. Best and D. Hawkins)

“How Consumers See the VRM: Results of a Survey,” Federal Home Loan Bank Board Journal, August, 1977 (with G. Kaufman)

“Bias in Random Digit Dialed Surveys,” Public Opinion Quarterly, Fall, 1977 (with D. Tull)

“Survey Analyzes Consumer Attitudes Toward Variable Rate Mortgages,” Mortgage Banker, November, 1977

“Cross-Validation of a Creativity Scale for the Adjective Check List,” Educational and Psychological Measurement, December, 1977 (with K. Baker)

“The Use By Business Firms of Expected Value of Information in Marketing Research Decisions,” Proceedings of the 1978 Meetings of Western AIDS, 1978 (with D. Tull, J. Hanson, and M. Lineweaver)

“Estimates of Bias in Telephone Directory Based Surveys,” Proceedings of the 1978 Meetings of the Western AIDS, 1978 (with D. Tull and A. Rethans)

“The Effect of Varying Response Intervals on the Stability of Factor Solutions of Rating Scale Data,” Proceedings of the 1978 Meetings of the Association for Consumer Research (with R. Best and D. Hawkins)

“The Importance of Image Elasticity in Determining the Economic Benefits of Repositioning a Store Image,” Proceedings of the 1979 Meetings of Western AIDS, 1979 (with R. Best and D. Hawkins)

“The Mortgage Acquisition Process: A Comparison of VRM and FRM Borrowers,” AREUEA Journal, Summer, 1979 (with G. Kaufman)

“Differences in Retail Store Images Within Husband-Wife Dyads,” Journal of the Academy of Marketing Science, Summer, 1979 (with J. Dickson and D. Hawkins)

“Equivalence and Stability Aspects of Reliability of Semantic Scale Data: Two Experiments,” Proceedings of 1979 AMA Educators’ Conference, 1979 (with S. Banks, D. Hawkins and R. Best)

“The Expected Value of Information: How Widely is it Used in Marketing Research?” Proceedings of 1979 AMA Educators’ Conference, 1979 (with D. Tull and J. Hanson)

“Profile of Small Business in the Pacific Northwest,” in K. Vesper (ed.), The Pacific Northwest, Eugene, Oregon: College of Business Administration, University of Oregon, September, 1979 (with K. Vesper)

“The Role of Small Business in Research, Development, Technological Change and Innovation in Region 10,” in K. Vesper (ed.), The Pacific Northwest, Eugene, Oregon: College of Business Administration, University of Oregon, September, 1979 (with K. Vesper)

“Overseas Opportunities and Problems Facing Small Business in the Pacific Northwest,” in K. Vesper (ed.), The Pacific Northwest, Eugene, Oregon: College of Business Administration, University of Oregon, September, 1979

“An Analysis of Differences Between Consumers of Variable-Rate and Fixed-Rate Residential Mortgages,” Proceedings of the 1979 Meetings of the Association for Consumer Research (with D. Hawkins)

“Consumer Reactions to Variable Rate Mortgages,” Journal of Consumer Affairs, Winter, 1979

“Retailing Strategy for Customer Growth and New Customer Attraction,” Journal of Business Research, March, 1980 (with R. Best and D. Hawkins)

Using Multidimensional Scaling in Experimental Research,” Proceedings of the 1980 AMA Educators’ Conference, 1980 (with B. Fauman)

“Towards Determinants of Acceptable Risk: The Case of Product Risks,” Proceedings of the 1980 Meetings of the Association for Consumer Research (with A. Rethans)

“The Accounting Model for Measuring Segment Performance: Comments on its Generalizability,” Proceedings of the 1981 AMA Accounting/Marketing Conference, 1981

“Continuous vs. Discrete Semantic Differential Rating Scales,” Psychological Reports, August, 1981 (with R. Best and D. Hawkins)

“Questionnaire Format and Coding in Mail Surveys of Commercial Populations,” Proceedings of the 1982 National AIDS Conference, 1982 (with J. Hanson and D. Tull)

“Geographic Mobility and Demographic and Socioeconomic Market Segmentation,” Journal of the Academy of Marketing Science, Spring, 1983 (with D. Hawkins)

“Effectiveness of Government Export Assistance for U.S. Smaller-Sized Manufacturers: Some Further Evidence,” International Marketing Review, Autumn, 1983

“Response Effects of Sub-Units Within a Research Source,” Proceedings of the 1984 Meetings of the Western AIDS, 1984 (with R. Peterson)

“An Analysis of Alternative Semantic Differential Formats for Measuring Retail Store Image,” Proceedings of the 1984 Meetings of Western AIDS, 1984 (with L. Golden)

“Sources of Capital for Very Small Businesses,” in R. W. Smilor and R. L. Kuhn (eds.), Corporate Creativity: Robust Companies and the Entrepreneurial Spirit. New York: Praeger, 1984 (with R. Peterson)

“Evaluating New Service Opportunities for Medical Clinics: An Empirical Investigation,” Proceedings of the 1984 ACR Health Care Conference, 1984 (with V. Wood and M. Venkatesan)

- “Attitudes of Newspaper Editors and General Public Towards Capitalism,” Journalism Quarterly, Spring, 1984 (with R. Peterson, G. Kozmetsky, and I. Cunningham)
- “Empirical Research in International Marketing: 1976-1983,” Journal of International Business Studies, Spring/Summer, 1984 (with R. Peterson)
- “A Meta-Analysis of Effect Sizes in Consumer Behavior Experiments,” Journal of Consumer Research, June, 1985 (with R. Peterson and R. Beltramini). **Reprinted in** *Recherche et Application en Marketing* (Journal of the French Marketing Association), 1986.
- “A Paradigm for Methodological Research on Survey Response,” Proceedings of 1985 AMA Educators’ Conference (with R. Peterson)
- “On the Public’s Perception of Capitalism,” Business Horizons, January/February, 1986 (with R. Peterson and G. Kozmetsky)
- “Modeling New Product Screening Decisions,” Journal of Product Innovation Management, March, 1986 (with K. Baker)
- “Reliability Issues in Consumer Panel Data: An Evaluation of Two Studies,” Proceedings of the 13th International Research Seminar in Marketing, IAE, Aix-en Provence, Las Londe Les Maures, France, May, 1986 (with M. Venkatesan and K. Fox)
- “Explaining Survey Response Behavior,” Contemporary Research in Marketing, Volume 1, Kristian Moller and Mikael Paltschik (eds.), Proceedings of the Annual Conference of the European Marketing Academy, Helsinki, Finland, June, 1986
- “The Public’s Definition of Small Business,” Journal of Small Business Management, July, 1986 (with R. Peterson and G. Kozmetsky)
- “The Numerical Comparative Scale in Country Image Research,” Proceedings of the Annual Meetings of the Institute of Decision Sciences, Honolulu, November, 1986 (with J. Zatarain, L. Golden, P. Brockett, and R. Kerin)
- “The List of Values (LOV) as a Segmentation Tool in International Marketing Research and Product Introduction,” Proceedings of the 14th International Research Seminar in Marketing, IAE, Aix-en Provence, Las Londe Les Maures, France, June, 1987 (with L. Kahle and M. Utsey)

