

EDUCATION

Ph.D., (Marketing) Northwestern University, 2003

MBA, University of Chicago, 1992

B.S., University of Notre Dame, 1988

ACADEMIC POSITIONS

University of Illinois at Chicago, Liautaud Graduate School of Business (2003 to present)

Associate Professor of Marketing, 2010 to Present

Assistant Professor of Marketing, 2003-2010

Courses Taught: Consumer Behavior (Ph.D.)
 International Marketing (MBA Course; Campus and Asia/MBA Programs)
 Intro to Marketing (Core MBA Mktg Course; Campus, Asia/MBA and
 Executive Banking Programs)

Course Methods: Text Cases and Student ‘Live’ Cases (Case studies involving local
 businesses)

Teaching Interests: Global Marketing, Entrepreneurship (Core, Global and Social), Consumer
 Behavior, Intro/Marketing Management, Qualitative Research Methods.

Northwestern University, Kellogg School of Management

Instructor, Marketing Management (Special undergraduate course offering) (Fall, 2002)

Lecturer, Global Initiatives in Management (MBA course) (Winter, 2002)

REFEREED JOURNAL PUBLICATIONS

DeBerry-Spence, B. and Abbam Elliot E, (2012) “African Microentrepreneurship: The Reality of
Everyday Challenges,” *Journal of Business Research*, forthcoming.

DeBerry-Spence, B., (2010) “Making Theory and Practice in Subsistence Markets: An Analytic
Autoethnography of MASAZI in Accra, Ghana,” *Journal of Business Research*, 63 (6): 608 –
616.

DeBerry-Spence, B., (2008) “Consumer Creations of Product Meanings in the Context of
African-Style Clothing,” *Journal of the Academy of Marketing Science*, 36 (3): 395 – 408.

REFEREED JOURNAL PUBLICATIONS con't.

DeBerry-Spence, B., (2008) "Third-Space Scholars: Bridging the Marketing Academy and Emerging Markets," *Journal of Business and Industrial Marketing*, 23 (6): 368 – 373.

Bonsu, S. and DeBerry-Spence, B., (2008) "Consuming the Dead: Identity and Community Building Practices in Death Rituals," *Journal of Contemporary Ethnography*, 37 (6): 694 – 719.

Kozinets, R., Sherry, J., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B., (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (3): 658 – 672.

Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D., (2004), "Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago," *Journal of Consumer Psychology*, 14 (1&2), pp. 151 –158.

Kozinets, R. V., Sherry, J. F., DeBerry-Spence, B., Duhachek, A., Nuttavuthisit, K., Storm, D., (2002), "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects," *Journal of Retailing*, Vol. 78, pp. 17 – 29 [Winner, William R. Davidson Honorable Mention Award for Best Paper].

Sherry, J. F., Kozinets, R. V., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B., (2001), "Being in the Zone: Staging Retail Theater at ESPN Zone Chicago," *Journal of Contemporary Ethnography*, 30 (4), pp. 465 – 510.

ENGAGED RESEARCH INITIATIVES

DeBerry-Spence, B., Founder, *The MASAZI® Visitor and Welcome Centre*: Accra, Ghana (2005 – Present).

Built and opened in 2005, MASAZI serves as a site of research idea generation and market knowledge understanding. It also engages a social agenda, serving as the official visitor and welcome centre for The Centre for National Culture (which houses over 400 microbusinesses) and as a 'distinguished' visitor and welcome centre for the capital city of Accra. MASAZI has hosted *NY Times* and *BBC World Live*.

PEER REVIEWED BOOK CHAPTERS

DeBerry-Spence, B., S. K. Bonsu and E. J. Arnould, (2012), "Market Development in The African Context" In Penaloza, L., Toulouse, N., Visconti, L., editors. *Marketing Management: A Cultural Perspective*. New York, NY: Routledge, 93-109.

