

CHERYL C. NAKATA

Professor of Marketing
Department Head
University of Illinois at Chicago
Department of Managerial Studies
College of Business Administration

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Chicago, IL 60607-7123

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EDUCATION

University of Illinois at Chicago, Chicago, IL

Doctor of Philosophy
Marketing, 1997

Northwestern University, Evanston, IL

Master of Management
Marketing and Finance, 1984

University of Hawaii, Honolulu, HI

Bachelor of Arts with Honors
English, 1981
Phi Beta Kappa

POSITIONS HELD

<i>Department Head</i>	2011 - Present
<i>Professor of Marketing & International Business</i> University of Illinois, Chicago IL	2010 - Present
<i>Associate Professor of Marketing & International Business</i> University of Illinois, Chicago IL	2004 - 2010
<i>Assistant Professor of Marketing & International Business</i> University of Illinois, Chicago IL	1997 - 2004
<i>Proprietor</i> Nakata Research & Consulting, Chicago, IL	1991 - 1997
<i>Senior Consultant & Director of Marketing Research</i> Management Technologies Inc., China	1988 - 1990
<i>Associate Marketing Research Manager</i> Kraft, Inc., Glenview, IL	1986 - 1988
<i>Assistant Marketing Research Manager</i> General Mills, Inc., Minneapolis, MN	1984 - 1986

POSITIONS HELD (cont'd)

<i>Legal Communications Specialist</i> HMSA-Blue Cross/Blue Shield, Honolulu, HI	1981-1982
<i>Public Relations & Research Assistant to Sr. Vice President</i> International Savings & Loan, Honolulu, HI	1981-1981

RESEARCH ACTIVITIES & ACCOMPLISHMENTS

REFEREED ARTICLES¹

Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2012), "Fix It or Leave It? Customer Recovery from Self-Service Technology Failures," *Journal of Retailing*, forthcoming.

*Abbam Elliot, Esi and Cheryl Nakata (2012), "Cross-Cultural Creativity: Conceptualization and Propositions for Global New Product Development," *Journal of Product Innovation Management*, forthcoming. (#1 innovation journal per ISI/SSCI impact rankings)

*Berger, Estelle and Cheryl Nakata (2012), "Implementing Technologies for Financial Service Innovations in Base of the Pyramid Markets," *Journal of Product Innovation Management*, forthcoming.

Nakata, Cheryl, Zhen Zhu, and Elif Izberk-Bilgin (2011), "Integrating Marketing and Information Services Functions: A Complementarity and Competence Perspective," *Journal of the Academy of Marketing Science*, 39 (5), 700-716. (Flagship journal for the Academy of Marketing Science)

Nakata, Cheryl and Kelly Weidner (2011), "Enhancing New Product Adoption at the Base of the Pyramid: A Contextualized Model," *Journal of Product Innovation Management*, 29 (1), 21-32.

*Nakata, Cheryl and Subin Im (2010), "Spurring Cross-Functional Integration for Higher New Product Performance: A Group Effectiveness Perspective," *Journal of Product Innovation Management*, 27 (4), 554-571.

Sivakumar, K., Cheryl Nakata, Praveen Aggarwal, Ravindra Chitturi (2009), "Role of Non-Price Variables in Inter-Tier Competition," *Journal of Marketing Theory and Practice*, 17 (4), 359-375.

Nakata, Cheryl, Zhen Zhu, and Maria L. Kraimer (2008), "The Complex Contribution of Information Technology Capability to Business Performance," *Journal of Managerial Issues*, 20 (4), 485-509.

*Im, Subin and Cheryl Nakata (2008), "Crafting an Environment to Foster Integration in New Product Teams," *International Journal of Research in Marketing*, 23 (3), 164-172. (#1 marketing journal from Europe per ISI/SSCI impact rankings)

Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2007), "Self-Service Technology Effectiveness: The Role of Design Features and Individual Consumer Traits," *Journal of the Academy of Marketing Science*, 35 (4), 492-506.

* Equal contribution, as indicated in the publication

¹ Listed are only refereed (double-blind, peer-reviewed) articles. Consistent with the traditions in marketing and international business, all authors are listed in order of contribution.

REFEREED ARTICLES (cont'd)

Zhu, Zhen and Cheryl Nakata (2007), "Re-Examining the Link Between Customer Orientation and Business Performance: The Role of Information Systems," *Journal of Marketing Theory and Practice*, 15 (3), 187-204.