“Likert Scale and Semantic Differential: Issues Relevant to Cross-Cultural Research,” Proceedings of Second Symposium on Cross Cultural Consumer and Business Studies, 1987 (with L. Golden, B. Murphy and J. Strandskov)

“Response Set Bias and Cross-cultural Measures of Attribute Importance,” Proceedings of Second Symposium on Cross Cultural Consumer and Business Studies, 1987 (with M. Alpert and J. Alpert)

“Do Source and Anonymity Affect Mail Survey Results?” Journal of the Academy of Marketing Science, Fall, 1987

“The Numerical Comparative Scale: An Economical Format for Retail Image Measurement,” Journal of Retailing, Winter 1987 (with L. Golden and M. Zimmer)

“Increasing Response Rates Using an Inducement Question in Mail Surveys,” Journal of Direct Marketing, Winter, 1988 (with M. Geurts, M. O’Neill and K. Lawrence)

“Extreme Response On A Likert Scale,” Psychological Reports, December, 1988 (with B. Murphy)

“A Survey of the Management Style of New Zealand Marketing Managers,” New Zealand Journal of Business, December, 1988 (with B. Murphy)

“Participation in a Mail Survey of International Marketers: Effects of Pre-Contact and Detailed Project Explanation,” Journal of Global Marketing, Winter, 1989 (with Jesper Strandskov)

“Capitalism and Business: Public Perceptions,” Business Horizons, July-August, 1989 (with R. Peterson and G. Kozmetsky)

“Consumers Who Buy From Direct Sales Companies: A Research Note,” Journal of Retailing, Summer, 1989 (with R. Peterson and N. Ridgeway)

“Alternative Contact Strategies for Mail Surveys,” Journal of the Market Research Society, July, 1989 (with R. Kerin and R. Peterson)

“Questionnaire Design in International and Cross-Cultural Research: Is Translation Necessary?” paper presented at annual meetings of Society for Consumer Psychology, August, 1989 (with R. Erickson)

“A Note on Cross-Cultural Perceptions of Influence of Leadership Groups,” Journal of Managerial Issues, Fall, 1990 (with B. Murphy and J. Strandskov)

“Management Style in Marketing Decision Making: A Cross-National/Cultural Contrast,” paper presented at the Third Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, December, 1990

“Alternative Measurement Formats for Multiple Comparisons Across Multiple Image Objects: A Country Image Application,” Journal of Global Marketing, 1991 (with L. Golden)

“Cross-Cultural Responses to Music in Advertising,” Proceedings of the World Marketing Congress of the Academy of Marketing Science, 1991 (with M. Alpert and J. Alpert)

“The Public’s Attitude Toward Capitalism: 1980-1989,” Business Horizons, September-October, 1991 (with R. Peterson and G. Kozmetsky)

“Consumer Panels: A Review of their Characteristics and Use in Consumer Behavior Research,” Proceedings, Association for Consumer Research Summer Conference, 1992 (with Karen F. A. Fox and S. Ramnarayan)

“Exploring Country-of-Origin Perceptions by Multidimensional Scaling,” Proceedings, Association for Consumer Research Summer Conference, 1992 (with R. Liu and L. Golden)

“What is Marketing? A Comment of ‘Marketing is...’,” Journal of the Academy of Marketing Science, October, 1992

“The Golden Numerical Comparative Scale Format for Economical Multi-object/Multiattribute Comparison Questionnaires,” Journal of Official Statistics, Vol. 8, No. 1 (1992) (with L. Golden, P. Brockett, J. Zatarian)

“Current Status and Future Directions for Research on Direct Selling Channels,” Journal of Marketing Channels, Vol. 2, No. 2 (1992)

“A Conceptual Model of Seller and Buyer’s Pricing Strategies in International Countertrade,” Journal of Global Marketing, 1993 (with D. Paun)

“International Distribution and Selling,” Chapter in Marketing Manager’s Handbook. Chicago: Dartnell Corp., Third Edition, 1994 (with G. Miracle)

- “Information Valuation in the New Europe,” Proceedings, Symposium on Cross-Cultural Consumer and Business Studies, 1993 (with J. Herche)
- “A Cross-National Study of Leisure Activities,” Journal of Cross-Cultural Psychology, Vol. 15, No. 3, 1994 (with S. Beatty, J. Jeon and B. Murphy)
- “Anchor Effects on Country-of-Origin Perceptions in Product Evaluation,” Proceedings, 4th International Conference of International Trade and Finance Association, 1994 (with R. Liu)
- “The Effect of Transfer of Marketing Methods on Export Performance: An Empirical Examination,” International Business Review, Vol. 3, No. 3, 1994 (with A. Shoham)
- “Export Motives, Psychological Distance and the EPRG Framework,” Journal of Global Marketing, Vol. 8, Nos. 3/4, 1995 (with A. Shoham and G. Rose)
- “Decision Making Style Influences on the Valuation and Use of Information by Managers,” Journal of Marketing Theory and Practice, Vol. 3, No. 2, Spring 1995 (with J. Herche and B. Murphy)
- “Reducing the Impact of Barriers to Exporting: A Managerial Perspective,” *Journal of International Marketing*, Vol. 3, No. 4, 1995 (with A. Shoham).
- “Antecedents of Country Image,” *Proceedings*, Fifth International Conference of International Society of Marketing and Development, Beijing, PRC, June, 1995 (with R. Liu, H. Watkins, and L. Zurawicki)
- “The Role of Response Behavior Theory in Survey Research Strategy of Research Practitioners: A Study of Practices and Perceptions in Australia, Hong Kong, and The Philippines,” *Proceedings*, Fifth Symposium on Cross-Cultural Consumer and Business Studies, Hong Kong, December, 1995 (with F. Evangelista and N. Medina)
- “Australasian Research Practitioners’ Views of the Role of Response Behavior Theory in Survey Research Strategy,” *Australian Journal of Marketing Research*, July, 1996 (with F. Evangelista and N. Medina)
- “Using Behavioral Decision Theory to Assess Advertisement Recognition Tasks By Level of Difficulty,” *Psychology & Marketing*, March, 1997 (with K. Frankenberger)

