

Curriculum Vitae

Ruby P. Lee, PhD

GENERAL INFORMATION

University Address: Department of Marketing
College of Business
Room 418 Rovetta Business Building
The Florida State University
Tallahassee, Florida 32306-1110
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E-Mail Address: rlee3@cob.fsu.edu

Web Site:

<http://www.cob.fsu.edu/Academic-Programs/Departments/Marketing/Faculty/Faculty-Profiles/Ruby-Pui-Wan-Lee>

EDUCATION

Ph.D. Washington State University, Pullman, WA (major: marketing).
MPhil. The Chinese University of Hong Kong, Hong Kong (major: marketing).
BSW (Honors). The University of Hong Kong, Hong Kong.

PROFESSIONAL EXPERIENCE

August 2010 – present	<u>Associate Professor</u> - Department of Marketing, The College of Business, The Florida State University (with tenure)
August 2006 – July 2010	<u>Assistant Professor</u> - Department of Marketing, The College of Business, The Florida State University
August 2003 – July 2006	<u>Assistant Professor</u> - Department of Marketing, College of Business, University of Nevada, Las Vegas
August 1999 – May 2003	<u>Graduate Assistant</u> - Department of Marketing, College of Business, Washington State University

Visiting Professorship

August - December 2013	<u>Shidler Visiting Scholar</u> - The Shidler College of Business, The University of Hawaii, Manoa
July 2013	<u>Visiting Associate Professor</u> - University of International Business and Economics, Beijing, China
June – July 2012	<u>Associate Professor</u> – FSU Valencia Study Center, Spain
July 2011	<u>Visiting Scholar</u> – Department of Marketing, College of Business, Sun Yat-Sen University, Guangzhou, China
July 2009	<u>Visiting Scholar</u> – Department of Management and Marketing, Faculty of Business, The Hong Kong Polytechnic University, Hong Kong
July - August 2008	<u>Visiting Professor</u> – Pacific Asian Management Institute and The Shidler College of Business, The University of Hawaii, Manoa

HONORS AND AWARDS

College of Business Summer Research Award (\$12,000), Florida State University (2012)

Best Competitive Paper Award, the 19th Meeting for the Consortium for International Marketing Research, Atlanta, GA (2011)

College of Business Summer Research Award (\$12,000), Florida State University (2011)

COFRA Summer Award (\$14,000), The Council on Research and Creativity, Office of Research, Florida State University (2010)

College of Business Summer Research Award (\$12,000), Florida State University (2009).

Recipient of the 2008 Tamer S. Cavusgil Award. American Marketing Association Foundation (2009)

Note: The 2008 S. Tamer Cavusgil Award is for the paper published in Journal of International Marketing during 2008 making the greatest contribution to marketing practice.

First Year Assistant Professor Award (\$16,000), The Council on Research and Creativity, Office of Research, Florida State University (2007).

Best Paper Award in Business-to-Business Marketing and Interorganizational Issues Track, American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA (2005)

Research Faculty of the Year, College of Business, University of Nevada, Las Vegas (2004)

Outstanding Research Award, Department of Marketing, College of Business, University of Nevada, Las Vegas (2004)

Travel Award (competitive), University of Nevada, Las Vegas (2004, 2005, 2006).

Outstanding Professor, Mitzi Hughes Scholarship Recognition Luncheon, UNLV Alumni Association, University of Nevada, Las Vegas (2004)

Honorable Mention Award, Marketing Doctoral Support Award Competition, Institute for the Study of Business Markets, The Pennsylvania State University (2003).

Honorable Mention Award, “Linking Marketing to Financial Performance and Firm Value” Research Competition, Marketing Science Institute and the *Journal of Marketing* (2002).

Note: one of seven winners selected from over 110 entries.