Nakata, Cheryl and Zhen Zhu (2006), "Information Technology and Customer Orientation: A Study of Direct, Mediated, and Interactive Linkages," *Journal of Marketing Management*, 22 (April), 319-354.

Nakata, Cheryl, Subin Im, Huengsoo Park, and Young-Won Ha (2006), "Antecedents and Consequence of Korean and Japanese New Product Advantage," *Journal of Business Research*, 59 (February), 28-36.

Berglind, Matthew and Cheryl Nakata (2005), "Cause-Related Marketing: More Buck Than Bang?" *Business Horizons*, 48 (September-October), 443-453.

Nakata, Cheryl and Yili Huang (2005), "Progress and Promise: The Last Decade of International Marketing Research," *Journal of Business Research*, 58 (May), 611-618.

Nakata, Cheryl and Yili Huang (2004), "Culture Studies in the Global Marketing Literature: Current State and Future Directions," *Journal of International Marketing and Market Research*, 29, 3 (October), 111-130.

Im, Subin, Cheryl Nakata, Heungsoo Park, and Young-Won Ha (2003), "Determinants of Korean and Japanese New Product Performance: An Inter-Relational and Process View," *Journal of International Marketing*, 11, 4 (December), 81-112. (#1 international marketing journal per ISI/SSCI impact rankings)

Sivakumar, K. and Cheryl Nakata (2003), "Designing Global New Product Teams: Optimizing the Effects of National Culture on New Product Development," *International Marketing Review*, 20, 4 (September), 397-445. (#2 international marketing journal per ISI/SSCI impact rankings)

Nakata, Cheryl (2002), "Activating the Marketing Concept in a Global Context: An MNC Country Managers' Perspective," *International Marketing Review*, 19 (1), March, 39-64.

*Sivakumar, K. and Cheryl Nakata (2001), "The Stampede Toward Hofstede's Framework: Avoiding the Sample Design Pit in Cross-Cultural Research," *Journal of International Business Studies*, 32, 3 (September), 555-574. (#1 international business journal per ISI/SSCI impact rankings)

Nakata, Cheryl and K. Sivakumar (2001), "Instituting the Marketing Concept in a Multinational Setting: The Role of National Culture," *Journal of the Academy of Marketing Science*, 29, 3, (Summer), 255-275.

Nakata, Cheryl (1999), "Beliefs-Based Businesses: Culture, Conflict, and Complement," *Business and Professional Ethics Journal*, 17, 3, (Fall), 31-78.

Meyers, Patricia, K. Sivakumar, and Cheryl Nakata (1998), "The Implementation of Industrial Innovations: Factors, Effects, and Marketing Implications," *Journal of Product Innovation Management*, 16, 3 (May), 292-311.

REFEREED ARTICLES (cont'd)

Nakata, Cheryl and K. Sivakumar (1997) "Factors in Emerging Markets and Their Impact on First Mover Advantages," *International Marketing Review*, 14, 6 (November), 461-485.

Marketing Science Institute, Working Paper No. 95-110, September 1995.
Harvard Business Review, summary in editorial briefings, May/June 1996.

Nakata, Cheryl and K. Sivakumar (1996), "National Culture and New Product Development: An Integrative Review," *Journal of Marketing*, 60 (January), 61-72. (#1 marketing journal per ISI/SSCI impact rankings)

INVITED ARTICLES

Nakata, Cheryl and C. Anthony Di Benedetto (2012), "Forward into the Future: The New Knowledge Needed to Advance NPD-Innovation Theory and Practice," *Journal of Product Innovation Management*, forthcoming. [Introductory article for special issue]

Nakata, Cheryl and Madhu Viswanathan (2012), "From Impactful Research to Sustainable Innovation for Subsistence Marketplaces," *Journal of Business Research*, forthcoming. [Introductory article for special issue]

Nakata, Cheryl (2012), "Creating New Products and Services for and with the Base of the Pyramid," *Journal of Product Innovation Management*, 29 (1), 3-5. [Introductory article for special issue]

Nakata, Cheryl (2003), "A Philosophy of Reviewing: Taking Cues from Henry James," *Journal of the Academy of Marketing Science*, 31 (3), Summer, 346-347.

Nakata, Cheryl and Zhen Zhu (2002), "Market Orientation: The Critical Role of Organizational Trust," *European Business Forum*, Issue 9, March, 56-59.