“The Likert Scale Revisited: An Alternative Version, *Journal of the Market Research Society*, April, 1997

“Role of Response Behavior Theory in Survey Research: A Cross-National Study,” *Journal of Business Research*, June, 1998 (with F. Evangelista and N. Medina)

“An Empirical Test of Alternative Theories of Survey Response Behaviour,” *Journal of the Market Research Society*, April, 1999 (with F. Evangelista and P. Poon)

“Management Style Comparisons Among Five European Nations,” *Journal of Global Marketing*, 1999, Vol. 12, No.4 (with J. Herche)

“Effects of the Change of Sovereignty on Consumer Ethnocentrism and Product Preferences in Hong Kong,” *Journal of Euromarketing*, 1999, Vol. 8, Numbers 1/2 (with J. Yu)

“The Management Style of Marketing Decision Makers: Conceptualization and Measurement Development,” Proceedings of Academy of Marketing Science Multicultural Marketing Conference September, 2000 (with J. Herche)

“The Educator and Internationalization.” S. Van Auken and R. P. Schlee (eds.), Proceedings of Marketing Educators’ Association Conference, 2001

“How Positive and Negative Frames Influence the Decisions of Persons in Different Cultures,” *Asia Pacific Journal of Marketing And Logistics*, Vol. 13, No. 2, 2001 (with I. Levin, G. Gaeth, F. Evangelista, and J. Schreiber)

“Adaptation of International Marketing Strategy Components, Competitive Advantage and Firm Performance: A Study of Hong Kong Exporters,” *Journal of International Marketing*, December, 2001 (with D. Tse)

“Cross-Cultural Investigation of Central Tendency Errors in the Use of Semantic Differential Scales,” Proceedings of the Cross-Cultural Research Conference, December 2001 (with J. Yu and M. Swenson)

“The Smoking Behavior and Consumption Values of Teenagers: Implications for Public Policy and Other Intervention,” *Journal of Consumer Affairs*, Summer, 2002 (with R. Rogers, G.C. Hozier, Jr., and K. Baker)

“Strategic Firm Type and Export Performance,” *International Marketing Review*, Vol. 19, No. 3, 2002 (with A. Shoham and F. Evangelista)

“Consumer Reactions to Retailing Institutions in China,” in S. Smith and G. Albaum (eds.), *Developing Marketing Channels in the 21st Century*. Washington, D.C.: Direct Selling Education Foundation, 2002 (with S.T.K. Luk and L. Fullgrave)

“Developing Marketing Channels in the 21st Century: An Introduction,” in S. Smith and G. Albaum (eds.), *Developing Marketing Channels in the 21st Century*. Washington, D.C.: Direct Selling Education Foundation, 2002 (with S. Smith)

“Cross-Cultural Consumer and Business Studies: Introduction to a Special Issue,” *Journal of Business Research*, November 2002 (with S. M. Smith)

“Effects of Sovereignty Change on Consumer Ethnocentrism and Product Preferences: Hong Kong Revisited One Year Later,” *Journal of Business Research*, November 2002 (with J. Yu)

“Reflections on the Use of Instructional Technologies in Marketing Education,” *Marketing Education Review*, Fall 2002 (with R. A. Peterson, J. Munuera, and W.H. Cunningham)

“Extending Marketing Activities and Strategies from Domestic to Foreign Markets,” *Journal of Global Marketing*, Vol. 16, No. 3, 2003 (with D. Tse, K. Baker, and G. Hozier)

“Management Style Comparisons Among Four Pacific Rim Nations,” *Proceedings of Second International Business and Economy Conferences*, San Francisco, CA, January 9-12, 2003 (with J. Herche, J. Yu, and F. Evangelista)

“Application of a Paradigm to Compare Sample Data: Web vs. Telephone Survey Results,” *Proceedings*, Western Decision Sciences Institute, Kauai, Hawaii, April 2003 (with R. Rogers, C. Roster, and D. Klein)

“Is A Central Tendency Error Inherent in the Use of Semantic Differential Scales in Different Cultures?” *International Journal of Market Research*, Vol. 45, Quarter 2, 2003 (with J. Yu and M. Swenson)

“Exploring the Impact of Cultural Dimensions on Management Style of Marketing Decision Makers,” *Proceedings*, ANZMAC 2003 Conference, Adelaide, Australia

“Why People Respond to Surveys: A Theory-Based Study of Hong Kong Respondents,” *Journal of International Consumer Marketing*, Vol. 16, No. 2, 2003 (with P. Poon and F. Evangelista)

“Developing A Measure of Trust in Salesperson/Customer Relationships in Direct Selling,” *Journal of Personal Selling and Sales Management*, Summer, 2003 (with L. Young)

“A Cross-Cultural Use of Extreme Categories for Rating Scales,” in Scott M. Smith (ed.), *Proceedings of Ninth Annual Cross Cultural Research Conference*, December, 2003, Montego Bay, Jamaica (with R. Rogers and C. Roster)

“A Cross-National Study of the Impact of Culture-Based Values on Marketing Decision Makers’ Management Style, *Proceedings of Third International Business and Economy Conference*, San Francisco, January 2004 (with J. Yu, N. Wiese, and J. Herche)

“A Comparison of Response Characteristics From Web and Telephone Surveys,” *International Journal of Market Research*, 2004 (with C. Roster, R. Rogers, and D. Klein)

“The Imposed Etic in Survey Research: Fact or Fallacy?” *Proceedings of Fourth International Business and Economy Conference*, Honolulu, Hawaii, 2005 (with K. Baker)

“A Comparative Study of the Management Styles of Australian and PRC Marketing Managers,” *International Marketing Review*, Vol. 22, No. 1, 2005 (with P. Poon and F. Evangelista)

“Are There Central Tendency Errors in Simple Rating Scales?” Eleventh Cross Cultural Research Conference, Puerto Rico, December, 2005 (with R. Rogers, C. Roster, and J. Yu)