PUBLICATIONS

1. Sun, Sunny L. and **Ruby P. Lee** (*forthcoming*), “Enhancing Innovation through International Joint Venture Portfolios: From the Emerging Firm Perspective,” *Journal of International Marketing*. [Equal contribution]
2. **Lee, Ruby P.**, Xinlin Tang, Xitong Guo (*forthcoming*), “Enhancing Market Responsiveness through Knowledge Transfer and Knowledge Codification: Evidence from Foreign Subsidiaries in China,” *Advances in International Marketing*.
3. Wei, Yinghong (Susan), Saeed Samiee, and **Ruby P. Lee** (*forthcoming*), “The Influence of Organic Organizational Culture, Market Responsiveness, and Product Strategy on Firm Performance in an Emerging Market,” *Journal of the Academy of Marketing Science*.
4. Wei, Yinghong (Susan), Hugh O’Neill, **Ruby P. Lee**, and Nan Zhou (*forthcoming*), “The Impact of Innovative Culture on Individual Employees: The Moderating Role of Market Information Sharing,” *Journal of Product Innovation Management*.
5. **Lee, Ruby P.** and Kevin Z. Zhou (2012), “Is Product Imitation Good for Firm Performance? An Examination of Product Imitation Types and Contingency Factors,” *Journal of International Marketing*, 20 (3), 1-16. (Lead Article)
6. **Lee, Ruby P.**, Jean L. Johnson, and Xinlin Tang (2012), “An Investigation into the Role of IT Integration, Relationship Predictability and Routinization in Interfirm Relationships: From the Structuration Perspective,” *Industrial Marketing Management*, 41, 368-377.
7. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen (2011), “Linking Customer Resources to Firm Success,” *Journal of Business Research*, 64 (4), 394-400.

8. **Lee, Ruby P.** (2010), "Extending the Environment-Strategy-Performance Framework: What Are the Roles of MNC Network Strength, Market Responsiveness, and Product Innovation," *Journal of International Marketing*, 18 (4), 58-73.
9. Kim, Daekwan and **Ruby P. Lee** (2010), "Systems Collaboration and Strategic Collaboration: Their Impacts on Supply Chain Responsiveness and Market Performance," *Decision Sciences*, 41 (4), 955-981.
10. **Lee, Ruby P.** and Jean L. Johnson (2010), "Managing Multiple Facets of Risk in New Product Alliances," *Decision Sciences*, 41 (2), 271-300.
11. **Lee, Ruby P.** and Daekwan Kim (2010), "Implications of Service Processes Outsourcing on Firm Value," *Industrial Marketing Management*, 39 (5), 853-861.
12. Tseng, Chiung-Hui and **Ruby P. Lee** (2010) "Host Environmental Uncertainty and Equity-Based Entry Mode Dilemma: The Role of Market Linking Capability," *International Business Review*, 19 (4), 407-418.
13. **Lee, Ruby P.**, Gregory O. Ginn, and Gillian Naylor (2009), "The Impact of Network and Environmental Factors on Service Innovativeness," *Journal of Services Marketing*, 23 (6), 397-406
14. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu (2009), "In Search of Platforms to Increase Market Responsiveness: Evidence from Foreign Subsidiaries," *Journal of International Marketing*, 17 (2), 59-73.
15. **Lee, Ruby P.** and Qimei Chen (2009), "The Immediate Stock Returns on New Product Announcements: The Role of Firm Resources and Size," *Journal of Product Innovation Management*, 26 (1), 97-107. [Equal Contribution]
16. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2008), "Understanding the Antecedents of Collateral Learning in New Product Alliances," *International Journal of Research in Marketing*, 25 (3), 192-200.
17. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson, (2008) "Knowledge Transfer between Multinational Corporations' Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes," *Journal of International Marketing*, 16 (2), 1-31.

Note: The paper receives the 2008 S. Tamer Cavusgil Award, which is selected after a vote by the Editorial Review Board of the Journal of International Marketing and assessment of the finalists by the S. Tamer Cavusgil Award Committee (i.e., Rajeev Batra of the University of Michigan, Kate Gillespie of the University of Texas at Austin and David A. Griffith of Michigan State University). The S. Tamer Cavusgil Award is for the paper published in JIM during 2008 making the greatest contribution to marketing practice.