Nakata, Cheryl (2000), "Customer Orientation and National Culture," *Frankfurter Allgemeine Zeitung*, Series on International Corporate Culture (June, Number 174). (Leading daily newspaper in Germany)

Nakata, Cheryl (1999), "The Effects of National Culture on Organizational Responses to the Marketing Concept," *Marketing Science Institute*, Working Paper No.99-107. (Leading grant organization for marketing scholars)

Highlighted in *Insights from MSI*, Winter 1999/2000

PAPERS UNDER REVIEW

Various papers under review at *Sloan Management Review* and *Journal of Product Innovation Management*

REFEREED CONFERENCE PAPERS & PRESENTATIONS (paper details upon request)

2010 Academy of International Business Conference (1 paper)

(leading academic international business conference)

2009 American Marketing Association Summer Educators' Conference (1 paper)

(leading academic marketing conference)

REFEREED CONFERENCE PAPERS & PRESENTATIONS (cont'd)

2009 American Marketing Association Winter Educators' Conference (1 paper)
2007 American Marketing Association Summer Educators' Conference (1 paper)
2006 Academy of International Business Conference (1 paper)
2006 American Marketing Association Winter Educators' Conference (1 paper)
2005 American Marketing Association Summer Educators' Conference (1 paper)
2004 Frontiers in Services Marketing Conference (1 paper)
(leading academic services marketing conference)
2004 International Conference on Business (1 paper)
2003 American Marketing Association Summer Educators' Conference (1 paper)
2003 Academy of Marketing Science Conference (1 paper)
2002 American Marketing Association Summer Educators' Conference (1 paper)
2001 American Marketing Association Summer Educators' Conference (1 paper)
2000 American Marketing Association International Marketing Conference (1 paper)
1999 American Marketing Association Summer Educators' Conference (2 papers)
1998 Academy of Marketing Science Conference (1 paper)
1998 American Marketing Association Summer Educators' Conference (1 paper)
1996 American Marketing Association Summer Educators' Conference (1 paper)

RESEARCH BOOKS

Nakata, Cheryl (2009), *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, London, UK: Palgrave-Macmillan.

RESEARCH BOOK CHAPTERS

Nakata, Cheryl and Estelle Berger (2012), "New Product Development for the Base of the Pyramid: A Theory- and Case-Based Framework," *International Marketing Theory*, Subhash Jain and David Griffith (Eds.), New York, NY: Wiley, 349-375.

Nakata, Cheryl (2010), "Base of the Pyramid Markets: Culture Insights and Marketing Implications," in *International Encyclopedia of Marketing*, International Marketing volume, Jagdeeth Sheth and Naresh Malhotra (Eds.), New York, NY: Wiley, 1-8.

Nakata, Cheryl (2009), "Going Beyond Hofstede: Why We Need to and How," in *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, London, UK: Palgrave-Macmillan.

Nakata, Cheryl (2009), "Reflexive Considerations and Applications for Culture Theories in Global Marketing," in *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, London, UK: Palgrave-Macmillan.

Nakata, Cheryl and Elif Izberk-Bilgin (2009), "Culture Theories in Global Marketing: A Literature-Based Assessment," in *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, London, UK: Palgrave-Macmillan.

Nakata, Cheryl and K. Sivakumar (2007), "Instituting the Marketing Concept in a Multinational Setting: The Role of National Culture," in *SAGE's Major Works in International Marketing*, Masaaki Kotabe (ed.), Thousand Oaks, CA: Sage Publishing.

Nakata, Cheryl and Subin Im (2006), "Japanese New Product Advantage: A Comparative Examination," in *Management of Technology and Innovation in Japan*, Cornelius Herstatt,

RESEARCH BOOK CHAPTERS (cont'd)

Akio Nagahira, Hugo Tschirky, and Christoph Stockstrom (eds.), Berlin, Germany: Springer, 269-288 (also in Japanese and Russian editions).

Nakata, Cheryl (2003), "Culture Theory in International Marketing: An Ontological and Epistemological Examination," in *Handbook of Research in International Marketing*, Subhash Jain (ed.), Surrey, UK: Edward Elgar Publishing, 428-469.

RESEARCH HONORS & RECOGNITION

Top 100 (out of 2,488) International Business Researchers, 1997-2007, based on number of publications in top international business journals, per analysis by Xu, Yalcinkaya, and Seggie, 2008, *Asia Pacific Management Journal*, v25, 189-207.

