

FACULTY DATA SHEET

Dr. John B. Ford
Professor of Marketing
164 W. Belvedere Road
Norfolk, Virginia 23505

ACADEMIC CREDENTIALS

Doctor of Philosophy, 1985, The University of Georgia. Dissertation Title: "The Use of the Logit Model to Create a Market Share Model for Industry to Aid the Marketer in Strategic Market Planning."

Major: Marketing

Supporting Discipline: Cultural Anthropology/Political Geography

Masters of Business Administration, 1983, The University of Georgia

Major: Marketing

Bachelor of Arts, 1971, Yale University

Major: English

Minor: Clinical Primatology

TEACHING EXPERIENCE

Hired as Assistant Professor of Marketing by the Department of Marketing, College of Business and Public Administration, Old Dominion University, July 1985

Served as Assistant Professor of Marketing, Department of Marketing, College of Business and Public Administration, Old Dominion University, July 1985 - March 1991

Given tenure and promoted to Associate Professor of Marketing, April 1, 1991

Served as Associate Professor of Marketing, Department of Business Administration, College of Business and Public Administration, Old Dominion University, April 1991 - 1997.

Promoted to Professor of Marketing, April 15, 1997.

Promoted to Eminent Scholar, April 15, 2010.

PUBLICATIONS

Evidence of Research Scholarship

The most significant accomplishment in Research for me was the AMS Distinguished Fellow Award presented to me at the Academy of Marketing Science national conference in Coral Gables, Florida in May of 2007. This award is given to members of the marketing discipline who are members of the Academy of Marketing science who have made a significant contribution to the discipline in terms of their scholarly works as well as service to the Academy of Marketing Science. No more than 3 percent of the entire membership of the Academy of Marketing Science (1,600 members) can be awarded the distinction of Distinguished Fellow.

I was identified in a recent article in *Asia Pacific Journal of Management* as one of the top 100 researchers in the world in the field of international business given the period from 1996-2006 in a content analysis of the top six journals in international business. I was listed as #5 for the *International Marketing Review*, and I was # 85 for all publications during that time period. Old Dominion University was identified as #17 in the world as host to the most prolific authors in international business.

I was awarded the Faculty Research Award for the 2011/2012 Academic Year along with the 2005/2006 and 1995/96 Academic Years for the College of Business and Public Administration. I also received awards for four of my publications as “Best of Track” papers at national and international conferences, and one actually received the best of conference paper award in 2004. I have been able to increase my publication efforts since receiving tenure at Old Dominion, while also continuing to perform at consistently high levels in terms of my teaching and service. *I am the only faculty member in the College of Business and Public Administration to have won all three of the College awards for research (2011/2012, 2005/2006 and 1995/96), service (1991/92 and 2003/04) and teaching (1989/90).*

I have published 81 journal articles and 106 conference proceedings to date (187 articles in total). My research has led to my being chosen as the Executive Editor for North America for the Journal of Advertising Research along with being appointed to the review boards of ten other Marketing Journals: Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Business Research, International Journal of Advertising, Journal of International Marketing, International Marketing Review, International Journal of Nonprofit and Voluntary Sector Marketing, Marketing Education Review, Cornell Hospitality Quarterly and Journal of Marketing Theory and Practice, and I have also reviewed for eight other high-quality academic journals related to the Marketing Discipline. I have also served as the special Issue Editor for International Marketing Review for a special issue on Cross-Cultural Issues in Marketing Research that appeared in December of 1996, for a special issue on Legal Issues in International Marketing Management which appeared in the Spring of 2000, and for a special issue focusing on cross-cultural/national research in Services Marketing that was published in Fall of 2005. I co-edited a special issue of International Marketing Review with Vicky Crittenden focusing on

International Marketing Strategy for publication in 2016. My research was a major factor in my being invited to be a Visiting Professor for January through March of 2009 at City University of London in the Cass Business School and as a Visiting Professor for April and May of 2009 at Curtin University of Technology in Perth, Australia in their School of Marketing. I was also invited as a Visiting Professor during the Spring semester of both 2007, 2008, 2010 and 2012 at Curtin University of Technology in Perth, Australia, Fall semester of 2005 at the National Graduate School of Management, The Australian National University, during the fall semester of 2004 at the University of Westminster, UK, as a Visiting Professor in 1998 at Henley Management College in Henley-on-Thames, England and during the summers of 1993 and 1994 in New Zealand at the University of Waikato in Hamilton, New Zealand. Faculty and students were already aware of my work in international advertising and nonprofit strategy. I was invited to give a keynote address at the Irish Academy of Management at its Annual Conference in September of 2008 in Dublin on cross-cultural scale development and issues in research methodology.

I have served in many capacities with regard to service to my profession. I have reviewed articles, served as session chair and served as discussant for meetings for the American Marketing Association, the Academy of Marketing Science, the Society for Marketing Advances, the Southern Marketing Association, and the Academy of International Business Northeast U.S. and Southeast Asia Chapters. I am presently serving on the Board of Governors of the Academy of Marketing Science, and previously was elected as the President of the Academy of Marketing Science from 2008-2010. I have also been a Track Chairman for meetings for the Academy of Marketing Science and the Society for Marketing Advances as well as the Academy of International Business Northeast Chapter. Finally, I was a Program Co-Chairman for the 1996 Academy of International Business Northeast U.S. Chapter Annual Conference. I have also served as Local Arrangements Coordinator and Conference Proceedings Editor for the Academy of Marketing Science National Conference in 1998. I was also appointed as the Conference Program Chair for the Academy of Marketing Science 10th Biennial World Marketing Congress held in Cardiff, Wales in June of 2001 and the Conference Program Co-Chair for the 16th Biennial World Marketing Congress in Melbourne, Australia in July of 2013, and I am the Conference Program Chair for the 2018 World Marketing Congress in Porto, Portugal. I also served as the Editor of the Academy of Marketing Science Quarterly Newsletter for 1999 through 2006 and the Track Chairman for the Global/International Marketing Track for the 11th and the 12th Biennial World Marketing Congresses in Perth, Australia and Muenster, Germany in July of 2003 and 2005. I have also served as track chairman for the Global Marketing Strategy Track for the Academy of Marketing Science National Conference in Vancouver, British Columbia in May of 2004 and for the Doctoral Colloquium Tracks for the Academy of Marketing Science National Conferences in Tampa, Florida in 2005, in San Antonio, Texas in 2006, in Coral Gables, Florida in 2007, in Vancouver, British Columbia in 2008, in Baltimore, Maryland and Oslo, Norway in 2009, and in Portland, Oregon and Lille, France in 2010.

I have worked closely with a number of doctoral students since receiving tenure. I have

published 37 journal articles and 44 conference proceedings with doctoral students. I have served on the dissertation committees for 31 doctoral students, and I was the Chairman of 22 of these committees. I was chosen to serve as the Co-Chairman of a doctoral dissertation committee for the University of Waikato in Hamilton, New Zealand because of my international research in Marketing, and because they did not have staff members with sufficient knowledge of the academic literature in the area. I was awarded one of the very first Old Dominion University Doctoral Mentoring Awards in May of 2008 for my work with my doctoral students.

My articles have also been cited by authors in the following journals (None of these articles were written by me):

European Journal of Marketing
Industrial Marketing Management
International Journal of Advertising
International Marketing Review
Journal of the Academy of Marketing Science
Journal of Advertising
Journal of Advertising Research
Journal of Business Research
Journal of International Business Studies
Journal of International Marketing
Journal of Retailing
Journal of Current Issues and Research in Advertising
Journal of Marketing Education
Journal of Personal Selling & Sales Management
Journalism and Mass Communication Quarterly
Marketing Education Review
International Journal of Nonprofit and Voluntary Sector Marketing
Journal of Business Ethics
Nonprofit and Voluntary Sector Quarterly
Sex Roles
Stanford Social Innovation Review
Teaching of Psychology

Journal Articles (Blind Reviewed and Refereed)

Ford, John B., “Cost vs. Credibility: The Student Sample Trap in Business Research,” accepted for publication in European Business Review.

Solo Author responsible for 100% of the work on the paper.

Merchant, Altaf, John B. Ford, Christian Dianoux and Jean-Luc Hermann (Forthcoming), “Consumer Reactions to Nostalgic Advertising in Ascription Cultures: Evidence from France,” accepted for publication in International Journal of Advertising and available online at <http://dx.doi.org/10.1080/02650487.2015.1090049>.

Second Author responsible for 40% of the work on the paper.