18. Tong, Pingsheng, Jean L. Johnson, Uchila N. Umesh, and **Ruby P. Lee** (2008), "A Typology for Interfirm Relationships: The Role of Information Technology and Reciprocity," *Journal of Business and Industrial Marketing*, 23 (3), 178-192.

19. Citrin, Alka V., **Ruby P. Lee**, and Jim McCullough (2007), "Information Use and New Product Outcomes: The Contingent Role of Strategy Type," *Journal of Product Innovation Management*, 24 (3), 259-273.
20. Ginn, Gregory O. and **Ruby P. Lee** (2006), "Community Orientation, Strategic Flexibility, and Financial Performance in Hospitals," *Journal of Healthcare Management*, 51 (2), 111-122.
21. **Lee, Ruby P.** and Rajdeep Grewal (2004), "Strategic Responses to New Technologies and Their Impact on Firm Performance," *Journal of Marketing*, 68 (October), 157-171.
22. Johnson, L. Jean, **Ruby P. Lee**, Amit Saini, and Bianca Grohmann (2003), "Market-Focused Strategic Flexibility: Conceptual Advances and an Integrative Model," *Journal of the Academy of Marketing Science*, 31 (1), 74-89.
23. Tse, Alan C. B. and **Ruby Lee** (2001), "Zapping Behavior during Commercial Breaks," *Journal of Advertising Research*, 41 (3), 25-30.
24. Sin, Leo Y. M., Gordon Cheung, and **Ruby Lee** (1999), "Methodology in Cross-cultural Research -- A Review and Critical Assessment," *Journal of International Consumer Marketing*, 11 (4), 75-96.

Invited Monographs Published

Lee, Ruby P. (2008), *The Role of Risk in New Product Alliances: Implications on Governance and New Product Success*, Germany: VDM Verlag Dr. Müller Aktiengesellschaft & Co. KG. (ISBN-13: 9783639079579)

Invited Book and Monograph Chapters Published

Lee, Ruby P. and Qimei Chen (2009), "Between Information System Integration and Firm Performance, What Are the Missing Links?" in *Handbook of Business Practices and Growth in Emerging Markets*, Satyendra Singh (ed.). Singapore: World Scientific Publishing Company Inc. (ISBN-13: 9789812791771).

Refereed Proceedings Published

1. **Lee, Ruby P.** and Xinlin Tang, "Does It Pay Off to be Innovative and Imitative Oriented in An Emerging Market?" Abstracted in the 2012 AIB-SE Annual Conference, Fort Lauderdale, FL.
2. He, Yi, Qimei Chen, Leona Tam, and **Ruby P. Lee**, "Love Me, Love My Dog: An Examination of Sub-Branding Strategy," abstracted in *the Summer 2012 AMA Conference Proceedings*, Chicago, IL.

3. Wei, Susan, **Ruby P. Lee**, and Saeed Samiee, "From Organic Cultures to Firm Performance: The Role of Market Responsiveness and Product Strategy Change in Emerging Markets," abstracted in *the Winter 2012 AMA Conference Proceedings*, St. Pete, FL.
4. **Lee, Ruby P.** and Kevin Z. Zhou, "An Examination of Product Imitations and Contingency Factors," abstracted in *the Summer 2011 AMA Conference Proceedings*, San Francisco, CA.
5. Wei, Yinghong and **Ruby P. Lee**, "From Market Information Responsiveness to Organizational Change: The Roles of Organic Cultures as Strategic Resources," abstracted at *the 2011 Atlanta Competitive Advantage Conference*, Atlanta, GA.
6. Sun, Sunny L. and **Ruby P. Lee**, "Boosting Innovation through Leveraging International Alliance Network Embeddedness: Evidence from Chinese Domestic Firms," abstracted in *the Summer 2011 AMA Conference Proceedings*, San Francisco, CA.
7. Kim, Daekwan, **Ruby P. Lee**, and S. Tamer Cavusgil, "Customer Value Creation: The Role of Supply Chain Responsiveness," published in *the Summer 2009 AMA Conference Proceedings*, Chicago, IL. (Equal contribution by the first two authors)
8. Sun, Sunny Li, Mike P. Peng, **Ruby P. Lee**, and Weiqiang Tan, "Institutional Advancement and Outbound Internationalization," published in *the 2009 Academy of Management Annual Meeting Proceedings*, Chicago, IL.
9. Tseng, Chiung-Hui and **Ruby P. Lee**, "Managing Host Country Environmental Challenges with Market Linking Capability: Effects on Foreign Ownership Choice," *American Marketing Science World Marketing Congress*, Oslo, Norway, July 2009.
10. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu, "In Search of Paths to Increase Market Responsiveness: Evidence from Foreign Subsidiaries," published in *the Summer 2008 American Marketing Association Conference Proceedings*, San Diego, California, USA.
11. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen, "Implications of Marketing Program Implementation on Firm Performance: Evidence from the Retailing Industry," published in *the Summer 2008 American Marketing Association Conference Proceedings*, San Diego, California
12. **Lee, Ruby P.** and Daekwan Kim, "Implications of Service Outsourcing on Firm Value," published in *the 2008 Academy of International Business (AIB) Conference Proceeding*, Milan, Italy.
13. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu, "Setting a Platform to Enhance Foreign Subsidiaries' Market Responsiveness," published in *the 2008 Academy of Marketing Science Annual Conference Proceedings*, Vancouver, Canada.