Best Paper in Technology and E-Commerce Track, Finalist for Best Overall Conference Paper, American Marketing Association Summer Educator's Conference, 2007 (world's leading and largest academic marketing conference)

Best Paper in Marketing Research and Methods Track, Finalist for Best Overall Conference Paper, American Marketing Association Winter Educators' Conference, 1999

Best Overall Paper, Academy of Marketing Science Conference, 1998

Highly Commended Paper, *International Marketing Review*, 1998

Fellow, Haring Symposium, Indiana University, 1996

Fellow, American Marketing Association Doctoral Consortium, 1995

INVITED RESEARCH WORKSHOPS & PRESENTATIONS

"The Cutting Edge in NPD-Innovation: What We Need to Know," AMA Summer Educators Conference, August 5-7, 2011, invited speaker for special session on NPD-Innovation, San Francisco.

"Financial Services Innovation at the Base of the Pyramid" Academy of Marketing Science Conference, invited speaker for special session on "Marketing at the Base of the Pyramid," May 24-27, 2011, Coral Gables, Florida.

Junior Faculty Consortium, Speaker/Presenter, Academy of International Business, June 24-28, 2011, Nagoya, Japan (by invitation only).

"Innovating for the Base of the Pyramid: A Case- and Theory-Based Framework," Symposium on International Marketing Theory, University of Connecticut, Center for International Business Research and Education, June 10-12, 2010 (by invitation only, 25 researchers and journal editors, to assemble research monograph for Wiley).

"Culture, Technology, and Marketing: Perspectives and Advances," Research Seminar, University of Dortmund, Germany, May 2-5, 2009, (sole presenter invited to deliver research seminars to marketing faculty and doctoral students from Germany and Netherlands, and provide comments on doctoral student dissertations).

INVITED RESEARCH WORKSHOPS & PRESENTATIONS (cont'd)

“Base of Pyramid (BoP) Innovation and Markets,” AMA Summer Educators Conference, August 7-10, 2009, invited speaker on BOP marketing and innovation.

“Crafting Manuscripts and Reviewing for Journals: Some Guideposts from Recipients of the Journal of the Academy of Marketing Science Outstanding Reviewer Award,” Academy of Marketing Science Conference, Plenary Session, Washington, D.C., May 2003

“Faculty Development: The Early Years,” Winter Educators’ American Marketing Association Conference, Special Session, Orlando, Florida, February 2003

“The Dark Side of Self-Service Technologies: Exploring Failures from Customer and Firm Perspectives,” Center for Research on Information Technology (CRIM) Research Colloquium, Chicago, Illinois, February 2003

“State of the Art of Research in International Marketing,” (by invitation only, 23 researchers and journal editors), American Marketing Association and Centers for International Business Education and Research at the University of Connecticut, University of Wisconsin-Madison, University of Memphis, Michigan State University, University of California at Los Angeles, in Storrs, Connecticut, October 2001

RESEARCH CONFERENCE ORGANIZING

Co-Chair, Inaugural PDMA-UIC Doctoral Consortium, July 2011, Chicago

Co-Chair, Third Subsistence Marketplace Conference, “From Impactful Research to Sustainable Innovation,” UIC, July 2010 (co-organized with University of Illinois, Urbana-Champaign and co-sponsored with DePaul University and Dominican University)

Lead Chair, Culture Research Symposium, UIC, May 2008 (organized symposium of 25 top global market and management researchers to present and discuss studies on culture and cross-cultural issues)

Co-Chair, Research Forum, Product Development Management Association, September 2007 (world’s leading academic innovation research conference)

Co-Chair, Product and Brand Management Track, Academy of Marketing Science Conference, May 2007 (leading academic marketing research conference after AMA)

Co-Chair, Global Marketing Track, American Marketing Association, Winter Educators’ Conference, February 2005 (world’s leading academic marketing research conference)

RESEARCH GRANTS

CBA Raising the Research Profile Award, June 2011, \$500,000 for “Pharmacare Innovation,” with co-PIs Mary Beth Watson-Manheim, Jelena Spanjol, and Anna Cui.