Petrovici, Dan A., Matthew Gorton, John B. Ford and Yujian Shan, “Patriot Games? Determinants of Responses to Chinese and Foreign Sponsors of the Beijing Olympics,” Journal of Business Research, Vol. 68, 2015, pp. 1324-1331.

Third Author responsible for 20% of the work on the paper.

Dickinson, Sonia, John B. Ford and Donna G. Gill, “Model Looks, Motives and Affective Outcomes,” Journalism and Mass Communication Quarterly, Vol. 91, No. 2 (June), 2014, pp. 357 - 374.

Second Author responsible for 40% of the work on the paper.

West, Douglas, John B. Ford and Paul Farris, “How Corporate Cultures Drive Advertising and Promotion Budgets,” Journal of Advertising Research, Vol. 54, No. 2 (June), 2014, pp. 1-14.

Second Author responsible for 35% of the work on the paper.

This paper was chosen as the Best Article of 2014 (Volume 54) by the Editorial Review Board for the *Journal of Advertising Research*.

Altaf Merchant, Kathryn LaTour, John B. Ford and Michael S. LaTour, “Development and Validation of a Scale to Measure Personal Nostalgia Evoked by Advertisements,” Journal of Advertising Research, Vol. 53, No. 2 (June), 2013, pp. 13-28. **This paper was chosen as the Best Article of 2013 (Volume 53) by the Editorial Review Board for the *Journal of Advertising Research*.**

Third Author responsible for 25% of the work on the paper.

Kirchner, Theresa A., John B. Ford and Sandra Mottner, “Entrepreneurial Marketing of Nonprofit Arts Organizations,” Social Business, Vol. 3, No. 2, 2013, pp. 107-122.

Second Author responsible for 35% of the work on the paper.

Case, F. Mark, John B. Ford, Edward Markowski and Earl D. Honeycutt, Jr., "An Experimental Examination of Equivalence Failures in Multi-Cultural Comparative Research," Journal of Marketing Theory and Practice, Vol. 21, No. 1 (Winter), 2013, pp. 71-89.

Second Author responsible for 35% of the work on the paper.

This paper was chosen as the Best Article of 2013 (Volume 21) by the Editorial Review Board for the *Journal of Marketing Theory and Practice*.

Li, Ling, John B. Ford, Xin Zhai and Li Xu, "Relational Benefits and Manufacturer Satisfaction: An Empirical Study of Logistics Service in Supply Chain," International Journal of Production Research, Vol. 50, No. 19, 2012, pp. 5445-5459.

Second Author responsible for 35% of the work on the paper.

Kirchner, Theresa A., John B. Ford and Sandra Mottner, "Disruptive Marketing and Unintended Consequences in the Nonprofit Arts Sector," Arts Marketing, Vol. 2, No. 1, 2012, pp. 70-90.

Second Author responsible for 35% of the work on the paper.

Reichert, Tom, Michael S, LaTour and John B. Ford, "Affinity for Graphic Sexual Appeals in Advertising: Nudity vis-à-vis Individual Constructs," Journal of Advertising Research, Vol. 51, No. 2, 2011, pp. 436-448.

Third Author responsible for 25% of the work on the paper.

Ford, John B., Barbara Mueller and Charles Raymond Taylor, "The Tension Between Strategy and Execution: Challenges for International Advertising Research," Journal of Advertising Research, Vol. 51, No. 1 (March), 2011, pp. 27-41.

First Author responsible for 40% of the work on the paper.

Merchant, Altaf, John B. Ford and Gregory Rose, "How Personal Nostalgia Influences Giving to Charity," Journal of Business Research, Vol. 64, 2011, pp. 610-616.

Second Author responsible for 40% of the work on the paper.

Ford, John B., Douglas West, Vincent Magnini, Michael LaTour and Michael Polonsky, "A Backward Glance of Who and What Marketing Scholars Have Been Researching, 1977-2002," Review of Marketing Research, Vol. 7, December, 2010, pp. 1-18. **This article was nominated by the Editor for an Emerald Publishing Literati Award for best article for 2010.**

First Author responsible for 50% of the work on the paper.

Ford, John B. and Altaf Merchant, "Nostalgic Drives Donations: Effect of Nostalgia-Based Charity Appeals on Emotions and Intentions," Journal of Advertising Research, Vol. 50, No. 4 (December), 2010, pp. 450-459.

First Author responsible for 60% of the work on the paper.

Merchant, Altaf, John B. Ford and Adrian Sargeant, "Don't Forget to say Thank You: The Effect of an Acknowledgement on Donor Relationships," Journal of Marketing Management (UK), Vol. 26, Nos. 7-8 (July), 2010, pp. 593-611.

Second Author responsible for 40% of the work on the paper.

Earl D. Honeycutt, Jr., Shawn T. Thelen and John B. Ford, "Evaluating and Motivating Faculty Performance: Challenges for Marketing Chairs," Marketing Education Review, Vol. 20, No. 3 (Fall), 2010, pp. 205-217.

Third Author responsible for 20% of the work on the paper.

Earl D. Honeycutt, Jr., John B. Ford and Shawn T. Thelen, "An Empirical Examination of the Three Dichotomies of Marketing Academe Model," Marketing Education Review, Vol. 20, No. 2 (Summer), 2010, pp. 131-142. **This article won the Best Article Award for the year 2010 published in Marketing Education Review.**

Second Author responsible for 40% of the work on the paper.

Merchant, Altaf, John B. Ford and Adrian Sargeant, "Charitable Organizations' Storytelling Influence on Donors' Emotions and Intentions," Journal of Business Research, Vol. 63, 2010, pp. 754-762.

Second Author responsible for 40% of the work on the paper.

Sargeant, Adrian, John B. Ford and Jane Hudson, "Charity Brand Personality: The Relationship with Giving Behavior," Nonprofit and Voluntary Sector Quarterly, Vol. 37, No. 3, 2008, pp. 468-491.

Second Author responsible for 35% of the work on the paper.

Ford, John B. and Altaf Merchant, "A Ten-Year Retrospective of Advertising Research Productivity in the Top Three U.S. Advertising Journals: 1997-2006," Journal of Advertising, Vol. 37, No. 3 (Fall), 2008, pp. 69-94.

First Author responsible for 60% of the work on the paper.

Mottner, Sandra and John B. Ford, "Internal Competition in a Nonprofit Museum Setting Development of a Scale," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 13, No. 2 (May), 2008, pp. 177-190.

Second Author responsible for 40% of the work on the paper.

Merchant, Altaf and John B. Ford, "Nostalgia and Giving to Charity: A Conceptual Framework for Discussion and Research," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 13, No. 1, 2008, pp. 13-30. **This article won the Best Article for the year 2008 published in the International Journal of Nonprofit and Voluntary Sector Marketing.**

Second Author responsible for 40% of the work on the paper.

Magnini, Vincent, John B. Ford, Edward P. Markowski and Earl D. Honeycutt, Jr., "The Service Recovery Paradox: Justifiable Theory or Smoldering Myth?" Journal of Services Marketing, Vol. 21, No. 3, 2007, pp. 213-225.

Second Author responsible for 35% of the work on the paper.

Kirchner, Theresa A., Edward P. Markowski and John B. Ford, "Relationships Among Levels of Government Support, Marketing Activities, and Financial Health of Nonprofit Performing Arts Organizations," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 12, No. 2 (May), 2007, pp. 95-116. **This article won the Best Article for the year 2007 published in the International Journal of Nonprofit and Voluntary Sector Marketing.**

Third Author responsible for 20% of the work on the paper.

Sargeant, Adrian and John B. Ford, "Charity Brand Personality: Distinguishing Sector, Cause and Organization," Stanford Social Innovation Review, Vol. 5, No. 1 (Winter), 2007, pp. 40-47.

Second Author responsible for 40% of the work on the paper.

Thelen, Shawn, John B. Ford and Earl D. Honeycutt, Jr., "The Impact of Regional Affiliation on Consumer Perceptions of Relationships Among Behavioral Constructs," Journal of Business Research, Vol. 59, No. 9, 2006, pp. 965-973.

Second Author responsible for 40% of the work on the paper.

Thelen, Shawn P., John B. Ford and Earl D. Honeycutt, Jr., "Assessing Russian Consumers' Imported versus Domestic Product Bias," Thunderbird International Business Review, Vol. 48, No. 5 (Sept./Oct.), 2006, pp. 687-704.

Second Author responsible for 40% of the work on the paper.