14. Sun, Li, Mike W. Peng, **Ruby P. Lee**, and Weiqiang Tan, “Institutional Transitions and Internationalization Strategy,” published in *the 2008 International Association for Chinese Management Research (IACMR) Conference Proceedings*, Guangzhou, China.
15. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson, “Enhancing New Product Outcomes through Knowledge Transfer within MNC Networks,” published in *the 2007 Summer American Marketing Association Conference Proceedings*, Washington D.C.
16. **Lee, Ruby P.** and Sheila Romulo, “Financial Returns of B2B Outsourcing Decisions,” published in *the 2007 Academy of Marketing Science Annual Conference Proceedings*, Coral Gables, Florida.
17. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson, “Managing the Challenge of Globalization through Knowledge Transfer and Knowledge Creation: From a Network and Contingency Perspective,” published in *the 2006 Institute for the Study of Business Markets (ISBM) Bi-Annual Conference Proceedings*, Chicago, Illinois.
18. **Lee, Ruby P.** and Qimei Chen, “The Role of Firm Resources and Characteristics on the Market Valuation of New Product Announcements,” published in *the 2006 Winter American Marketing Association Educators’ Conference Proceedings*, St. Petersburg, Florida, p. 69-70.
19. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal, “Managing Multiple Facets of Risk through Governance Mechanisms: The Case of New Product Alliances,” published in *the 2005 American Marketing Association Educators’ Conference Proceedings*, Summer, San Francisco, California. Note: *The paper was selected as the Best Paper in Track.*
20. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal, “The Determinants of Joint Absorptive Capacity – The Case of New Product Alliances in High-Tech Industries,” published in *the 2004 American Marketing Association Educators’ Conference Proceedings*, Winter, Scottsdale, Arizona, p. 130-131.
21. Citrin, Alka V., **Ruby P. Lee**, Rajdeep Grewal, and Jim McCullough, “The Moderating Role of Strategic Flexibility in the Relationship between Market Information Use and New Product Outcomes,” published in *the 2002 American Marketing Association Educators’ Conference Proceedings*, Summer, San Diego, California, p. 412-413.
22. **Lee, Ruby P.** and Rajdeep Grewal, “A Study of the Role of the Regulatory Environment on the Emergence of Retail Organizational Forms in China,” published in *the 2002 American Marketing Association Educators’ Conference Proceedings*, Winter, Austin, Texas, p. 23-25.