Center for Research on Information Management, University of Illinois-Chicago, July 2001, \$15,000 for “Fix It or Leave It: Antecedents and Consequences of Perceived Control in Technology-Based Self-Service Failure Encounters”

RESEARCH GRANTS (cont'd)

Center for Research on Information Management, University of Illinois-Chicago, June 2000, \$17,000 for “A Marriage of Strange Bedfellows: Integrating MIS and Marketing for New Organizational Capabilities and Higher Performance”

Center for Research on Human Resources Management, University of Illinois-Urbana/Champaign and Chicago, March 1999, \$15,000 for “Designing Global New Product Teams: Optimizing the Effects of National Culture on New Product Development”

Center for Research on Information Management, University of Illinois, June 1998, \$16,000 for “Becoming Market Oriented: The Influence of Information Technology and Organizational Context”

Marketing Science Institute, July 1996, \$7,000 for “The Effects of National Culture on Organizational Responses to the Marketing Concept”

RESEARCH DISCIPLINES & INTERESTS

Disciplines: Marketing, International Business, Innovation, International Marketing

Interests: Culture, marketing strategy, global marketing strategy, information technology, new product development, management of innovation processes, developing or emerging countries, base of the pyramid (very poor, subsistence) markets

TEACHING ACTIVITIES & ACCOMPLISHMENTS

COURSES TAUGHT

International Marketing

 Doctoral (MKTG 586), Past 5-Year Average Evaluation of 5.0 (out of 5.0)

 MBA (MKTG 572), Past 5-Year Average Evaluation of 4.70 (out of 5.0)

 Undergraduate (MKTG 469), Past 5-Year Average Evaluation of 4.7 (out of 5.0)

International Business Operations

 MBA (MKTG 571), Past 5-Year Average Evaluation of 4.8 (out of 5.0)

Social Marketing

 MBA (MKTG 594), 2009-Present (4.6)

Independent Studies (Doctoral, MBA, Undergraduate)

TEACHING HONORS

Honors College Fellow of the Year, 2011 (top award to Honors College Faculty)

Favorite MBA Professor Award, Liautaud Graduate School of Business, UIC, 2010 (top teaching award in the MBA Program based on graduating class vote)

Global Marketplace Competition, 1st and 2nd Place Winners, Fall 2009, MBA Team Instructor (leading international business simulation competition with over 100 MBA teams from around the world participating)

Favorite MBA Professor Award, Liautaud Graduate School of Business, UIC, 2008

TEACHING HONORS (cont'd)

Honorable Mention, MBA Professor Teaching Award, Liautaud Graduate School of Business, UI C, Fall 2005

Favorite MBA Professor Award, Liautaud Graduate School of Business, UIC, Fall 2004

Global Marketplace Competition, 2nd Place Winner, Fall 2004, MBA Team Instructor

Who's Who Among America's Teachers, 2004, 2005

Who's Who in Business Higher Education, 2003, 2005

Faculty Mentor for Doctoral Students and New Assistant Professors, 2003 Academy of Marketing Science Conference (1 of 28, including editors of *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*)

Global Marketplace Competition, 1st Place Winner, MBA Team Instructor, Fall 2002

Dean's Commendation for Teaching Excellence, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2009

CHAired DISSERTATIONS & PH.D. GRADUATE PLACEMENT

Chengli (Jackie) Shu, Doctoral Candidate, Summer 2010-current, Placed at University of New South Wales

Kelly Weidner, Doctoral Candidate, Fall 2008-current, Placed at Dominican University

Elif Izberk-Bilgin, Assistant Professor of Marketing, Placed at University of Michigan-Dearborn, Fall 2006

Zhen Zhu, Associate Professor of Marketing, Placed at Babson College, Fall 2002

DISSERTATION COMMITTEE MEMBERSHIP

Dissertation Committee Member for Mohammed Razaghi, University of New South Wales, Ph.D. in Industrial Design, 2007-current

Dissertation Committee Member for Sharmin Attarin, UIC, Ph.D. Marketing, 2007-2010

Dissertation Committee Member for David Hansen, UIC, Ph.D. Marketing, 2004-2007

Dissertation Committee Member for Yili Huang, UIC, Ph.D. Marketing, 2002-2004

Dissertation Committee Member for James Watson, 2000-2002, UIC, Ph.D. in Information & Decision Sciences

SERVICE ACTIVITIES & ACCOMPLISHMENTS

COMMITTEE ON INSTITUTIONAL COOPERATION (CIC) ACADEMIC LEADERSHIP PROGRAM FELLOW, 2010-2011

One of five faculty selected from UIC by Provost to participate in CIC Fellows Program on higher education administration (Big Ten Universities, Northwestern University, and the University of Chicago)