Sargeant, Adrian, John B. Ford and Douglas C. West, "Perceptual Determinants of Nonprofit Giving Behavior," Journal of Business Research, Vol. 59, No. 2 (February), 2006, pp. 155-165.

Second Author responsible for 40% of the work on the paper.

Ling, Howard G., John B. Ford and Earl D. Honeycutt, Jr., "Ideal Firm Image as a Basis for Strategy in Industrial Markets," International Journal of Business and Economics Perspectives, Vol. 1, No. 2 (Fall), 2006, pp. 89-98.

Second Author responsible for 35% of the work on the paper.

Mottner, Sandra and John B. Ford, "Measuring Nonprofit Marketing Strategy Performance: The Case of Museum Stores," Journal of Business Research, Vol. 58, No. 6, 2005, pp. 829-840.

Second Author responsible for 40% of the work on the paper.

•Sargeant, Adrian, John B. Ford and Douglas G. West, "Does Perception Matter? An Empirical Analysis of Donor Behavior," Service Industries Journal, Vol. 25, No. 3 (May), 2005.

Second Author responsible for 40% of the work on the paper.

Ford, John B., Michael S. LaTour and Irvine Clarke III, "A Prescriptive Essay Concerning Sex Role Portrayals in International Advertising Contexts," American Business Review, Vol. 22, No. 1 (January), 2004, pp. 42-54.

First Author responsible for 60% of the work on the paper.

Sargeant, Adrian, Douglas C. West, and John B. Ford, "Does Perception Matter? An Empirical Analysis of Donor Behaviour," Service Industries Journal, Vol. 24, No. 6, 2004, pp. 19-36.

Third Author responsible for 20% of the work on the paper.

Magnini, Vincent and John B. Ford, "Service Failure Recovery in China," International Journal of Contemporary Hospitality Management, Vol. 16, No. 5, 2004, pp. 279-286.

Second Author responsible for 40% of the work on the paper.

Shankarmahesh, Mahesh N., John B. Ford and Michael S. LaTour, "Determination of Satisfaction in Sales Negotiations with Foreign Buyers: Perceptions of U.S. Export Executives," International Marketing Review, Vol. 21, No. 4/5, 2004, pp. 423-446.

Second Author responsible for 40% of the work on the paper.

Ford, John B. and Sandra Mottner, "Retailing in the Non-Profit Sector: An Exploratory Analysis of Church-Connected Retailing Ventures," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 8, No. 4, 2003, pp. 337-348.

Co-Equal Author responsible for 50% of the work on the paper.

Shankarmahesh, Mahesh N., John B. Ford and Michael S. LaTour, "Cultural Dimensions of Switching Behavior in Importer-Exporter Relationships," Academy of Marketing Science Review, Vol. 3, 2003, pp. 1-20.

Second Author responsible for 40% of the work on the paper.

Polonsky, Michael Jay, John B. Ford, Krystal Evans, Skye Hogan, Laura Shelley, and Lucy Tarjan, "Are Feminists More Critical of the Portrayal of Women in Australian Beer Ads than Non-Feminists?" Journal of Marketing Communication, Vol. 7, 2001, pp. 245-256.

Second Author responsible for 40% of the work on the paper.

Ford, John B., Michael S. LaTour and Tony L. Henthorne, "Author and Institution Productivity in Industrial Marketing Management from 1971-1998," Industrial Marketing Management, Vol. 30, No. 5 (July), 2001, pp. 441-452.

Co-Equal Author with Mike LaTour and Tony Henthorne - responsible for 33% of the work.

Sargeant, Adrian, Douglas G. West and John B. Ford, "The Role of Perceptions in Predicting Donor Value," Journal of Marketing Management, Vol. 17, 2001, pp. 407-428.

Third Author responsible for 30% of the work on the paper.

West, Douglas G. and John B. Ford, "Advertising Agency Philosophies and Employee Risk Taking," Journal of Advertising, Vol. 30, No. 1 (Spring), 2001, pp. 77-91.

Second Author responsible for 40% of the work on the paper.

Ford, John B., Michael S. LaTour and Tony L. Henthorne, "Cognitive Moral Development and Japanese Procurement Executives: Implications for Business-To-Business Marketers," Industrial Marketing Management, Vol. 29, No. 6, 2000, pp. 589-600.

Lead Author responsible for 50% of the work on the paper.

Sargeant, Adrian, John B. Ford and Douglas G. West, "Widening the Appeal of Charity," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 5, No. 4 (November), 2000, pp. 318-332.

Second Author responsible for 35% of the work on the paper.

Clarke, Irvine, III, Margaret Owens and John B. Ford, "Integrating Country-of-Origin into Marketing Strategy: A Review of U.S. Marketing Statutes," International Marketing Review, Vol. 17, No. 2, 2000, pp. 114-126.

Third Author - Responsible for 30% of the work on the paper.

Ford, John B., Michael S. LaTour and Courtney Middleton, "Women's Studies and Advertising Role Portrayal Sensitivity: Can Consciousness Raising Reach a Potentially Critical Level?" Journal of Current Issues and Research in Advertising, Vol. 21, No. 2 (Fall), 1999, pp. 75-85.

Co-Equal lead Author - responsible for 40% of the work on the paper.

Ford, John B., Mathew Joseph and Beatriz Joseph, "Importance-Performance Analysis as a Strategic Tool for Service Marketers: The Case of Service Quality Perceptions of Business Students in New Zealand and the United States," Journal of Services Marketing, Vol. 13, No. 2, 1999, pp. 171-186.

Lead Author - Responsible for 60% of the work on the paper.

Honeycutt, Earl D., Jr., John B. Ford, Robert Lupton and Theresa B. Flaherty, "Selecting and Training the International Sales Force: A Comparison of China and Slovakia," Industrial Marketing Management, Vol. 28, No. 6 (November), 1999, pp. 627-636.

Second Author - Responsible for 40% of the work on the paper.

Honeycutt, Earl D., Jr., John B. Ford, Michael J. Swenson, and William R. Swinyard, "Student Preferences for Sales Careers Around the Pacific Rim," Industrial Marketing Management, Vol. 28, No. 1 (January), 1999, pp. 27-36.

Second Author - Responsible for 40% of the work on the paper.

Clarke, Irvine, III, Margaret Owens, and John B. Ford, "The Harmonization of Product Country-Marking Statutes: Strategic Implications for International Marketers," Journal of International Marketing, Vol. 7, No. 2 (Spring), 1999, pp. 81-92.

Third Author - Responsible for 30% of the work on the paper.

Ford, John B., Patricia Kramer Voli, Earl D. Honeycutt, Jr., and Susan P. Casey, "Gender Role Portrayals in Japanese Advertising: A Magazine Content Analysis," Journal of Advertising, Vol. 27, No. 1 (Spring), 1998, pp. 113-124.

Lead Author with Pat Voli - We were both responsible for 40% each of the work on the paper.

Ford, John B., Kiran Karande and Bruce Seifert, "The Role of Economic Freedom in Explaining Penetration of Consumer Durables," Journal of World Business (previously known as Columbia Journal of World Business), Vol. 33, No. 1 (Spring), 1998, pp. 69-86.

Co-Equal Author with Kiran Karande and Bruce Seifert - We were each responsible for 33% of the work on the paper.

Eppler, Dianne Broman, Earl D. Honeycutt, Jr., John B. Ford, and Edward Markowski, "The Relationship of Self-Monitoring and Adaptiveness to the Performance of Real Estate Sales Professionals," Journal of Business and Economic Studies, Vol. 4, No. 2, (Fall), 1998, pp. 37-52.

Third Author - responsible for 20% of the work on the paper.

Ford, John B., Michael S. LaTour and Earl D. Honeycutt, Jr., "An Examination of the Cross-Cultural Female Response to Offensive Sex Role Portrayals in Advertising: A Research Note," International Marketing Review, Vol. 14, No. 6, 1997, pp. 409-423.

Lead Author - Responsible for 50% of the work on the paper.

Ford, John B., Michael S. LaTour, Scott J. Vitell and Warren A. French, "Moral Judgement and Market Negotiation: A Comparison of Chinese and American Managers," Journal of International Marketing, Vol. 5, No. 2, 1997, pp. 57-76. This article won the **Best Paper** award for the Global Marketing Track at the 1996 American marketing Association Summer Educators' Conference in San Diego, August, 1996.

Lead Author - Responsible for 50% of the work on the paper.