“Basic Data Analysis,” in R. Grover and M. Vriens (eds), *Handbook of Marketing Research*, Thousand Oaks, CA: Sage Publications, 2006 (with S. Smith)

“Online and Traditional Modes of Survey Data Collection: Response Rate and Data Quality Considerations,” Fifth International Business and Economy Conference, Honolulu, Hawaii, 2006 (with C. A. Roster, R. D. Rogers, G.C. Hozier, Jr., and K G. Baker)

“Can Cross-National/Cultural Studies Presume Etic Equivalency in Respondents’ Use of Extreme Categories of Likert Rating Scales?,” *International Journal of Market Research*, Vol. 48, No. 6, 2006 (with C. Roster and R. Rogers)

Ethical Attitudes of Future Business Leaders: Do They Vary by Gender and Religiosity,” *Business & Society*, September, 2006 (with R. A. Peterson)

“Simple Rating Scale Formats: Exploring Extreme Response,” *International Journal of Market Research*, Vol. 49, No. 5, 2007 (with C. Roster, J. Yu, and R. Rogers)

“Management of Marketing Research Projects: Does Delivery Method Matter Anymore in Survey Research?” *Journal of Marketing Theory and Practice*, Spring, 2007 (with K. Baker, G. Hozier, R. Rogers, and C. Roster) **This paper was judged Best Paper for 2007 in the journal!**

“Ethicality of Future Business leaders: Nationality and Gender Differences,” Proceedings of Sixth International Business and Economy Conference, San Francisco, CA, 2007 (with R. Peterson, D. Merunka, and J.L. Munuera)

“On the Ethicality of Internal Consumption in Multilevel Marketing,” *Journal of Personal Selling and Sales Management*, Fall, 2007, (with R.A. Peterson)

“Survey Participation and Response Rates: A Cross-Cultural Comparison,” 16th World Business Congress of International Management Development Association, Maastricht, The Netherlands, July, 2007 (with P. Poon and F. Evangelista).

“Differences in Marketing Managers’ Decision Making Styles within the Asia-Pacific Region: Implications for Strategic Alliances,” *Journal of Global Marketing*, Vol. 21, No. 1, 2007 (with J. Herche, J. Yu, F. Evangelista, B. Murphy, and P. Poon)

“Ethicality and Attitudes Toward Capitalism of Future Business Leaders: Effects of Nationality, Gender, and Religiosity in 23 Countries,” 12th Cross-Cultural Research Conference, Honolulu, Hawaii, December, 2007

Classroom Questioning with Immediate Electronic Response: Do ‘Clickers’ Improve Learning?” *Decision Sciences Journal of Innovative Education*, January 2008, Vol. 6, No. 1 (with S.Yourstone and H. Kraye)

“Consumer Perceptions of Extended Warranties and Service Providers,” *Proceedings*, ANZMAC Conference, Sydney, Australia, December, 2008 (with J. Wiley).

“Enhancing Survey Response Rates: Lessons From A Field Experiment,” *Proceedings*, ANZMAC Conference, Sydney, Australia, December, 2008 (with F. Evangelista and P. Poon).

“Multi-level Marketing and Pyramid Schemes: Myth vs. Reality.” *Academy of Marketing Science Quarterly*, November, 2008.

“Item Omission in Internet-Based Survey Data Collection,” *Proceedings*, Academy of Marketing Science World Marketing Congress, Oslo, Norway, July 22-25, 2009 (with C. Roster).

“Attitudes of Migrants Towards Foreign-Made Products: An Exploratory Study of Migrants in Australia,” *Journal of Consumer Marketing*, forthcoming (with P. Poon and F. Evangelista)

“Selecting Techniques for Use in an Internet Survey,” *Asia Pacific Journal of Marketing and Logistics*, forthcoming 2009 (with J. Wiley, V. Han, and P. Thirkell)

“Applying Theory to Structure Respondents’ Stated Motivations for Participating in Internet-Based Surveys: An Exploratory Study using Qualitative Research,” *Qualitative Market Research*, forthcoming (with V. Han, J. Wiley, and P. Thirkell)

Book and Software Reviews

R. Hisrich and M. Peters, Marketing a New Product (Menlo Park, CA: Benjamin/Cummings Publishing Co., 1978), Journal of Marketing Research, November, 1978

Norman M. Bradburn, Seymour Sudman and Associates, Improving Interview Method and Questionnaire Design (San Francisco: Jossey-Bass Publishers, 1979), Journal of Marketing Research, November, 1979

Harry C. Triandis and John W. Berry (eds.), Handbook of Cross-Cultural Psychology, Methodology, Volume 2 (Boston: Allyn and Bacon, Inc., 1980), Journal of Marketing Research, November, 1980

Howard Schuman and Stanley Presser, Questions and Answers in Attitude Surveys (New York: Academic Press, 1981), Journal of Marketing Research, November, 1982

“Comparative Analysis of Recent Marketing Research Textbooks,”
Journal of Marketing Research, November, 1982

Pamela Alreck and Robert Settle, The Survey Research Handbook
(Homewood, IL: R. D. Irwin, 1985), Journal of Marketing Research,
November, 1985

SIMGRAF and BRIDGER, New York: Bretton Clark, 1988. Journal of
Marketing Research, November, 1989

Proceedings of the Sawtooth Software Conference on Perceptual
Mapping, Conjoint Analysis, and Computer Interviewing (Ketcham, ID:
Sawtooth Software, Inc., 1988), Journal of Marketing Research, May,
1989

SIMPLE RANDOM SAMPLE, Charlotte, NC: Derby Microcomputer
Services. Journal of Marketing Research, February, 1990

CONJOINT LINMAP, New York: Bretton Clark, 1989. Journal of
Marketing Research, February, 1991 (with G. Carmone)

A.N. Oppenheim, Questionnaire Design, Interviewing and Attitude
Measurement (London: Printer Publishers, New Edition, 1992), Journal of
Marketing Research, August, 1993

HYPER-STAT, Columbia, MO: Idea Works, 1992, Journal of Marketing
Research, February, 1994

Pro-Clus, New York: Bretton Clark, 1993, Journal of Marketing
Research, November, 1994

D. Krebs and P. Schmidt (eds.) , New Directions in Attitude Measurement,
Journal of Marketing Research, November, 1994

S. Sudman, N. M. Bradburn and N. Schwarz, Thinking About Answers:
The Application of Cognitive Process to Survey Methodology, Journal of
Marketing Research, August, 1996