PRODUCT DEVELOPMENT MANAGEMENT ASSOCIATION (PDMA)

(world's leading innovation management organization with over 3,000 members)

Vice President of Academic Affairs & Member of Board of Directors, 2010-2012

Responsible for overseeing/leading all academic community activities and events, including annual research forum, research competition, dissertation competition, along with initiating new events and programs and growing academic membership

Initiated and obtained funding for first Doctoral Consortium and Thought Leadership Symposium on innovation to be held July 2011 in cooperation with UIC, PDMA, and the *Journal of Product Innovation Management*

Co-Chair, Doctoral Consortium, 2011

Leading inaugural doctoral consortium on innovation to be held at UIC in 2011 cooperation with the PDMA

Chair, Research Competition, 2009

Organized and oversaw largest research competition for academic studies on innovation management with submission from around the world (provided research grants)

Co-Chair, Research Forum, 2007

Helped organize largest academic research conference on innovation management

EDITORIAL BOARD APPOINTMENTS

Editorial Review Board Member, *Journal of International Marketing*, April 2007-Present

Editorial Review Board Member, *Journal of International Business Studies*, 2006 – 2007, 2010-Present

Editorial Review Board Member, *Journal of International Management*, February 2002-Present

Editorial Review Board Member, *Journal of the Academy of Marketing Science*, July 2000-Present (reappointed four times and now serving under fourth Editor)

OTHER EDITORIAL AND AWARD JUDGING SERVICES

Co-Editor, Special Issue, "JPIM Thought Leadership Symposium: Research Agenda for NPD-Innovation," *Journal of Product Innovation Management*, 2012, forthcoming.

Co-Editor, Special Issue, "From Impactful Research to Sustainable Innovation," *Journal of Business Research*, 2012, forthcoming

Editor, Special Issue, "Creating New Products and Services for and with the Base of the Pyramid," *Journal of Product Innovation Management*, 39 (1), 2012.

OTHER EDITORIAL AND AWARD JUDGING SERVICES (cont'd)

Reviewer, Best Paper Award, Academy of Marketing Science, *Journal of the Academy of Marketing Science*, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010

Reviewer, Best Paper Award, *Journal of Product Innovation Management*, 2010

Judging Panel Member, Product Development Management Association, Research Grant Competition, 2006

Reviewer, Technology & Innovation Outstanding Paper Award, American Marketing Association, 2005

Organizing Member, Strategy Interest Group, American Marketing Association, 2000

SERVICE HONORS

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*, 2000 - 2003

Best Reviewer, Technology and Innovation Track, American Marketing Association Conference, 2002

Top Marketing Research Consultant, Abbott Laboratories, 1996

AD HOC BOOK AND JOURNAL REVIEWING

Book Manuscript Reviewer for Johnny Johansson (Georgetown University), Subhash Jain (University of Connecticut), Michael Czinkota (Georgetown University), Gerry Tellis (University of Southern California) 2003, 2004, 2005

Reviewer, *Academy of Management Review*, 2003-Present

Reviewer, *IEEE Communications*, 2008-Present

Reviewer, *International Marketing Review*, 1999-Present

Reviewer, *International Review of Retail, Distribution, and Consumer Research*, 2007-Present

Reviewer, *Journal of Business Research*, 2005-Present

Reviewer, *Journal of Marketing*, 1999-Present

Reviewer, *Journal of Marketing Research*, 1999-Present

Reviewer, *Journal of Retailing*, 2002-Present

Reviewer, *Journal of International Business Studies*, 2002-Present

Reviewer, *Journal of International Marketing*, 2004-Present

Reviewer, *Journal of Product Innovation Management*, 2008-Present

Reviewer, *Journal of Public Policy and Marketing*, 2011-Present

Reviewer, *Journal of Services Research*, 2006-Present

Reviewer, *Industrial Marketing Management*, 2004-Present

CONFERENCE REVIEWING, DISCUSSANT AND SESSION CHAIRING ACTIVITIES

Discussion Leader, Fourth Subsistence Marketplaces Conference, 2012

Session Chair, American Marketing Association Winter Educators' Conference, Global Marketing and Strategy Track, 2008

Session Chair, American Marketing Association Winter Educators' Conference, Special Sessions on Global Marketing Research Methods, 2005