Mathew Joseph, John B. Ford and Beatriz Joseph, "A Cross-Cultural Assessment of Service Quality in Business Education: A Comparison of Business Students in New Zealand and the United States", Journal of International Marketing and Exporting, Vol. 2, No. 1 (February), 1997, pp. 53-64.

I was second author on this article. I was responsible for 40% of the work

Ford, John B. and Michael S. LaTour, "Contemporary Female Perspectives of Female Role Portrayals in Advertising," Journal of Current Issues and Research in Advertising, Vol. 18, No. 1 (Spring), 1996, pp. 81-95.

We were co-equal in our participation on this article. My participation was therefore 50%.

Honeycutt, Earl D., Jr., John B. Ford and Lew Kurtzman, "Potential Problems and Solutions when Hiring and Training a Worldwide Sales Team," Journal of Business & Industrial Marketing, Vol. 11, No. 1, 1996, pp. 42-54.

*I was **second author** on this article. I was responsible for 40% of the work.*

Ford, John B., Michael S. LaTour and Tony L. Henthorne, "Perceptions of Marital Roles in Purchase Decision Processes: A Cross Cultural Study," Journal of the Academy of Marketing Science, Vol. 23, No. 2 (Spring), 1995, pp. 120-131.

*I was **lead author** on this article, and I was responsible for 50% of the work.*

Joseph, Mathew, John B. Ford, Beatriz Joseph and Roger Brooksbank, "Quality Perceptions of Employers and Potential Students as Customers of New Zealand Tertiary Educational Institutions: A Preliminary Investigation," New Zealand Journal of Business, Vol. 17, No. 2, 1995, pp. 129-134.

*I was the **second author** on this article. My participation was 40% of the article.*

Honeycutt, Earl D., Jr., John B. Ford and Thomas H. Stevenson, "Is Academic Research in Sales Training Relevant?" Marketing Education Review, Vol. 5, No. 2 (Summer), 1995, pp. 67-75.

*I was the **second author** on this article. My participation was 40% of the article.*

Honeycutt, Earl D., Jr., John B. Ford and C. P. Rao, "Sales Training: Executives' Research Needs," Journal of Personal Selling and Sales Management, Vol. XV, No. 4 (Fall), 1995, pp. 67-72.

*I was **second author** on this article. My participation was 40% of the article.*

Honeycutt, Earl D., Jr. and John B. Ford, "Guidelines for Managing an International Sales Force," Industrial Marketing Management, Vol. 24, No. 2, (Spring), 1995, pp. 135-144.

*I was the **second author** on this article. I was responsible for 40% of the work.*

Ford, John B., Michael S. LaTour, Earl D. Honeycutt, Jr. and Patricia K. Voli, "Consumer Perceptions of Sex Role Portrayals in Advertising: A Comparison of Business Students in the United States, Japan, Thailand and New Zealand," Asian Journal of Marketing, Vol. 2, No. 2 (December), 1994, pp. 21-36.

*I was **lead author** on this article. I was responsible for 40% of the work.*

Ford, John B., Michael S. LaTour, Earl D. Honeycutt, Jr. and Mathew Joseph, "Female Role Portrayals in International Advertising: Should Advertisers Standardize in the Pacific Rim?" American Business Review, Vol. XII, No. 2 (May), 1994, pp. 1-10.

*I was the **lead author** on this article - responsible for 40% of the work.*

Honeycutt, Earl D., Jr., John B. Ford and John F. Tanner, Jr., "Who Trains Salespeople? The Role of Sales Trainers and Sales Managers," Industrial Marketing Management, Vol. 23, No. 1 (February), 1994, pp. 65-70.
*I was the **second author** on this article - responsible for 40% of the work.*

LaTour, Michael S., Tony L. Henthorne and John B. Ford, "Perception of Marital Roles in Purchase Decision Processes: A Study of 100 Beijing Couples," Asian Journal of Marketing, Vol. 1, No. 2 (December), 1993, pp. 45-59.
*I was the **third author** on this article - my involvement was 25%.*

Ford, John B. and Michael S. LaTour, "Differing Reactions to Female Role Portrayals in Advertising," Journal of Advertising Research, Vol. 33, No. 5 (September/October), 1993, pp. 43-52.
*We were **co-equal authors** on this article; therefore, my responsibility was 50% of the work.*

Ford, John B., "How do Thai Women Really Feel About the Way in Which they are Portrayed in Thai Advertising?," ABAC Journal (the top English Language business journal in Thailand), Vol. 13, No. 2 (May-August), 1993, pp. 48-57.
*I was the **sole author** of this article. My participation was 100%.*

Ford, John B., Earl D. Honeycutt, Mathew Joseph and Arvid Anderson, "General Sex Role Portrayals in Advertising Across Similar Cultures: A Comparison of the U.S., Great Britain, New Zealand and Australia," Journal of Global Business, Vol. 5 (Spring), 1993, pp. 1-10.
*I was the **lead author** on this article. My participation was 50%.*

Ford, John B. and Earl D. Honeycutt, Jr., "Japanese National Culture as a Basis for Understanding Japanese Business Practices," Business Horizons, Vol. 35, No. 6 (Nov.-Dec.), 1992, pp. 27-34.
*I was the **lead author** on this article. My participation was 70%.*

Ford, John B. and Earl D. Honeycutt, Jr., "An Understanding of Japanese Samurai Philosophy and Its Potential Impact on Japanese Strategic Planners," Business Insights, Vol. X, No. 1, 1992, pp. 58-65.
*I was the **lead author** on this article. My participation was 80%.*

Ford, John B., Michael S. LaTour and William J. Lundstrom, "Contemporary Women's Evaluation of Female Role Portrayals in Advertising," Journal of Consumer Marketing, Vol. 8, No. 1, 1991, pp. 15-28.
*I was the **lead author** on this article. My participation was 50%.*

Ford, John B. and Earl D. Honeycutt, Jr., "Understanding Japanese Business Practices: A Cultural Examination of Thailand's Most Important Trading Partner," ABAC Journal, (the top English Language business journal in Thailand), Vol. 11, No. 3 (September-December), 1991, pp. 7-17.

*I was the **lead author** on this article. My participation was 60%.*

Ford, John B. and Earl D. Honeycutt, Jr., "Communication Strategies for Hospital Positioning," Journal of Hospital Marketing, Vol. 5, No. 2 (Spring/Summer 1991), pp. 121-132.

*I was the **lead author** on this article. My participation was 70%.*

Honeycutt, Earl D. Jr. and John B. Ford, "An Examination of Marketing Educator Attitudes and Practices Regarding Teaching and Research," Marketing Educator, Vol. 9, No. 1 (Winter), 1990, pp. 1,4.

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Theresa A. Kirchner and John B. Ford, “Traditional vs. Entrepreneurial Marketing of Arts/Culture,” in *The Routledge Companion to Arts Marketing*, (Daragh O’Reilly, Ruth Rentschler and Theresa A. Kirchner, editors), London: Routledge, 2013, pp. 99-108.

Magnini, Vincent P., John B. Ford and Michael S. LaTour, “The Role of Qualitative Methods in Tourism QOL Research: A Critique and Future Agenda,” in *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*, (M. Uysal et al. editors), New York: Springer Science-Business Media, 2012, pp. 51-63.

Kirchner, Theresa and John B. Ford, “The Arts and Nonprofit Organizations,” *Leadership in Nonprofit Organizations*, (Kathryn Agard, editor), Thousand Oaks, CA: Sage Publications, Inc., 2011, pp. 171-179.

Ford, John B. and Theresa Kirchner, “Implications of Government Funding and Support for Marketing Programs of Nonprofit Performing–Arts Organizations,” in *The Routledge Companion to Nonprofit Marketing*, (Adrian Sargeant and Walter Wymer, editors), London: Routledge, 2008, pp. 227-240.

Ford, John B., “Marketing in the Emerging Countries,” in The Regional Encyclopedia of Business and Management: Management in the Emerging Countries, (Malcolm Warner, editor), London: Business Press, 2000, pp. 142-153.

Publications in Review

Ford, John B., Altaf Merchant, Anne-Laure Bartier and Mike D. Friedman, “The Cross-Cultural Scale Development Process: The Case of Brand Nostalgia in Belgium and the United States,” submitted for possible publication in Journal of Business Research.

Kirchner, Theresa, Ed Markowski and John B. Ford, “Nonprofit Cultural Alliances: Empirical Examination of an Emergent U.S. Phenomenon,” submitted for possible publication in Journal of Arts Management, Law and Society.