A. Fink (ed.), The Survey Kit, Journal of Marketing Research, August,
1997.

Working Papers

“Administering the Semantic Differential,” 1973 (with G. Munsinger)

“The Effect of Reversing the Order of Presentation of Attitude Scale Ends in Survey Research,” 1975 (with J. Dickson)

“Research in International Marketing: A Review of the State of the Art,” 1977

“Reliability Issues in Consumer Panel Data: An Evaluation of Two Studies,” 1984 (with M. Venkatesan)

“The Needs of Small Retailers: A Strategic Planning Perspective,” 1984 (with S. Beatty)

“Theories of Survey Response Behavior: Meaning for Research in International Marketing,” Institute of International Economics and Management, Copenhagen School of Economics and Business Administration, Denmark, 1986

“Selecting Export Markets,” Institute of International Economics and Management, Copenhagen School of Economics and Business Administration, Denmark, 1986 (with Ole Wiberg)

“Management Style and Information Valuations in Marketing Decision Making: Are There Differences Within the European Community?” Copenhagen Business School, Business and Economic Studies on European Integration, 1992 (with J. Herche)

“Anchor Effects on Country-of-Origin Perceptions in Product Evolution,” Department of Marketing, School of Business and Management, Hong Kong University of Sciences & Technology, 1994 (with R. Liu)

“An Artificial Intelligence Investigation of the Relationship Between Purchase Probability and Country-Product Image,” Department of Marketing, University of Texas at Austin, 1994 (with A. Golden and M. Alpert)

“Reporting of Extreme Positions Using Likert Scales,” Department of Marketing, School of Business and Management, Hong Kong University of Science & Technology, 1996

“Strategic Type of Firm and Foreign Marketing Performance,” Department of Marketing, Hong Kong University of Science & Technology, 1997 (with A. Shoham and F. Evangelista)

“Transference of Marketing Activities and Strategies to Foreign Markets,” Department of Marketing, Hong Kong University of Science & Technology, 1997 (with D. Tse)

WORK IN PROGRESS:

Articles

“Exploring Consumer Reactions to Retailing Institutions in China,”
submitted for publication (with S. T. K. Luk and L. Fullgrabe)

“Nationality, Gender, Religiosity, and Business-Related Ethics Attitudes,”
submitted for publication (with R. A. Peterson, D. Merunka, J.L.
Munuera, and S. M. Smith)

“A Cross-National Study of the Impact of Culture-Based Values on
Marketing Decision Makers’ Management Style,” submitted for
publication (with J. Yu, N. Wiese, J. Herche, and F. Evangelista)

“Being an Educator in a Foreign Environment: One Road to Becoming
Internationalized”.

“On the Legality and Ethicality of Multilevel Marketing”, submitted for
publication (with R. Peterson)

“Effects of Forced Answering and Use of ‘Prefer Not to Answer’
Response Option in Internet-Based Survey Data Collection,” submitted for
publication (with C. Roster, S. Smith, J. Wiley, and F. Carmone)

“Exploring the Use of Psychic Distance and Cultural Distance Measures,”
submitted for publication (with R. Peterson)

“Using Response Behaviour Theory to Design Surveys: Does It Really
Make a Difference?,” submitted for publication (with F. Evangelista and
P. Poon)

“A Research Note on Internal Consumption: A Pervasive But
Misunderstood Practice in Marketing” (with R. Peterson)

“A Research Note on Item Omission in Internet-Based Survey Data
Collection,” (with C. Roster, J. Wiley, and S. Smith)

Research

“The Internal Consumption Phenomenon in Direct Selling”

“Empirical Foundations of Research Methods: Cultural Etics or Emics?”

“Forced Choice in Rating Scales and Extreme Response”

“Strategic Alliances and Adapting Marketing Strategies”

“Public Perceptions of Direct Selling”

RESEARCH GRANTS:

1970-71: Co-director of project to develop a transportation Facilitation Education Program. (U. S. Department of Transportation)

University of Oregon, Bureau of Business Research, Summer, 1974 and Summer, 1975, “A Profile of ‘Independent’ Inventors”

1976-77: Co-principal investigator of project “Variable Rates Residential Mortgages: Implications for Borrowers” (Federal Home Loan Bank Board)

1977-78: Principal investigator of project “Methodology for Developing a Profile of Energy-Related Inventors” (National Bureau of Standards)

1979: Special research grant from Bureau of Business Research, University of Oregon, to study characteristics of the optimal mortgage plan

1979: Principal investigator of project “Overseas Opportunities and Problems Facing Small Business in the Pacific Northwest” and co-principal investigator of project “The Role of Small Business Research, Development, Technological Change and Innovation in Region 10.” (U.S. Small Business Administration)

1980: Principal investigator of project “Status of Inventions Evaluated by the Experimental Center for the Advancement of Invention and Innovation,” under research grant from ECAII, University of Oregon (NSF Funded)

1986: “Consumer Reactions to Direct Selling.” (The Direct Selling Education Foundation)

1995: “An Empirical Test of Alternative Theories of Survey Response Behavior,” University of Sydney, Nepean (Australia), with F. Evangelista

2005: “The Internal Consumption Phenomenon in Multilevel Marketing Systems,” (Alticor Corporation), with R. Peterson and administered

through The University of Texas at Austin. The amount granted is \$100,000 and there is no time limit specified.

PARTICIPATION IN PROFESSIONAL MEETINGS:

Papers Delivered (Not in Proceedings)

“Subnational Government Promotion of International Business,” American Marketing Association, Toronto, Canada, June, 1967

“Methodological Questions Concerning the Use of the Semantic Differential,” Southwestern Social Science Association—Marketing Section, Dallas, Texas, March, 1973 (with G. Munsinger)

“Measuring Attitudes of School Age Children,” Southwestern Marketing Association, Dallas, Texas, March, 1974

“The Phenomena of Weightlessness in Attitude Models,” Southwestern Marketing Association, Houston, Texas, March, 1975 (with R. Best and D. Hawkins)

“The Use of Students as Surrogates for Housewives in Marketing Studies,” Southwestern Marketing Association, Houston, Texas, March, 1975 (with D. Hawkins and R. Best)

“Applying Discriminant Analysis to Unipolar Semantic Scaling Data,” Western AIDS, Las Vegas, Nevada, March, 1975 (with R. Best and S. Hawkins)

“A Profile of Independent Inventors,” Engineering Foundation Conference on Technology Transfer Via Entrepreneurship, New England College, Henniker, New Hampshire, July, 1975

