

ESI ABBAM ELLIOT

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EDUCATION

University of Illinois at Chicago, Liautaud Graduate School of Business
Ph.D. Candidate, Marketing
Expected: March 2012

Schiller International University, United Kingdom
Master of Business Administration
Major: International Business
December, 1993

University of Ghana
Bachelor of Science
Major: Banking and Finance
August, 1991

DISSERTATION

“Value co-creation in subsistence markets: Microenterprises and Financial Services Firms in Ghana, West Africa”
Dissertation committee: Benet DeBerry-Spence (chair), Joseph Cherian, David Crockett, MaijaRenko, MadhuViswanathan

My dissertation research examines how financial services firms and their microenterprise customers in subsistence markets engage in value co-creation (i.e. collaborate to jointly create value) and what types of value they co-create. The study also looks at how socio-cultural and environmental factors impact the value co-creation process. Value co-creation in subsistence market is an intriguing area of study given that subsistence markets have very different business infrastructures (e.g. weak vs. strong), as well as socio-cultural and environmental circumstances (i.e. environmental hostilities) from Western markets. I seek a more comprehensive understanding of value co-creation that incorporates these considerations, as well as takes into account the perspectives of both firm-providers and their customers and investigates microenterprise customers as compared with individual consumers or larger firms. I reconceptualize the value-creation process to include collateral learning (simultaneous learning that upgrades the knowledge base) and relational-based creativity (a humanist view of creativity). I also introduce culturally-embedded value as an additional type of value. My study

findings will inform the strategic and tactical marketing decisions of firm-providers and microenterprises engaged in value co-creation in subsistence markets.

JOURNAL PUBLICATIONS UNDER REVIEW

Abbam-Elliot, Esi, Joseph Cherian and Hernan Casakin, "Cultural Metaphors and Consumer Pleasure in Ethnic Servicescapes," *on second round of review at the Journal of Business Research*.

Abbam-Elliot, Esi and Cheryl Nakata, "Cross-cultural Creativity, Conceptualization and Propositions for Global New Product Development," *invited for resubmission at the Journal of Product and Innovation Management*.

DeBerry-Spence, Benet and Esi Abbam-Elliot, "Everyday Challenges and Arts and Craft Microenterpreneurship in Ghana, West Africa," *on second round of review at the Journal of Business Research*

RESEARCH IN PROGRESS

Abbam-Elliot, Esi, Benet DeBerry-Spence and Hernan Casakin, "Transcultural Tourism: The Role of Cultural Metaphors in Enhancing Destination Image," *submission under review for ACR 2011 poster session*.

Abbam-Elliot, Esi and Hernan Casakin, "Design Creativity in Ethnic Minority Learning Styles And Social Entrepreneurship Ventures," *manuscript submitted to Journal of Creativity and Innovation*

Abbam-Elliot, Esi, Barlow, Christopher, George Karabatsos and Hernan Casakin, "The Role of Multicultural Metaphors in Idea-generation Processes," *manuscript in preparation*.

PEER REVIEWED CONFERENCE PUBLICATIONS

Zhang, Haisu and Esi Abbam Elliot (2009), "Knowledge Orientation: The Key Role between Market Orientation and Innovation in the Supply Chain," 2009 AMA Winter Marketing Educators' Conference, eds. Kristy Reynolds and Chris White, Chicago, IL: American Marketing Association, 168-175.

REFEREED CONFERENCE PRESENTATIONS

Abbam-Elliot, Esi (2010). "Artrepreneurship: Is Marketplace Literacy a Missing link?," *Subsistence Markets Conference*, Chicago, Illinois.

Abbam-Elliot, Esi, Joseph Cherian and Hernan Casakin (2010), "Cultural Metaphors: Enhancing Consumer Pleasure in Global Servicescapes," *Global Marketing Conference*, Tokyo, Japan.

Abbam-Elliot, Esi and Cheryl Nakata (2010), "Cross-cultural Creativity, Conceptualization and Propositions for Global New Product Development," *Association of International Business Conference*, Rio de Janeiro, Brazil.