Merchant, Altaf, Kathryn LaTour, John B. Ford and Michael S. LaTour, “Should Cookie Monster Adopt a Healthy Lifestyle or Continue to Indulge? Consumers’ Need to Belong and Attachment Style Offers Insights into Whether Brand Icons Should Change,” submitted for publication in Journal of Business Research.

Paparoidamis, Nicholas, Ruben Chumpitaz and John B. Ford, “Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation in a Service Failure Context,” submitted for publication in Journal of Services Marketing.

Petrovici, Dan A., John B. Ford, Svetla Marinova and Marin Marinov, “Investigating Perceived Advertising Intrusiveness and Avoidance in Emerging Nations: The Cases of China and Brazil,” submitted for possible publication in International Marketing Review.

Dan A. Petrovici, Cristina Etayo and John B. Ford, “When Less is More: A Comparative Study of Advertising Intrusiveness in Eastern and Western Europe,” in second revision for Journal of Business Research.

Merchant, Altaf, Subhadip Roy, Varsha Jain and John B. Ford, “Developing an EMIC Scale to Measure Ad-Evoked Nostalgia in a Collectivist Emerging Marketing: India,” submitted for publication in Journal of Business Research.

Suh, Taewon, Young Sam Ryu, John B. Ford and Hyun S. Kim, “Intellectual Arbitrage in Scaling to Bridge the Rigor-Relevance Gap,” submitted for publication in Organizational Research Methods.

FUNDED RESEARCH

Merchant, Altaf, John B. Ford and Gregory Rose, “How Personal Nostalgia Influences Giving to Charity,” accepted for publication in Journal of Business Research. This article was funded in part by a \$2,000 grant from the Research Committee of the College of Business and Public Administration, Old Dominion University.

Ford, John B., Douglas West and Paul Farris, “Antecedents and Consequences of Advertising and Promotions Budgeting Sophistication,” submitted for publication in Journal of Advertising Research. This article was funded in part by a \$2,000 grant from the Research Committee of the College of Business and Public Administration, Old Dominion University.

Ford, John B. and Sandra Mottner, "Retailing in the Non-Profit Sector: An Analysis of Church-Connected Retailing Ventures," accepted for publication in International Journal of Nonprofit and Voluntary Sector Marketing. This article was funded in part by a \$1,500 grant from the Research Committee of the College of Business and Public Administration, Old Dominion University.

Ford, John B., Michael S. LaTour, Scott J. Vitell and Warren A. French, "Moral Judgement and Market Negotiation: A Comparison of Chinese and American Managers," Journal of International Marketing, Vol. 5, No. 2, 1997, pp. 57-76. This article won the **Best Paper** award for the Global Marketing Track at the 1996 American marketing Association Summer Educators' Conference in San Diego, August, 1996. This research was funded in part by a \$500.00 grant from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

Ford, John B. and Michael S. LaTour, "Contemporary Female Perspectives of Female Role Portrayals in Advertising," Journal of Current Issues and Research in Advertising, Vol. 18, No. 1 (Spring), 1996, pp. 81-95. This article was funded in part by a \$500.00 grant from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

Earl D. Honeycutt, Jr. and John B. Ford, "The Attitudes and Behaviors of Marketing Educators Towards Teaching and Research: A Follow-Up," accepted for publication in the 1995 Proceedings of the Southern Marketing Association Annual Conference. Funded in part by a \$500.00 grant from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

John B. Ford, Patricia Kramer Voli, Earl D. Honeycutt, Jr. and Susan P. Casey, "An Examination of Gender Role Portrayals in Japanese Advertising: A Magazine Content Analysis." Accepted for publication in Journal of Advertising, funded in part by a \$500 grant from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

Ford, John B., and Michael S. LaTour, "Female Role Portrayals in Advertising: An Examination of Women's Heterogeneous Perceptions," accepted for publication in Journal of Advertising Research, funded in part by a \$500.00 grant from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

LaTour, Michael S., Tony L. Henthorne and John B. Ford, "Perception of Marital Roles in Decision Processes: A Study of 100 Beijing Couples," accepted for publication in Asian Journal of Marketing, financed by a grant from Southern Mississippi University.

Ford, John B., Michael S. LaTour and William J. Lundstrom, "Contemporary Women's Evaluation of Female Role Portrayals in Advertising," accepted for publication in Journal of Consumer Marketing. Accomplished through a \$500 grant awarded in April of 1989 from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

Ford, John B., Michael S. LaTour and William J. Lundstrom, "Female Sex Role Portrayals in Advertising: Have the 1980s Shown any Significant Improvements?", Progress in Marketing Thought: the 1990 Southern Marketing Association Proceedings, pp. 388-392. Accomplished through a \$500 grant awarded in April of 1989 from the Bureau of Research, Old Dominion University, Dr. Wolfgang Pindur, Director.

LaTour, Michael S., Tony L. Henthorne and John B. Ford, "Marital Role Influence in the Purchase Decision Process: The Chinese Perspective," Marketing Theory and Applications: The 1991 American Marketing Association Winter Educators' Conference Proceedings, pp. 80-82, financed by a grant from Southern Mississippi University.

Ford, John B. (ed.), Virginia Export/Import Directory 1987, Norfolk: Virginia Center for World Trade, 1987. A survey of all manufacturing and agricultural firms in the state of Virginia currently involved in either exporting or importing or both.

Ford, John and Bruce Seifert, "Preliminary Analysis of the Distribution Patterns of Exporting Firms," Academy of International Business Southeast Region Annual Proceedings Fall 1986, pp. 151-158, funded by a grant from the Department of Education to further international business understanding.

Seifert, Bruce and John B. Ford, "Exploratory Examinations of Marketing Practices of Exporting Firms," Academy of International Business Southeast Region Annual Proceedings Fall 1987, pp. 287-294, funded by a grant from the Department of Education to further international business understanding.

PROFESSIONAL ACTIVITIES

International Visiting Professorships

Invited as a Visiting Professor of Marketing to the IESEG School of Business, Catholic University of Lille, Lille, France, January and September 2011, and again in March of 2012, 2013, 2014, 2015 and 2016 at the Lille and Paris campuses.

Invited as a Visiting Professor of Marketing to the University of Lorraine, Metz and Nancy campuses, France in March and in October 2014, 2015 and 2016.

Invited as a Visiting Professor of Marketing to Kent Business School at the University of Kent in Canterbury, UK, July and September 2010.

Invited as a Visiting Professor of Marketing to Curtin University of Technology in Perth, Australia, March, 2010 and again in September/October, 2012.

Invited as a Visiting Professor of Marketing to Cass Business School, City University of London, during January-March of 2009.

Invited as Visiting Professor of Marketing to Curtin University of Technology in Perth, Australia, April-May, 2009.

Invited as a Visiting Professor of Marketing to Curtin University of Technology in Perth, Australia, March, 2007 and 2008.

Served as a Visiting Professor of Marketing at the National Graduate School of Management, The Australian National University, Canberra, Australia, September-October, 2005.

Served as a Visiting Professor of Marketing at the University of Westminster, London, England, September-October, 2004.

Served as a Visiting Professor of Marketing at Henley Management College with teaching responsibilities in MBA and Ph.D./D.B.A. programs, August 10 - December 29, 1998.

Served as Visiting Professor at Kitakyushu University in Kitakyushu, Japan to teach a Seminar in American Culture, June 25 - July 28, 1996.

Served as Visiting Professor of Marketing in the Department of Marketing and International Management, University of Waikato, Hamilton, New Zealand, Summer 1994 and 1993. Taught undergraduate and graduate classes in International Marketing, Japanese Strategy, Positioning Methodology, and Advertising Strategy.

Served as Visiting Professor of Marketing in the Department of Management, Faculty of Commerce, Kitakyushu University, Kitakyushu, Japan, Summer 1991 - Taught both undergraduate and graduate classes in International Comparative Marketing.

Academic Honors

Promoted to Eminent Scholar by Old Dominion University on April 15, 2010.

Promoted to Professor of Marketing by Old Dominion University on April 15, 1997.

Appointed as the Executive Editor for North America for the Journal of Advertising Research in April of 2014.

West, Douglas, John B. Ford and Paul Farris, "Advertising Budgeting Practices in the U.S.," *Journal of Advertising Research*, Vol. 54, No. 2 (June), 2014, pp. 1-14.

This paper was chosen as the Best Article of 2014 (Volume 54) by the Editorial Review Board for the *Journal of Advertising Research*.