Reviewer/Discussant, Product Development Management Association Academic Conference, 2004

CONFERENCE REVIEWING, DISCUSSANT AND SESSION CHAIRING ACTIVITIES (cont'd)

Reviewer/Discussant, Corporate Social Responsibility Conference, 2004
Reviewer/Discussant, American Marketing Association Summer & Winter Educators' Conferences, 1999, 2000, 2001, 2002, 2003, 2005, 2006, 2007, 2009
Reviewer/Discussant/Session Chair, Academy of Marketing Science Conference, 2000, 2002, 2003
Reviewer, Academy of Marketing Science Global Marketing Conference, 1999, 2000, 2001, 2005
Reviewer, World Marketing Congress, 2000, 2001, 2002
Reviewer, European Marketing Academy Conference, 2008
Reviewer, International Conference on Immigration, Consumption, and Markets, 2009
Reviewer, Consortium for International Marketing Research Conference, Holland, 2009
Reviewer, China International Business & Economic Conference, Beijing, 2009

MEDIA INTERVIEWS

Chicago Tribune, October 29, 2007, "U.S. Exit Strategy Splits Employers," an article on international off-shoring

UNIVERSITY SERVICE

Review Committee for School of Continuing Studies, 2012-present
Honors College Advisory Council, 2011-present
Vice Provost Committee on Diversity Cluster Hiring, 2012-2014
Provost's Committee to Study Potential Merger between CBA and CUPPA, 2010-2011
Vice Chancellor for Research's Community Disparities Research Advisory Council, 2010-present
University Diversity Strategic Thinking and Planning Committee, 2008-2012
University Faculty Grievance Committee, 2008-present
Chair, Subcommittee on Staff Diversity, University Diversity Strategic Thinking and Planning Committee, 2009
Chancellor's Committee on the Status of Asian Americans, 2009-2010
Facilitator, "Reflections and Conversations on Women and Diverse Identities in the Workplace," UIC Women's Leadership Symposium, June 2009
University Faculty Senate, 2005-2006
Honors College Fellow, 1999-current (advising/supervising 6 – 8 students per semester)
Honors College Student Admissions Panel, 2012
Honors College Scholarship Committee, 2003, 2004, 2012
University of Illinois, New Faculty Mentoring Program, Participant, 1997-current

COLLEGE SERVICE

Member, Dean's Search Committee, 2011-2012
Faculty Advisor, Net Impact, 2009-present (helped MBA students launch chapter and organize events)
Member, CBA Diversity Thinking and Planning Committee, 2009-present
CBA Student Relations Committee, 2001-present
CBA Undergraduate Programs Taskforce, 2005-2006
CBA Women's Information Network, Co-Founder/-Director, 1999-2004
MBA Committee, MBA Revitalization Taskforce Member, 1998-2000

DEPARTMENT SERVICE

Department Head, 2011-present
Department Advisory Committee, 2000-2002, 2005-2006, 2010-2011
Marketing Faculty Search Committee, 2008-2010
Mentoring Junior Marketing Faculty (Jelena Spanjol), 2007-present
Organizing Member, College of Business Administration Research Symposia, 2007-2008
Chair, Marketing Faculty Search Committee, 2005-2006
Chair, Marketing Undergraduate Curriculum Revision Committee, 2004-2005
Department BA 200 Book Development Committee, 2004-2005
Co-Coordinator, Department Research Colloquia Series, 2003-2005
Board of Directors, Center for Human Resources Management, 1999-2002
Department Head Search Committee, 1999-2000
Management Instructor Search Committee, 2002
Marketing Course Scheduling Committee, 1998-2000
Marketing Faculty Search Committees, 1998-2000, 2002, 2003, 2004, 2005
Organizer, Department Guest Speaker Program, 1998-1999
Department External Committee, 1997-1998
Department Learning Improvement Team, 1997-1998
Faculty Mentor to Doctoral Students, 1997-2000

COMMUNITY SERVICE

Provided marketing plans and consultation for New Moms, Inc. (Chicago's largest nonprofit serving at-risk homeless mothers and children), Spring 2009

Provided marketing plans and consultation for Distant Village (Chicago's first green packaging-social mission firm), Spring 2009

Adult counseling and mentoring, 1994-present

Served on advisory boards of, and provide pro bono consulting for, various not-for-profit organizations, 1994-present