REFEREED CONFERENCE PRESENTATIONS

- Abbam Elliot, E. and DeBerry-Spence, B. (2011) "Value Co-creation in Subsistence Markets: An Empirical Study," Association for Consumer Research [Working Paper Session]. St. Louis, MO.
- Abbam Elliot, E. and DeBerry-Spence, B. (2011) "Transcultural Tourism: The Role of Cultural Metaphors in Enhancing Destination Image," Association for Consumer Research [Working Paper Session]. St. Louis, MO.
- Abbam Elliot, E. and DeBerry-Spence, B. (2009) "Transmodern Metaphors and Consumer Spirituality," Association for Consumer Research [Working Paper Session]. Pittsburgh, PA.
- Ozanne, J., DeBerry-Spence, B. and Crockett, D. (2008) "Building the Transformative Research Community: Opportunities and Obstacles for Rising Scholars," Association for Consumer Research. [Roundtable; survey developed, conducted and analyzed pre-conference, with subsequent presentation of findings]. San Francisco, CA.
- DeBerry-Spence, B. (2008) "Reinforcing Traditions in Global Markets," at Subsistence Marketplaces: Sustainable Consumption and Commerce for a Better World. Sponsored by the University of Illinois at Champaign/Urbana, the University of Illinois at Chicago and the University of Wyoming, Chicago, IL.
- DeBerry-Spence, B., (2006) "Third Spacing in the Academy." International Academy of African Business Development. Accra, Ghana.
- Otnes, C., DeBerry-Spence, B. and Coulter, R., (2006) "Shopping with Consumers (SWC) at Subsistence Marketplaces," Product and Market Development for Subsistence Marketplaces. Sponsored by the University of Illinois at Champaign/Urbana and the University of Illinois at Chicago. Chicago, IL.
- DeBerry-Spence, B., and Izberk-Bilgin, E., (2005) "Wearing Identity: The Symbolic Uses of African Clothing by African Americans," Association for Consumer Research. San Antonio, TX.
- DeBerry-Spence, B., (2005) "African Americans and African Clothing: Toward a Theory of Consumer Comfort," International Academy of African Business and Development. Dar es Salaam, Tanzania.
- DeBerry-Spence, B., (2004) "Experiencing Ghana: Creating Memorable Encounters," International Academy of African Business and Development. Atlanta, GA.
- DeBerry-Spence, B., (2004) "Rethinking Meaning Transfer: A Theory Building Study of African-American Consumption of African Clothing," International Academy of African Business and Development. Atlanta, GA.
- Nuttavuthisit, K., and DeBerry-Spence, B. (2002), "New Retail Design Development," Association for Consumer Research. Atlanta, GA.

REFEREED CONFERENCE PRESENTATIONS con't.

Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D., (2002) "Gendered Behavior in a Male Preserve: Role Playing at *ESPN Zone Chicago*," Association for Consumer Research on Gender. Dublin, Ireland.

Nuttavuthisit, K., and DeBerry-Spence, B. (2002). "A Typology of Gender Retail Practices within the Retail Environment", Association for Consumer Research on Gender. Dublin, Ireland.

DeBerry-Spence, B. and Nuttavuthisit, K., (2002) "When Cultural Products Become Transcultural," African Studies Association Annual Conference. Sponsored by the University of Michigan, Ann Arbor, MI.

DeBerry-Spence, B. (2002) "How Consumption Context Affects Product Meanings: Multi-Site Ethnography", 4th Annual Conference on Ethnography. Sponsored by DePaul University. Chicago, IL.

CONFERENCE PROCEEDINGS

DeBerry-Spence, B. and Izberk-Bilgin, (2006) "Wearing Identity: The Symbolic Uses of Africa Clothing by African Americans" in *Advances in Consumer Research*, Vol. 33, ed. Cornelia Pechmann and Linda L. Price, Duluth, MN: Association for Consumer Research, 191-192.

Nuttavuthisit, K., and DeBerry-Spence, B., (2003) "New Retail Design Development" in *Advances in Consumer Research*, Vol. 30, ed. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 209.

RESEARCH HONORS

Great Cities Institute Faculty Scholar, University of Illinois at Chicago (UIC) (Awarded 2012)

CODESRIA Multinational Working Group Member and Coordinator, Council for the Development of Social Science Research in Africa (2006-2009)

Great Cities Institute Fellowship, University of Illinois at Chicago (UIC) (2004-2005)

William R. Davidson Award, Honorable Mention, Best Paper in *Journal of Retailing* (2004) (Volume 78, Special Issue)

Hans E. Panofsky Research Award (2002), Northwestern University Program of African Studies

Center for Comparative and International Studies, Summer Fellow (2002), Northwestern University

Northwestern University Fellow (1999-2000)

INVITED TALKS

Northwestern University (2011) Africa's Golden Age: Seizing Opportunities in an Exciting New Area. Panel on "Financing Africa's Growth: Who holds the Key". Evanston, IL.

Ashesi University (2010) "Case Research and Teaching: Theory and Practice". Accra, Ghana.

University of Illinois Faculty Retreat (2010) "Breaking Research Paradigms: Insights from a Transformative Research Agenda". Chicago, IL.