Chosen as Best Reviewer for 2014 for *Marketing Education Review*.

Chosen as one of the Best Reviewers for 2014 for the *International Journal of Advertising* and the *Cornell Hospitality Quarterly*.

Altaf Merchant, Kathryn LaTour, John B. Ford and Michael S. LaTour, "Development and Validation of a Scale to Measure Personal Nostalgia Evoked by Advertisements," *Journal of Advertising Research*, Vol. 53, No. 2 (June), 2013, pp. 13-28. **This paper was chosen as the Best Article of 2013 (Volume 53 by the Editorial Review Board for the Journal of Advertising Research).**

Case, F. Mark, John B. Ford, Edward Markowski and Earl D. Honeycutt, Jr., "An Experimental Examination of Equivalence Failures in Multi-Cultural Comparative Research," *Journal of Marketing Theory and Practice*, Vol. 21, No. 1 (Winter), 2013, pp. 71-89.

This paper was chosen as the Best Article of 2013 (Volume 21) by the Editorial Review Board for the Journal of Marketing Theory and Practice.

Served as the Editor for the Academy of Marketing Science Quarterly Newsletter from 1998 until 2006.

Served as the Editor for the Comments Section for International Journal of Advertising from 2005 until 2009.

Currently Serving on the Editorial Review Board for the Journal of the Academy of Marketing Science.

Currently Serving on the Editorial Review Board for the Journal of Advertising.

Currently Serving on the Editorial review Board for the Journal of Business Research.

Currently Serving on the Editorial Review Board for International Journal of Advertising.

Currently Serving on the Editorial Review Board for International Marketing Review.

Currently Serving on the Editorial Review Board for Journal of International Marketing.

Currently Serving on the Editorial Review Board for International Journal of Nonprofit and Voluntary Sector Marketing.

Currently Serving on the Editorial Review Board for Journal of Marketing Theory and Practice.

Currently Serving on the Editorial Review Board for Cornell Hospitality Quarterly.

Currently Serving on the Editorial Review Board for Asia Pacific Journal of Marketing and Logistics.

Served as Special Issue Co-Editor for International Marketing Review for a special issue on International Marketing Strategy, Vol. 33, No. 1 (January), 2016.

Served as Special Issue Co-Editor for International Journal of Nonprofit and Voluntary Sector Marketing for a special issue on the Marketing of Religion, Vol. 15, No. 4 (November), 2010.

Served as Special Issue Editor for International Marketing Review for a special issue on Services Research in a Cross-National/Cross-Cultural Context, Vol. 22, No. 3, 2005.

Served as Special Issue Editor for International Marketing Review for a special issue on Legal Issues Affecting International Marketing Strategy, Vol. 17, No. 3, 2000.

Served as Special Issue Editor for International Marketing Review for a special issue on Issues in Cross-Cultural Marketing Research, Vol. 13, No. 5, 1996.

Awarded the Academy of Marketing Science Harold W. Berkman Outstanding Service Award in May of 2012 for long-term service to the Academy.

Won the Faculty Service Award for the 2012/2013 Academic Year for the College of Business and Public Administration, Old Dominion University, April 2013.

Won the Faculty Research Award for the 2011/2012 Academic Year for the College of Business and Public Administration, Old Dominion University, April 2012.

Chosen as one of the ten best reviewers for International Marketing Review for the period of 2008-2010.

Earl D. Honeycutt, Jr., John B. Ford and Shawn T. Thelen, "An Empirical Examination of the Three Dichotomies of Marketing Academe Model," Marketing Education Review, Vol. 20, No. 2 (Summer), 2010, pp. 131-142. This article won the Best Article Award for the year 2010 published in Marketing Education Review.

Awarded the status of Distinguished Fellow of the Academy of Marketing Science at the 2007 Annual Conference in Coral Gables, Florida on May 25, 2007. **This honor is bestowed on no more than 3 percent of active members for exemplary service to the academy and scholarly contributions to the advancement of marketing thought over a sustained period of time.**

Nominated and Forwarded by Old Dominion University as one of eight candidates for the State Council for Higher Education of Virginia 2012, 2013, 2014 and 2015 Outstanding Faculty Awards. Was chosen as one of the 35 finalists for selection in 2012 and 2013.

Merchant, Altaf and John B. Ford, “Nostalgia and Giving to Charity: A Conceptual Framework for Discussion and Research,” International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 13, No. 1, 2008, pp. 13-30. **This article won the Best Article for the year 2008 published in the *International Journal of Nonprofit and Voluntary Sector Marketing*.**

Kirchner, Theresa A., Edward P. Markowski and John B. Ford, “Relationships Among Levels of Government Support, Marketing Activities, and Financial Health of Nonprofit Performing Arts Organizations,” International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 12, No. 2 (May), 2007, pp. 95-116. **This article won the Best Article for the year 2007 published in the *International Journal of Nonprofit and Voluntary Sector Marketing*.**

Invited to give a guest lecture on cross-cultural scale development at University of Leeds Business School, January 2009.

Invited to give a guest lecture on cross-cultural research methodology at University of Birmingham Business School, February 2009.

Invited to give a guest lecture on cross-cultural scale development at University of Loughborough Business School, February 2009.

Invited to give a guest lecture on cross-cultural sex roles in advertising at University of Kent Business School, February 2009.

Invited to give a guest lecture on the Use of Highly Attractive Models in Advertising at University of Manchester Business School, March 2009.

Awarded the first ever Old Dominion University Graduate Student Mentoring Award, April, 2008.

Invited to be Keynote Speaker at the Irish Academy of Management Annual Conference in Dublin, September 2008.

Serving as the Director of Consortia for the Academy of Marketing Science, 2012-2014.

Elected to the Academy of Marketing Science Board of Governors, 2012-2018.

Served as the Conference Program Co-Chair for the Academy of Marketing Science 16th Biennial World Marketing Congress, Melbourne, Australia, July 14-18, 2013.

Served as the Immediate Past President for the Academy of Marketing Science for the period May 2010 – April 2012.

Elected as the President for the Academy of Marketing Science for the period of May, 2008 – April, 2010.

Elected as the President-Elect for the Academy of Marketing Science for the period of May, 2006 – April, 2008.

Appointed to the Research Committee for the American Academy of Advertising, 2006-2007.

Elected as the Vice President for Research and Publications by the Society for Marketing Advances for the 2001-2002 Academic Year.

Elected as the Vice President for Membership – North America for the Academy of Marketing Science for the period of May, 2004 – April, 2006.

Elected as the Secretary/Treasurer for the Academy of Marketing Science for the period of May, 2002-April, 2004.

Won the Faculty Research Award for the 2005/2006 Academic Year for the College of Business and Public Administration, Old Dominion University, April 14, 2006.

Won the M. Wayne Delozier Best Paper of the Conference Award for the 2004 Academy of Marketing Science Annual Conference, May 2004.

Won the Award for Best Paper for the Global Marketing Track for the 2003 American Marketing Association's Winter Educators' Conference, February 2003.

Nominated for and selected as the winner for the 2002 Old Dominion University Provost's Award for Leadership in International Education.

Nominated and Forwarded by Old Dominion University as one of eight candidates for the State Council for Higher Education of Virginia 2001 Outstanding Faculty Awards.

Nominated and Forwarded by Old Dominion University as one of eight candidates for the State Council for Higher Education of Virginia 2000 Outstanding Faculty Awards.

Won the Faculty Research Award for the 1995/96 Academic Year for the College of Business and Public Administration, Old Dominion University, April 15, 1996.

Won the Award for Best Paper for the Selling and Sales Management Track for the 2000 Society for Marketing Advances Annual Conference, November 2000.

Won the Award for Best Paper of the Conference and a \$1,000 prize for the 12th Annual Robert B. Clarke Direct Marketing Educators' Conference, October 2000.

Won the Award for Best Paper for the Global Marketing Track for the 1997 Southern Marketing Association Annual Conference, November 1997.

Won the Award for Best Paper for the Global Marketing Track for the 1996 American Marketing Association Summer Educators' Conference, August 1996.

Won the Award for the Best Paper for the Competitive Strategy Track for the 1989 Academy of Marketing Science World Marketing Congress, June 1989.

Won the Award for the Best Paper for the Marketing Education Track for the Academy of Marketing Science Annual Educators' Conference, May 1988.

Previously served on the Editorial Review Board for the Columbia Journal of World Business, 1989-1993.