PRESENTATIONS

Invited Academic Presentations

1. **Lee, Ruby P.** (2012, December). When Do Process Alignment and Partnering Flexibility Work in Managing a Supplier Portfolio? The Role of Product Life Cycle. Department of Marketing, School of Business, Hong Kong Baptist University, Hong Kong.
<http://bus.hkbu.edu.hk/hkbusob/upload/20121206053933.pdf>
2. **Lee, Ruby P.** (2012, May). The Influence of Organizational Culture, Market Responsiveness, and Product Strategy on Firm Performance in an Emerging Market. Department of Marketing, College of Business, Florida State University
3. **Lee, Ruby P.** (2011, July). Two Presentations: (1) The Myth of Publication (delivered to marketing faculty and doctoral students), (2) Think Big, Go Global (delivered to undergraduate students), invited by the Department of Marketing, College of Business, Sun Yat-Sen University, Guangzhou, China.
Read the news at <http://bus.sysu.edu.cn/en/NewsContent.aspx?typeid=5e47354f-92bd-4dc9-a849-eac415389dba&newsid=d684a682-549f-4970-9de2-105c7922f793>
4. **Lee, Ruby P.** (2009, July). When Should a Foreign Firm Turn to Its MNC Network for Resources? Paper presented at a seminar hosted by the Department of Management and Marketing, Faculty of Business, The Hong Kong Polytechnic University, Hong Kong

Refereed Papers Presented at Conferences

1. **Lee, Ruby P.** (2012, December), “An Examination of the Antecedents and Consequences of Innovation and Imitation Orientations in China.” Paper presented at the SMS Special Conference on “Competing and Cooperating in and for China.”
2. **Lee, Ruby P.** and Xinlin Tang (2012, October), “Does It Pay Off to be Innovative and Imitative Oriented in An Emerging Market?” Paper presented at the 2012 AIB-SE Annual Conference, Fort Lauderdale, FL
3. **Lee, Ruby P.** and Kevin Z. Zhou (2011, August), “An Examination of Product Imitations and Contingency Factors.” Paper presented at *the Summer 2011 AMA Conference*, San Francisco, CA.
4. Sun, Sunny L. and **Ruby P. Lee** (2011, August), “Boosting Innovation Through Leveraging International Alliance Network Embeddedness: Evidence from Chinese Domestic Firms.” Paper presented at *the Summer 2011 AMA Conference*, San Francisco, CA.

5. Sun, Sunny Li and **Ruby P. Lee** (2011, April). Leveraging Network Embeddedness to Enhance Innovation: Evidence from Chinese Firms. Paper presented at the Consortium for International Marketing Research, Atlanta, GA.
6. Kim, Daekwan, **Ruby P. Lee**, and S. Tamer Cavusgil (2009, August). Customer Value Creation: The Role of Supply Chain Responsiveness. Paper presented at the Summer 2009 AMA Conference, Chicago, IL. Note: Equal contribution by the first two authors.
7. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu (2008, August). In Search of Paths to Increase Market Responsiveness: Evidence from Foreign Subsidiaries. Paper presented at the 2008 Summer American Marketing Association Conference, San Diego, California.
8. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen (2008, August). Implications of Marketing Program Implementation on Firm Performance: Evidence from the Retailing Industry. Paper presented at the Summer 2008 American Marketing Association Conference, San Diego, California.
9. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson (2007, August). Enhancing New Product Outcomes through Knowledge Transfer within MNC Networks. Paper presented at the 2007 Summer American Marketing Association Conference, Washington D.C.
10. **Lee, Ruby P.** and Sheila Romulo (2007, May). Financial Returns of B2B Outsourcing Decisions. Paper presented at the 2007 Academy of Marketing Science Annual Conference, Coral Gables, Florida.
11. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson (2006, August). Managing the Challenge of Globalization through Knowledge Transfer and Knowledge Creation: From a Network and Contingency Perspective. Paper presented at the 2006 Institute for the Study of Business Markets (ISBM) Bi-Annual Conference, Chicago, Illinois.
12. Jean L. Johnson and **Ruby P. Lee** (2006, February). The Information Technology Paradox in Relational Bonding: The Mediating Role of Relational Displacement. Paper presented in special session "Challenges to Relationship Commitment," Chaired by Steven P. Brown at the 2006 Winter American Marketing Association Educators' Conference, St. Petersburg, Florida.
13. **Lee, Ruby P.** and Qimei Chen (2006, February). The Role of Firm Resources and Characteristics on the Market Valuation of New Product Announcements. Paper presented at the 2006 Winter American Marketing Association Educators' Conference, St. Petersburg, Florida.
14. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2005, August). Managing Multiple Facets of Risk through Governance Mechanisms: The Case of New Product Alliances. Paper presented at the 2005 Summer American Marketing Association Educators' Conference, San Francisco, California.