Abbam-Elliot, Esi (2009), "Cultural Metaphors and Consumer Pleasure in Ethnic Servicescapes," *American Marketing Association Conference*, Chicago, Illinois.

Zhang, Haisu and Esi Abbam-Elliot (2008), "Knowledge Orientation: The Key Role Between Market Orientation and Innovation in the Supply Chain," *American Marketing Association Conference*, Tampa, Florida.

REVIEWING AND CHAIRING

Session Chair, "Understanding Subsistence Consumers & Envisioning Business Infrastructures", *Subsistence Markets Conference* (2010)

Reviewer, *Journal of Business Research* (2010)

Reviewer, *Journal of Product Innovation Management* (2009)

Reviewer, *American Marketing Association Conference* (2009, 2011)

RESEARCH INTERESTS

Co-creation

Subsistence markets

Global innovation and Entrepreneurship

Creativity and Culture

TEACHING EXPERIENCE

Principles of Retailing, (Spring, 2011), Instructor
Undergraduate class, University of Illinois at Chicago

Global Marketing, (Summer, 2010; Fall, 2008), Instructor

Undergraduate class, University of Illinois at Chicago

Consumer Behavior (Fall, 2009), Instructor
Undergraduate class, University of Illinois at Chicago

Marketing Management (Summer, 2009), Instructor
Undergraduate class, University of Illinois at Chicago

International Marketing and International Management (2000- 2003), Instructor
MBA class, Wisconsin International University, Ghana

TEACHING INTERESTS

Global Marketing
Innovation
Subsistence Marketing
Consumer Behavior
Marketing Management

HONORS AND AWARDS

- Liautaud Graduate Scholar Award, 2007 - 2011
- Class leader award for African Bankers' "Best & Brightest" Training Program organized by the Chase Manhattan Bank & Mellon Bank in U.S.A., May-July, 2000
- Best Branch Manager Award, Zenith Bank, Ghana, 2007
- Graduate Assistantship and Best Student Award, Schiller International University, London, 1993.
- Best A' level student in Ghana, 1987 (Highest score of all students in Ghana)

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association of Consumer Research
Association of International Business
Korean Academy of Marketing Science

INDUSTRY EXPERIENCE

Product Development Manager/ Head, Microenterprises Banking, Zenith Bank PLC, Ghana, 2005-2007

- Led the product development team to introduce seven new products for customer acquisition and retention.

- Introduced several initiatives for training and business development of microenterprise customers.

Marketing Manager/Product Development Manager/ Senior Credit Analyst, Standard Chartered Bank, Ghana, 1996- 2005

- Led dynamic teams to obtain ‘Best Marketing Bank’ and ‘Most Innovative Products’ awards
- Worked in Malaysia and New York Branches on short-term branch assignments
- Managed a credit portfolio of thirty-five corporate customers

International Graduate, Standard Chartered Bank, Singapore, 1997

- Developed a training program – “Customer Relationship Building Kit” to train customer relationship managers in the “Priority Banking” Division
- Assisted in developing a training system – “Sales Workshop Relationship Management Station” to be used by sales employees

International Graduate Trainee, Standard Chartered Bank, Hitchin Priory, United Kingdom, 1997

- Management Training

General Accounts Officer, National Westminster Bank, London, U.K., 1994 -1996

- Responded to customer queries for a portfolio of corporate customers

PROFESSIONAL AFFILIATIONS

American Marketing Association
 Association of Consumer Research
 Association of International Business
 Korean Academy of Marketing Science

DOCTORAL COURSEWORK

Marketing

Product Innovation and Development
 Special topics in Innovation
 Consumer Behavior
 Marketing Strategy
 Services Marketing
 Marketing Theory
 Entrepreneurship

Methods and Statistics

Qualitative Research Methods
 Ethnographic Methods
 Content Analysis
 Grounded Theory
 Cross-cultural Survey Research Methods

Survey methods
Internet Surveys
Regression Analysis
Structural Equation Modeling
Zaltman Metaphors Elicitation Technique

REFERENCES

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MadhuViswanathan

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Abigail McWilliams

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