Previously served on the Editorial Review Board for the Journal of Marketing Education, 1988-1993.

Previously served on the Editorial Review Board for Industrial Marketing Management, 1994-2008.

Granted tenure and promoted to Associate Professor by Old Dominion University on April 1, 1991.

Won the Old Dominion University College of Business and Public Administration Outstanding Service Award for the 1991-92 Academic Year.

Won the Old Dominion University College of Business and Public Administration Outstanding Teacher Award for the 1989-90 Academic Year.

Professional Memberships

Member of the American Academy of Advertising.

Member of the American Marketing Association.

Member of the Academy of International Business.

Member of the Society for Marketing Advances.

Member of the Academy of Marketing Science.

Service

University

Doctoral Students

Served as Dissertation Committee Chairman for Denis Khantimirov, who completed his dissertation, “Three Essays on Opportunistic Complaining Behavior in a Services Setting: Customers and Front-Line Employees Perspectives,” and received his Ph.D. in Marketing in May, 2015.

Served as Dissertation Committee Member for Anne-Laure Bartier, who completed her dissertation, “New Insights on Consumers’ Perceptions of Brand-Induced Nostalgia and Its Role in the Formation of Consumer-Based Brand Equity,” and received her Ph.D. in Marketing from the Universite Catholique de Louvain, Louvain-Le-Neuve, Belgium on January 8, 2014.

Served as Dissertation Committee Chairman for Sarah Mady, who completed her dissertation, “Intercultural Accommodation of Ethnic Minority Consumers: An Empirical Examination of the Moderating Effects in Service Encounters,” and received her Ph.D. in Marketing in August, 2011.

Served as Dissertation Committee Chairman for Eyad Youssef, who completed his dissertation, “Remembering to Remember and the Consequences of Forgetting: The Role of Prospective Memory in Consumer Intentions,” and received his Ph.D. in Marketing in September, 2010.

Served as Dissertation Committee Chairman for Larry L. Carter, who completed his dissertation, “Consumer receptivity of Foreign Products: The Roles of Country-of-Origin Image, Consumer Ethnocentrism and Animosity,” and received his Ph.D. in Marketing in June, 2009.

Served as Dissertation Committee Chairman for Altaf Merchant, who completed his dissertation, “How Personal Nostalgia Influences Giving to Charity,” and received his Ph.D. in Marketing in April, 2008.

Served as Dissertation Committee Member for Ayse Nilgun Kaya, who completed her dissertation, “Integration of Market and Entrepreneurial Orientations: and Their Impact on Export Performance: A Contingency Approach,” and received her Ph.D. in Marketing in April, 2008.

Served as Dissertation Committee Chairman for Vu Dung, who completed his dissertation, “Relational Benefits and Costs in Channel Distribution: Dyadic Research from Buyers’ and Sellers’ Perspectives,” and received his Ph.D. in Marketing in October, 2007.

Served as Dissertation Committee Chairman for Theresa Kirchner, who completed her dissertation, “Coopetition (Contemporaneous Cooperation and Competition) Among Nonprofit Arts Organizations: The Case of Symphony Orchestras,” and received her Ph.D. in Marketing in May, 2007.

Served as Dissertation Committee Member for Samuel Adams, who completed his dissertation, “The Impact of Privatization on Economic Growth and Income Inequality in Developing Countries,” and received his Ph.D. in Public Administration in February, 2007.

Served as Dissertation Committee Chairman for Turkan Dursun-Kilic, who completed her dissertation, “An Empirical Investigation of the Link Between Market Orientation and New Product Performance: The Mediating Effects of Organizational Capabilities,” and received her Ph.D. in Marketing in December, 2005.

Served as Dissertation Committee Chairman for George G. Gresham, who completed his dissertation, “The Role of Inter-Functional Market Orientation in New Product Program Success: An Exploratory Empirical Analysis,” and received his Ph.D. in Marketing in May, 2005.

Served as Dissertation Committee Chairman for Tarek T. Mady, who completed his dissertation, “First-Mover Advantages: A Cross-National Comparison of Mature and Emerging Market Consumers’ Attitudes Toward Pioneer and Follower Brands,” and received his Ph.D. in Marketing in December 2004.

Served as Dissertation Committee Chairman for F. Mark Case, who completed his dissertation, “An Experimental Examination of Equivalence Failures in Multi-Cultural Comparative Research,” and received his Ph.D. in Marketing in August 2004.

Served as Dissertation Committee Chairman for Vincent P. Magnini, who completed his dissertation, “An Empirical Examination of the Moderators of the Service Recovery Paradox,” and received his Ph.D. in Marketing in April 2004.

Served as Dissertation Committee Chairman for Shawn Thelen, who completed his dissertation, “Antecedents and Consequences of Consumer Ethnocentrism across Russia’s Three Sub-Cultures,” and received his Ph.D. in Marketing in April 2002.

Served as Dissertation Committee Chairman for Sandra Mottner, who completed her dissertation, “Strategy Implementation Effectiveness in a Nonprofit Environment: The Case of Museum Stores,” and received her Ph.D. in Marketing in August 2001.

Served as Dissertation Committee Chairman for Howard W. Olsen, who completed his dissertation, “Market Orientation: Towards an Understanding in Developing Marketplaces of South America,” and received his Ph.D. in Marketing in June 2001.

Served as Dissertation Committee Chairman for David W. Lambert, who completed his dissertation, "Towards a Strategy-Balanced measure of Business Performance: Conceptualization and Empirical Examination with the Market Orientation Construct," and received his Ph.D. in Marketing in May 2001.

Served as Dissertation Committee Chairman for Mahesh N. Shankarmahesh, who completed his dissertation, "An Investigation of the Antecedents and Consequences of the International Buyer-Seller Negotiation Process," and received his Ph.D. in Marketing in August 1999.

Served as Dissertation Committee Chairman for Howard G. Ling, who completed his dissertation, "First Mover Advantage: An Industrial Buyer Behavioral Perspective," and received his Ph.D. in Marketing in July 1999.

Served as Dissertation Committee Chairman for Patricia Kramer Voli, who completed her dissertation, "The Convenience Orientation of Services Consumers: An Empirical Examination," and received her Ph.D. in Marketing in May 1998.

Served as Dissertation Committee Chairman for David P. Paul, III, who completed his dissertation, "Measurement of Perceived Service Quality of Dental Specialists," and received his Ph.D. in Marketing in May 1998.

Served as Dissertation Committee Chairman for Howard Stanley Hart, who completed his dissertation, "Values in Transition: The Case of Modern Mexico," and received his Ph.D. in Marketing in May 1995.

Served as Dissertation Committee Chairman for Kathleen S. Micken, who completed her dissertation, "Materialism and the Self," and received her D.B.A. in Marketing in December 1993.

Served as Dissertation Committee Co-Chair for Mathew Joseph, who completed his dissertation, "Customer Service in Education: The Case of the New Zealand Tertiary Educational System," and received his Ph.D. in Marketing on November 21, 1995. This was at The University of Waikato, Hamilton, New Zealand, and I served as Co-Chair with Dr. Roger Brooksbank. This is a Ph.D. from the British System.

Served as Dissertation Committee Member for Angela D'Auria Stanton, who completed her dissertation, "Psychological Influencers of a Consumer's Innovative Propensity: A Cross-Cultural Examination," and received her Ph.D. in Marketing, April 16, 1999.

Served as Dissertation Committee Member for Irvine Clarke, III, who completed his dissertation, "Extreme Response Style: The Impact of Culture and Likert Response Formats," and received his Ph.D. in Marketing in February 1996.

Served as Dissertation Committee Member for Ahmad Mashayekh, who completed his dissertation, "The Characteristics and Behaviors of Women in the SES Ranks," and received his Ph.D. in Urban Studies in December 1995.

Served as Dissertation Committee Member for Dianne Broman Eppler, who completed her dissertation, "The Relationship Between Machiavellianism, Self-Monitoring, and Adaptiveness to the Performance of Real Estate Sales Professionals," and received her D.B.A. in Marketing in May 1995.

Served as Dissertation Committee Member for Cynthia Coiner, who completed her dissertation, "The Marketing of Higher Education to Mexican Americans," and received her Ph.D. in Urban Services/ELS in May of 1989.

Committees

Appointed as Director of the Ph.D. Program in Business Administration, May, 2010.

Serving as the Coordinator for the Ph.D. in Business Administration International Marketing Program.

Served as the Representative for Old Dominion University Graduate Programs on the Vice Provost Search Committee, 2012-2013.