**The paper was selected as the Best Paper in Track.*

15. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2004, February). The Determinants of Joint Absorptive Capacity – The Case of New Product Alliances in High-Tech Industries. Paper presented at the 2004 Winter American Marketing Association Educators' Conference, Scottsdale, Arizona.
16. **Lee, Ruby P.** and Rajdeep Grewal (2002, February). A Study of the Role of the Regulatory Environment on the Emergence of Retail Organizational Forms in China. Paper presented at the 2002 Winter American Marketing Association Educators' Conference, Austin, Texas.

CONTRACTS AND GRANTS

Contracts and Grants Funded

1. Johnson, Jean L. and **Ruby P. Lee**. The Information Technology Paradox in Interfirm Relationships: The Mediating Role of Relational Displacement in Industrial Service Relations. Funded by the Institute for the Study of Business Markets (ISBM), The Pennsylvania State University (2006-2007). Total award (\$6,708).
2. **Lee, Ruby P.** The Role of Knowledge Management and Information Technology in Navigating Market Knowledge. Funded by the Center of International Business Education and Research (CIBER) at Brigham Young University and the CIBER at the University of Colorado at Denver and Health Sciences Center (\$3,000), and matched (\$3,000) by the College of Business at the University of Nevada, Las Vegas (2005-2006). Total award (\$6,000).
3. **Lee, Ruby P.** and Qimei Chen. New Product Announcements: The Effect on the Market Value of US-Based Multinational Corporations and Their Competitors. Funded by the Center of International Business Education and Research at the University of Hawaii, Manoa (2004-2005). Total award (\$7,740).
4. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson. An Investigation into Learning and Market Knowledge Transfer within Multinational Corporations. Funded by the Center of International Business Education and Research at the University of Hawaii, Manoa (2004-2005). Total award (\$8,000).
5. **Lee, Ruby P.** and Rajdeep Grewal. Interfirm Network Positions: A Study of Horizontal and Vertical Networks. Funded by the Marketing Science Institute (2004-2005). Total award (\$7,833).
6. **Lee, Ruby P.** Exploring Network Management Capabilities and Network Positions in An Emerging Market. Funded by the Office of Research and Graduate Studies, University of Nevada, Las Vegas (2004-2005). Total award (\$7,464).

TEACHING

Courses Taught

Graduate Level:

Doctoral Seminar in Marketing Strategy, Fall 11
MBA Global Marketing Strategy, Summer 10, 11
MBA Customer Satisfaction and Service Quality Measurement, Fall 04, Fall 05
Directed Individual Study, Spring 10, Spring 11

Undergraduate Level:

Marketing Principles, Summer 12 (Valencia campus)
Marketing Seminar – Product Innovations Management, Spring 10
International Management, Spring 09
Directed Individual Study, Spring 09
Field Study Marketing, Spring 09
Multinational Business Operations, Fall 06, Spring and Fall 07, Spring 09, Fall 10, Summer 11, Fall 11, Summer 12 (Valencia campus), Fall 12, Spring 13
Multinational Marketing, Spring, Summer, and Fall 08, Fall 09, Spring 10, Summer 10, Spring 12, Summer 12, Spring 13
Consumer Behavior, Summer 06
Marketing Research, Fall 03, Spring and Fall 04, Spring and Fall 05, Spring 06
Principles of Marketing, Summer 02
Retailing Management, Summer 01, Spring 02

Member of Doctoral Dissertation Supervisory Committees

Gary Futrell, Department of Marketing, College of Business, Florida State University, Tallahassee, FL, graduated in Spring 2012

Horace Melton, Department of Marketing, College of Business, Florida State University, Tallahassee, FL, graduated in August 2007

Pingsheng Tong, Department of Marketing, College of Business, Washington State University, Pullman, WA, graduated in May 2007.