Northwestern University (2010) *Emerging Africa Business*. Presented "African Small Businesses Investment and Growth", as part of the panel on "The Aspiring African Consumer Marketplace - Capturing The Opportunity". Evanston, IL.

Fulbright (2010; 2009) "Global Challenges, Local Solutions: Fostering Change through Social Entrepreneurship," [presenter and panel participant based on MASAZI social venture]. Chicago, IL.

University of Notre Dame (2009) "Making Theory and Practice in Subsistence Markets: An Analytic Autoethnography of MASAZI in Accra, Ghana". Notre Dame, IN.

Chicago Consumer Culture Theory Group (2007) "MASAZI: A Case Study of Third Space". Chicago, IL.

Great Cities Institute, UIC (2007) "Theories of Third Space: Reconceptualizing the Conceptual". Chicago, IL.

Japanese International Cooperation Agency (2006) "Branding Ghana: Back to the Basics and Beyond". Accra, Ghana.

Ghana Ministry of Tourism and Diaspora Relations (2006) "Experiencing Ghana: Creating Memorable Encounters". Accra, Ghana.

Ghana Ministry of Tourism/Ministry of Communications (2005) "Conceptual Branding: *A Golden Experience*". Accra, Ghana.

Great Cities Institute, UIC (2004) "Ethnographic Marketing Research". Chicago, IL.

National Black MBA Association (2004): "Corporate and Academy: At the Crossroads". Chicago, IL.

Northwestern University, Program of African Studies (2004): "Successfully Managing the Dissertation and Writing Process". Evanston, IL.

York University (2003): "Rethinking Meaning Transfer: Ethnographic Insights from the Consumption of African Clothing". Toronto, Canada.

REFeree

American Marketing Association
Association for Consumer Research
Consumption, Markets & Culture
Council for the Development of Social Science Research in Africa (CODESRIA)
Journal of African Business
Journal of Business Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Public Policy & Marketing

Teaching Awards

Dean's Teaching Commendation achieved eleven (11) times (2003- Present)
Awarded to faculty receiving a score of 4.28 or higher (out of 5.0) in response to the survey question, "Compared with other faculty, this instructor is..."

Honorable Mention, Best Professor - Liataud Graduate School of Business (2005)

University Service

UIC College of Business Executive Committee [elected] (2011-Present)
Managerial Studies Department Executive Committee [elected] (2011-Present)
UIC College of Business Search Committee- Dean [appointed by interim Dean] (2011)
Enterprise Risk Management: Senior Advisory Group [appointed by Senate President] (2010-2011)
University of Illinois Senate Executive Committee [elected], UIC (2005 - Present)
Senate [elected], UIC (2004 - Present)
Grace Holt Scholars Proposal Development Committee (2009)
Great Cities Institute, Faculty Scholar Review Committee (2008)
UIC Alumni Day, Presenter-In cooperation with UIC Chancellor and President (2007)
UIC College of Business Search Committee- Assoc. Dean [appointed by Dean] (2005)
African American Academic Network Mentor (2003-2004)

Doctoral Student Work

Dissertation Chair, Esi Abbam Elliot, Doctoral Student Marketing (Present)
Dissertation Committee Member, Akon Epko, Doctoral Student Marketing (Present)
Dissertation Committee Member, Kelly Weidner, Doctoral Student Marketing (Present)
Dissertation Committee Member, Elif Izberk-Bilgin, Doctoral Student Marketing (2005)
Dissertation Committee Member, Gary Schirr, Doctoral Student Marketing (2008)

Professional Affiliations

Association for Consumer Research
International Academy of African Business Development
National Black MBA Association

OTHER AFFILIATIONS

Chicago Sister Cities (Appointed member)
Ghana Ministry of Tourism, Advisor
Royal Neighbors of America (Fraternal Benefits Organization), Board Member
StreetWise (Largest North American street-newspaper serving the homeless)
Past President, Board of Directors and Board Member

INDUSTRY EXPERIENCE

Monsanto, G.D. Searle (now Pfizer) Skokie, IL

Senior Director, New Products (1999)
Director, Global Cardiovascular Businesses (1998-1999)
Director, Global New Businesses (1996-1998)

Northwestern Healthcare Network (now Northwestern Memorial Hospital) Chicago, IL

Assistant to the President (1994-1996)

Baxter Healthcare Corporation Deerfield, IL

Senior Marketing Manager (1992-1994)
Marketing Manager (1992)
Product Manager (1990-1991)
Market Research Manager (1989-1990)
Market Research Analyst (1988-1989)