“Intracouple Variation in Perceived Store Attributes,” Southwestern Marketing Association, San Antonio, Texas, March, 1976 (with D. Hawkins and J. Dickson)

“Instrument Reliability and Image Measurement,” Southwestern Marketing Association, San Antonio, Texas, March, 1976 (with D. Hawkins and R. Best)

“Management Style and Information Valuation in a Venture Situation: Some Propositions,” Western Division Academy of Management, Santa Barbara, California, April, 1976 (with D. Tull)

“Measurement Properties of Semantic Differential Scales,” Western AIDS, Phoenix, Arizona, March, 1977 (with R. Best, D. Hawkins, and G. Kenyon)

“Predicting Retail Store Patronage by Discriminant Analysis of Store Image Data,” Southwestern Marketing Association, New Orleans, Louisiana, March, 1977 (with R. Best and D. Hawkins)

“Consumer Attitudes Toward Residential Variable Rate Mortgages: A Survey Analysis,” American Real Estate and Urban Economics Association, Washington, D. C., May, 1977 (with G. Kaufman)

“Consumer Response to an Innovation in Residential Mortgage Instruments,” Southwestern Marketing Association, Dallas, Texas, March, 1978 (with G. Kaufman)

“How Geographic Mobiles Differ From Nonmovers,” Southwestern Marketing Association, Dallas, Texas, March, 1978 (with D. Tull)

“Number of Response Intervals and Reliability of Factor Analyzed Semantic Scale Data,” Southwestern Marketing Association, Dallas, Texas, March, 1978 (with R. Best, D. Hawkins, and G. Kenyon)

“The Impact of Variable Rate Mortgages on the Mortgage Acquisition Process,” Western Economic Association, Honolulu, June, 1978 (with G. Kaufman)

“A Discriminant Analysis of VRM and FRM Borrowers,” Western Economic Association, Honolulu, June, 1978 (with D. Hawkins and G. Kaufman)

“Research in International Marketing: Current Status and Future Directions,” Academy of International Business, Las Vegas, Nevada, June, 1979

“Are Local and Long Distance Geographically Mobile Consumers Unique Market Segments?” Southwestern Marketing Association, San Antonio, Texas, March, 1980 (with D. Hawkins)

“The Effect of Changing Store Location on the Stability of Factor Structure of Retail Store Images,” Southwestern Marketing Association, San Antonio, Texas, March, 1980 (with J. Dickson and D. Hawkins)

“An Evaluation of Government Assistance to Small Manufacturing Exporters,” Western Marketing Educators’ Association, Long Beach, California, April, 1982

“Measurement Issues in Consumer Panel Data,” National AIDS, San Francisco, November, 1982 (with M. Venkatesan and Y. Dyan)

“Reliability Issues in Consumer Panel Data,” Academy of Marketing Science, Miami Beach, May, 1985 (with M. Venkatesan)

Segmenting the Market for New Service Opportunities for Group Medical Practices,” paper presented at the annual conference of the European Marketing Academy, Helsinki, Finland, June, 1986 (with M. Venkatesan)

“The Two-Stage Likert Scale: Is There A Cultural Etic for Cross-National Studies?”, Academy of Marketing Science, Bal Harbour, Florida, May, 1987 (with J. Strandskov and B. Murphy)

Internationalization Process of Smaller Danish Exporting Firms,” American Marketing Association Educators’ Conference, Toronto, August, 1987 (with J. Strandskov)

“Educating Educators,” Direct Selling Association of New Zealand, May, 1988

“An Overview of Empirical Research on Direct Selling,” Academy of Marketing Science, Orlando, Florida, May, 1989 (with R. Peterson)

“Public Policy, Consumer Protection and the Direct Selling Industry,” Summer Educators’ Conference, American Marketing Association, August, 1989 (with D. Stem)

“Export Marketing Decisions and Small and Medium-Sized Companies: Management Style Contrasts,” European Marketing Academy Conference, Dublin, Ireland, May, 1991 (with J. Strandskov and M. Schmidt)

“Evaluating Export Marketing Decisions Using Cluster Analysis and Correspondence analysis,” SAS Users Group International Conference, Honolulu, April, 1992 (with J. Strandskov and M. Schmidt)

“Nonstore Retailing in the United States,” International Academic Symposium on Nonstore Retailing, Berlin, Germany, September, 1993 (with R. Peterson)

“Cross-Cultural Perspectives of Trust and Direct Selling Relationships,” EIRASS, Sintra, Portugal, July, 2000 (with L. Young)

“Transference of Marketing Activities to Foreign Markets,” Academy of International Business, Sydney, Australia, November, 2001 (with D. Tse, G. Hozier, Jr., and K. Baker)

“Explaining Survey Response Behavior: Evolution of a Research Program,” American Marketing Association, Winter Educators’ Conference, Scottsdale, Arizona, February, 2004 (with F. Evangelista and P. Poon)

“Do Digital Teaching Technologies Make a Difference?” Decision Science Institute Annual Meetings, Baltimore, MD. November, 2008 (with S. Yourstone and H. Kraye)

Other

American Marketing Association, August, 1968 (Denver): Track Chairman (i.e., organized eight sessions) and Session Chairman for the “Marketing Information Systems” session

American Marketing Association, August, 1969 (Cincinnati): Session Chairman for the “Marketing Information Systems” sessions

American Marketing Association, August, 1970 (Boston): served as panel discussant in session on “Long-Range Planning”

American Marketing Association, August, 1972 (Houston): served as discussant for state of the art paper on Marketing Information Systems and was Session Chairman for “Consumer Problems of the Elderly.”

American Marketing Association, August, 1974 (Portland): Session Chairman for “Consumer Research.”

American Marketing Association, August, 1976 (Memphis): Program Co-chairman.

Western AIDS, March, 1978 (San Diego): Session chairperson.