Chair of Bachelor's Thesis Supervisory Committees

Sheila Mae P. Romulo, Honors thesis title: Strategic and Financial Implications of Outsourcing, Honors College and College of Business, University of Nevada, Las Vegas, completed in June 2006

Member of Bachelor's Thesis Supervisory Committees

Leigh-Ann Oberg, Honors thesis title: The Impact of Video Conferencing on the Communications Style of Business Managers: Does Communication Culture Matter? College of Business, The Florida State University (December 2010)

Mark Morrison, Honors thesis title: Short Selling, Credit Crunch, and the Collapse of Investment Banks, The College of Business, Florida State University (2009)

Directed Individual Studies

Graduate students:

Erica Boyd (Spring 2011), “Corporate Social Responsibility of Global 100 Firms.”

Carl Clement IV (Spring 2010), “International Marketing Strategy: Wendy’s Internationalization in China.”

Undergraduate students:

Molly Menke (Spring 2009), “Doing Business in China. Should Firms Keep the *Guanxi* Going?”

SERVICE

The Florida State University

College of Business

Faculty Senate, 2011-2012

Committee Chair, College Library Committee, April 2010 – present

Committee Member, College Scholarship Committee, 2010

Committee Member, College Library Committee, 2006 – April 2010

Committee Member, Ethics Roundtable Committee, August 2008 – July 2009

Department of Marketing

Member, Master’s Policy Committee, 2007 - present

The University of Nevada, Las Vegas

Department of Marketing

Member, Faculty Search Committee 2004, 2005, 2006

The Profession

Editorial Boards

Guest Co-Editor, Industrial Marketing Management – Special Issue on “Innovation in and from Emerging Economies”

Board Member, American Journal of Business, June 2012 to present

Board Member, Industrial Marketing Management, April 2011 to present

Board Member, Journal of International Marketing, July 2012 to present

Board Member, Journal of World Business, January 2010 to present

Ad-Hoc Reviewer for Refereed Journals

Asia Pacific Journal of Management, 2009 to present

Decision Sciences, 2010 to present

Industrial Marketing Management – the special issue of New Product Development in Asia (Vol. 35 No. 3, 2006)

International Journal of Business and Emerging Markets, 2007 to present

International Journal of Technology Management, Special Issue, 2003

Journal of the Academy of Marketing Science, 2011 to present

Journal of Business Research, 2011 to present

Journal of Business Venturing, 2010 to present

Journal of International Marketing, 2009 to present

Journal of Product Innovation Management, 2006 to present

Journal of Business and Industrial Marketing, Special Issue 2008

Journal of Product Innovation Management – Special Issue “Effective Global Product Innovation and Launch,” 2005

Marketing Letters, 2009 to present

Omega, The International Journal of Management Science, August 2012 to present

Ad-Hoc Reviewer for Refereed Conference Papers

American Marketing Association Conferences 2005, 2006, 2007, 2009, 2011, 2012

Academy of Marketing Science Conferences 2007, 2009

Academy of International Business Conferences 2008

Administrative Sciences Association of Canada Conference 2012

European Marketing Academy Conferences 2004, 2005

Society of Marketing Advances 2008, 2010, 2011

Service to Professional Associations

Track Chair, Innovation, Institutions, and Emerging Markets, Academy of International Business-Southeast (AIB-SE) USA 2013 Conference, Atlanta, Georgia, October 2013.

Track Co-chair, the New Product and Development Track, 2013 American Marketing Association Summer Conference, Boston, MA, August, 2013.

Vice President of Membership, American Marketing Association - Relationship Marketing Special Interest Group (February 2006 to 2009)

Reviewer, Annual Dissertation Proposal Competition, Institute for the Study of Business Markets, The Pennsylvania State University, 2005 to 2008

Membership in Professional Organizations

American Marketing Association
Academy of International Business