Western Economic Association, June, 1978 (Honolulu): Co-chairperson for session on “Alternative Mortgage Instruments”

American Institute for Decision Sciences, October, 1978 (St. Louis): Area Coordinator for Marketing

Southwestern Marketing Association, March, 1981 (New Orleans): discussant

American Marketing Association Accounting/Marketing Conference, April, 1981 (Portland): discussant

Western Marketing Educators' Association, April, 1981 (Oakland): discussant

American Marketing Association, August, 1981 (Washington, D.C.): discussant

Southwestern Marketing Association, March, 1982 (Dallas): track chairman

Association for Consumer Research Conference on Health Care, April, 1982 (Salt Lake City): session chairperson

American Marketing Association, August, 1982 (Chicago): session chairperson

American Institute for Decision Sciences, November, 1982 (San Francisco): session chairperson

American Marketing Association Conference on Causal Modeling and Research Methods, February, 1983 (Sarasota, FL): session chairperson

Association for Consumer Research Conference on Health Care, April, 1983 (Salt Lake City): session chairperson

American Marketing Association, August, 1983 (Dearborn): discussant

Southwestern Marketing Association, March, 1984 (San Antonio): panelist for "Internationalizing the Marketing Program: Prospects and Experience"

Association for Consumer Research Conference on Health Care, April, 1984 (Salt Lake City): session chairperson

American Marketing Association, August, 1984 (Chicago): chairman of Marketing Education Track

Health Care Conference, April, 1985 (Park City, UT): session chairperson

Western Marketing Educators Association, April, 1985 (Reno): panel presentation, discussant

Health Care Conference, April, 1987 (Snowbird, UT): session chairperson

Western Marketing Educators Association, April, 1987 (Monterey, CA):
session chairperson

American Marketing Association, August, 1987 (Toronto): session
chairperson

Academy of Marketing Science, May, 1989 (Orlando): session
chairperson

American Marketing Association, August, 1989 (Chicago): session
chairperson

Academy of Marketing Science, April, 1990 (New Orleans): track
chairperson for Research Methodology

Academy of Marketing Science, August, 1991 (Copenhagen): program
co-chairperson for World Marketing Congress

Symposium on Cross-Cultural Consumer and Business Studies,
December, 1993 (Honolulu), program co-chair

Association for Consumer Research Summer Conference, June, 1994
(Singapore), session chair

Academy of Marketing Science, July, 1995 (Melbourne): session chair

American Marketing Association, August, 1996 (San Diego): session chair

American Marketing Association, August, 1998 (Boston): track chair

Symposium on Cross-Cultural Consumer and Business Studies,
December, 1999 (Cancun, Mexico): program chair

Academy of Marketing Science Multicultural Marketing Conference,
September, 2000 (Hong Kong, PRC): program co-chair

Marketing Educators' Association, April 2001 (Waikoloa, Hawaii):
session chair

Academy of Marketing Science, May-June, 2001 (San Diego): track
co-chair

Academy of International Business, November, 2001 (Sydney, Australia):
session chair

Decision Sciences Institute, November, 2002 (San Diego, CA): session chair

International Business and Economy Conference, 2003 (San Francisco, CA): presented paper and session chair

International Business and Economy Conference, 2004 (San Francisco, CA.): program chair and presenter of paper

American Marketing Association Winter Educators' Conference, 2004 (Scottsdale, Arizona): discussant

International Business and Economy Conference, January, 2005 (Honolulu, HI): conference chair

Academy of Marketing Science World Marketing Congress, July, 2005 (Muenster, Germany): track co-chair

International Business and Economy Conference, January, 2006: conference chair

Academy of Marketing Science, May, 2006 (San Antonio, Texas): session chair, discussant, participant for invited special session

Academy of Marketing Science, May, 2007 (Coral Gables, FL): session co-chair for invited session

Marketing Management Association, March, 2008 (Chicago, IL): track Chair

Academy of Marketing Science World Marketing Congress, July 2009 (Oslo, Norway): session chair

PARTICIPATION IN WORKSHOPS AND SEMINARS

Workshop in International Business, New York University, Graduate School of Business Administration, June 4-16, 1967

Marketing Theory Seminar, University of Colorado, August 25-27, 1968

Northwest Regional Workshop on International Business Education, Seattle, WA, November 16-17, 1972 (served as a panel member)

Faculty Seminar, Faculty of Commerce and Business Administration, University of British Columbia, December 1, 1977, "Research in International Marketing: An Appraisal"

Faculty and Ph.D. Student Seminar, Department of Marketing, University of Texas at Austin, September 11, 1978, “ Response Intervals and Reliability of Semantic Scale Data”

Division of Marketing Workshop, University of British Columbia, March 28, 1979, “Using Consumer Judgments to Develop an Optimal Residential Mortgage Plan”

Faculty Seminar, Department of Marketing, Wright State University, November, 1985, “Use of Conjoint Analysis in Marketing”

Faculty Seminar, Institute of International Economics and Management, Copenhagen School of Economics and Business Administration, Denmark, March-September, 1986, Six Seminars on Topics in International Marketing

Faculty and Doctoral Student Seminar, Stockholm School of Economics, Sweden, May, 1986, “The State of the Art in Empirical Research in International Marketing,” and “Selected Scaling Issues for Cross-National Research”

Faculty Seminar, University of Odense, Denmark, June, 1986, “The State of the Art in Empirical Research in International Marketing,” and “Measurement Concepts in Research”

Faculty Seminar, Institute of Marketing, Copenhagen School of Economics and Business Administration, Denmark, August 16, 1986, “Selected Scaling Concepts”

Faculty and Doctoral Student Seminar, University of Lund, Sweden, September 11, 1986, Two Seminars on Methodology Issues for Research on International Marketing Problems

Faculty and Doctoral Student Seminar, Department of Marketing, Washington State University, October 20, 1986, “Research Methodology Issues for International Marketing”

AACSB Workshop on Microcomputer Applications at the Marketing Curriculum, Brigham Young University, June 15-18, 1987; “Regression Using Lotus 123,” “Statistical Programs for Microcomputers”

Australian Marketing Institute, Brisbane, Australia, May 10, 1988, “The Management Style of Marketing Decision Makers”

Faculty and Doctoral Student Seminar, School of Administration, Griffith University, Brisbane, Australia, May 11, 1988, "The Likert Scale: Are We Using It Properly in Attitude Research?"

University of Auckland Graduate School of Business, Marketing Institute of New Zealand, and Market Research Society of New Zealand, June 28, 1988, "Recent Developments in Marketing Research, Data Collection and Analysis, and Computer Processing of Information"

Faculty Seminar, Department of Marketing and International Business, University of Auckland, New Zealand, March-August, 1988, Five Seminars on Topics in Marketing Research Methodology

Faculty Seminar, University of Canterbury, New Zealand, July, 1988, "Using Microcomputers in Marketing Research"

Faculty Seminar, Victoria University of Wellington, New Zealand, July, 1988, "In Defense of the Multinational Corporation As An Institution"

Faculty Seminar, Massey University, New Zealand, July, 1988, "Why Do People Respond to Surveys?"

Faculty and Graduate Student Seminar, Norwegian School of Business and Economics, Bergen, Norway, April, 1989, "Applications of Microcomputers in Marketing Research"

Doctoral Student and Faculty Seminar, Copenhagen School of Economics and Business Administration, Denmark, May, 1989, Three Seminars on Topics in Marketing Research Methodology

Faculty and Doctoral Student Seminar, University of Lund, May, 1989, "Applications of Microcomputers in Marketing Research"

Faculty and Graduate Student Seminar, Aarhus Business School, Denmark, May, 1989, "Problems in International Marketing Research"

Faculty and Graduate Student Seminar, Department of Marketing, University of Rhode Island, November, 1989, "Applications of Micro-Computers in Marketing Research" and "Conjoint Analysis for Marketing Applications"

Faculty and Doctoral Student Seminar, University of Tampere, Finland, March, 1990, three seminar.

Faculty and Doctoral Student Seminar, University of Lund, Sweden, March, 1990, "Internationalization Process of Business Firms"

Faculty and Doctoral Student Seminar, Bogazici University, Turkey, May, 1990, “Applications of Conjoint Analysis in Marketing Research”

Faculty and Graduate Student Seminar, Karadeniz University, Trabzon, Turkey, May, 1990, “Applications of Conjoint Analysis in Marketing Research”

Danish Summer Research Institute, Gilleleje, Denmark, August, 1990, Senior Scholar

Faculty and Graduate Student Seminar, Deakin University, Australia, April, 1991, “Internationalization of Business”

Faculty and Doctoral Student Seminar, University of Western Australia, May, 1991, “Why People Respond to Surveys: Theories of Survey Response”

Faculty and Graduate Student Seminar, Monash University, Australia, May, 1991, “Internationalization of Business” and “Conjoint Analysis for Marketing Applications”

Faculty and Doctoral Student Seminar, University of Western Sydney, Australia, May, 1991, “What is This Thing Called Research and Why Do It?”

Faculty and Doctoral Student Seminar, Australian Graduate School of Management, University of New South Wales, Australia, June, 1991, two seminars

Faculty and Doctoral Student Seminar, University of Technology, Sydney, Australia, June, 1991, “A Management Style of Marketing Mangers: Are They Bayesian Decision Makers?”

Faculty and Graduate Student Seminar, University of Auckland, New Zealand, June, 1991, “Management Style of Marketing Managers and Its Relation to the Value of Information,” and “What Academic Research Is All About”

Faculty and Doctoral Student Seminar, University of Aalborg, Denmark, September, 1991, “Measurement and Other Methodological Issues in International Business Research”

North Jutland (Denmark) Export Club, “Management Style and International Marketing Decision Making,” September 18, 1991

Faculty Seminar, Hong Kong University of Science and Technology, May and July, 1993; three seminars

Faculty Seminar, Hong Kong University of Science and Technology, June, 1994, “Anchor Effects on Country-of-Origin Perceptions in Product Evaluation”

Faculty and Doctoral Student Seminar, University of Western Sydney, Nepean, Australia, 1995; three seminars and three workshops

Faculty Seminar, “Central Tendency Errors in Using Traditional Likert Scales,” Lingnan College, Hong Kong, May, 1996

Hong Kong Institute of Marketing, “Transfer of Marketing Methods and Strategies in Foreign Markets,” May, 1996

Faculty Seminar, Hong Kong University of Science and Technology, “Reporting of Extreme Positions Using Likert Scales and Other Issues of Concern for Scaling Format,” June, 1996

Faculty and Doctoral Student Colloquium, Department of Marketing, Texas Tech University, “Extending Marketing Activities and Strategies from Domestic to Foreign Markets,” March, 2003

Faculty and Doctoral Student Seminar, School of Marketing, Victoria University, Melbourne, Australia, November, 2003: Three research seminars

Faculty Seminar, Department of Marketing, Washington State University, “Internationalizing the Educator; Working in a Foreign Environment,” April, 2004

Faculty and Doctoral Student Seminar, School of Marketing and International Business, University of Western Sydney, Australia, October, 2004: Four research seminars.

Faculty and Doctoral Student Seminar, School of Marketing and Centre for Applied Marketing, University of New South Wales, Australia, “Respondents’ Use of Extreme Values for Rating Scales,” October, 2004

Faculty and Doctoral Student Seminars, University of Maastricht, The Netherlands, “How to Get Started in a Research Career” and “Comparison of Online and Traditional Modes of Survey Data Collection: Response Rate, Data Quality and Other Considerations,” January, 2006

Faculty Research Seminars, City University of Hong Kong, Department of Marketing, “How to Get Started in a Research Career” and “Effects of Forced Answering and Use of ‘Prefer Not to Answer’ Response Option In Internet-Based Surveys.” May, 2007.

Faculty and Student Seminar, City University of Hong Kong, Division of Commerce, “Culture-Based Values and Management Style in the Western Pacific Rim,” May, 2007.

Marketing Professor Seminar, Thailand Direct Selling Association, Bangkok, Thailand, August, 2007, “How is Direct Selling Portrayed in the Marketing Curriculum in the U.S and Internationally?” and “How Do Academics Work with the U.S. DSEF and Industry”

OTHER ACTIVITIES

University of Oregon

1969-1999, Supervisor for fifteen doctoral dissertations and served on committee for nine others

1981-1983, Co-Director, Center for Capital Market Research

Western Marketing Educators’ Association

1979-80 Director

1980-81 Vice President

1981-82 President

Member, Editorial Review Board, *Journal of the Academy of Marketing Science*

1984-1995

Member, Editorial Review Board, *Journal of Managerial Issues*

1991-present

Member, Editorial Review Board, *The International Trade Journal*

1994-present

Member, Editorial Review Board, *Journal of Marketing Research*

1979-1991

Member, Senior Advisory Board, *Journal of Marketing Theory and Practice*, 2006-present

Member, Editorial Review Board, *Management International Review*, 2007-present

Ad Hoc Reviewer: *Journal of Marketing*, *Journal of Marketing Research*,

Journal of International Business Studies, Management International Review, Journal of Personal Selling and Sales Management, Journal of International Marketing

Book Review Editor, *Journal of Marketing Research*
1985-1988

Director, Direct Selling Education Foundation
1987-1989

Director, Academy of Marketing Science
1988-1994