Serving as the International Business Representative on the College of Business and Public Administration Graduate Curriculum Committee, 1997 – present.

Serving as the Chairman of the Strome College of Business Strategic Planning Committee, 2016-2017.

Served as the Co-Chairman of the College of Business and Public Administration Strategic Planning Committee, 2003-2008.

Serving as the Chairman of the Old Dominion University Promotion and Tenure Committee as the representative for the College of Business and Public Administration, 2006-2007 and again 2009-2011, 2012-2013, 2014-2015, and again in 2016-2017.

Served on the College of Business and Public Administration Promotion and Tenure Committee as the Representative for International Business, 2004-present.

Served as College of Business and Public Administration Representative on the Old Dominion University Promotion and Tenure Committee, 2005-2006 and again for 2009-2010, and again in 2012-2013.

Served on the College of Business and Public Administration Promotion and Tenure Committee as the Representative for Marketing, 1999-2004.

Served as the Chairman of the College of Business and Public Administration Faculty, 1999-2001.

Served as the College of Business and Public Administration Representative on the Old Dominion University Committee for International Initiatives, 2002-2004.

Served on the College of Business and Public Administration Dean Search Committee, 2000-2002.

Served on the College of Business and Public Administration Chair of Accounting Search Committee, 2000-2001.

Served as the Chairman and as the College of Business and Public Administration Promotion and Tenure Committee Representative on the Old Dominion University Promotion and Tenure Committee, 1999-2001.

Served on the Strategic Planning Task Force for the College of Business and Public Administration at the Co-Chair of the International Business Committee, 1999-2001.

Served as the College of Business and Public Administration Representative on the University Professors Selection Committee, 1999-2004.

Served as Research Coordinator for Joint Research for Old Dominion University and Kitakyushu University, 1990-2002.

Served as the Business Administration Representative on the College of Business and Public Administration Undergraduate Admissions Appeals Committee, 1996-1999.

Served as a Member of the Old Dominion University Asian Studies Committee, 1990-2003.

Serving on the Old Dominion University Assessment Committee as the Representative from the College of Business and Public Administration, 1995-2004.

Served as the Chairman for the Marketing Discipline Ph.D. Committee, 1997-1999.

Served on the College of Business and Public Administration Standards and Practices Committee as the Representative for Marketing, 1998 - 1999.

Served on the College of Business and Public Administration Graduate Curriculum Committee as the Representative for International Business, 1997-1998.

Served on the College of Business and Public Administration Graduate Curriculum Committee as the Representative for the Marketing Discipline, 1993-97.

Served on the College of Business and Public Administration Graduate MBA Admissions Committee as representative for the Marketing Discipline, 1995-1998.

Served on the College of Business and Public Administration Undergraduate Curriculum Committee as the Representative for the Marketing discipline, 1998-1999.

Served as Co-Chairman of the Old Dominion University Asian Area Studies Team, 1995-1998.

Served as Coordinator for International Business for the College of Business and Public Administration, 1995-1997.

Served on the International Business Curriculum Task Force for the College of Business and Public Administration, 1995-1997.

Served on the Ph.D. Curriculum Task Force for the College of Business and Public Administration, 1994-1997.

Marketing Department Representative on the Search Committee for the Dean of the College of Business and Public Administration, 1993-94.

College of Business Representative on the International Programs Advisory Council, 1992-1997.

College of Business Representative on the Graduate Program in International Studies Advisory Council, 1992-1996.

Marketing Departmental Representative on the College of Business and Public Administration Promotion and Tenure Committee, 1991-1992.

College of Business and Public Administration Internationalizing of the Business Curriculum Task Force Chairman, 1991-1992.

Member of College of Business and Public Administration Strategic Planning Task Force, 1991-1992.

Member of the Old Dominion University Search Committee for Director of the Ph.D. Program in International Studies, 1991-92.

Faculty Advisor for Beta Gamma Sigma National Business Honorary, Old Dominion Chapter, 1990-1992.

College of Business and Public Administration representative on the SACS Graduate Reaccreditation Committee, 1990-1991; served as Chair of Graduate Admissions Subcommittee.

College of Business and Public Administration Graduate Curriculum Committee from Fall 1986 to Spring of 1991; elected as Chairman for 1989/90 and 1990/91 academic years.

Served as Coordinator and Guide for the Visit of a Delegation of Japanese Academics from Kitakyushu University as part of a Joint Research Project for the period of April 21, 1990 to April 28, 1990. Served as Team Negotiator and Coordinator for Joint Research Project with Kitakyushu University and Old Dominion University.

Served as member of the Ad Hoc Committee on Internationalization for the College of Business and Public Administration (Old Dominion University), 1992-1995.

Served as the Old Dominion University College of Business and Public Administration Representative on the Virginia Department of Trade Advisory Committee on International Education, 1993-1996.

Served as the Coordinator and Guide for Dr. Michi Sakurai, visiting scholar from Senshu University in Tokyo, during his visit to the Hampton Roads area during January, 1989.

Elected as Chairman of the Graduate Faculty of the college of Business and Public Administration (Old Dominion University), Fall 1987-1989.

Member of the College of Business and Public Administration (Old Dominion University) Space Planning Task Force, Spring-Summer 1988.

Faculty Advisor for AIESEC (Association of International Students of Economics and Commerce) from Summer 1986 - Spring 1990.

Faculty Advisor and Co-Founder of Old Dominion University Student Propeller Club from Fall 1986 - Fall 1988.

Member of School of Business Administration Library Committee (Old Dominion University) for 1985-1986 Academic Year.

Member of Departmental Graduate Curriculum Committee, Fall 1985 - present (Old Dominion University).

Member of Departmental Long-Range Strategy Development Committee from Fall 1985 - present (Old Dominion University).

Served as Member of Graduate Programs Committee while Ph.D. student and faculty member at the University of Georgia from January, 1984 to June, 1985.

Community Service

I have worked extensively over the last 30 years for churches in the area. I have been working for the past thirteen years with Christ and St. Luke's Episcopal Church as a member of the Choir and as the Co-Chairman of the search Committee for the Director of Music and as the Chairman of the Organ Committee, and as a Member of the Steering Committee. Prior to that I had worked for St. Paul's Episcopal Church. At St. Paul's I served as the Property Chairman, as a member of the Vestry for 8 years, as the Junior Warden three times, and as the Senior Warden two times.

I have also done work at "no fee" for many organizations in the Hampton Roads area. I did a study for DePaul Hospital to assess their perceptual standing in the area compared to the other major hospitals. I also have done work for the Virginia Stage Company, Forward Hampton Roads, the Virginia Center for World Trade, the Virginia Department of World Trade, the Virginia Zoo, the Virginia Symphony and many other organizations. I have also overseen student projects that have involved marketing plans for the Boys Club of Hampton Roads, Norfolk Catholic School, WHRO, the Norfolk YWCA, and various other profit as well as non-profit organizations.

I also served as the President of the Board of Directors for the Virginia Children's Chorus. I also served as the Chair of the Long-Range Planning Committee. I also spent time working as a Director for the Athletic Club – Norfolk, a Travel Soccer Club in Norfolk, VA., as a soccer coach for the Norfolk Youth Soccer Association, as the manager of the Platini travel soccer team for Athletic Club - Norfolk, and as a Den Leader for Cub Scout Pack 31 in Norfolk, Virginia. I am presently serving on the Advisory Board for the Virginia Chorale, the top professional chorale society of Hampton Roads. My wife and I also host a visiting delegation of Russian Judges each year for the Norfolk Sister City Organization for the One World Program. We have been doing this since 2004.

Courses Taught

Doctoral

Marketing Theory
Current Topics in Marketing Research
Multinational Marketing Theory
Corporate Marketing Strategy Development and Implementation
Services Marketing
Advanced Marketing Methodology

Masters (MBA)

Foundations of Marketing
Marketing Management
Multinational Marketing Problems
Corporate Marketing Strategy Development and Implementation
Services Marketing

Undergraduate

Principles of Marketing
Marketing Strategy and Policy
Multinational Marketing
Multinational Corporate Strategy
Advertising Strategy
Services Marketing
Sales Promotion
Retail Marketing
Sales Management
Personal Selling
Marketing Research

Innovative Teaching

Implemented a new simulation (Markstrat3) for the Marketing 621 class (Marketing Strategy and Policy) for the MBA students.

Implemented a Marketing Simulation Game in Marketing 490 and also in Marketing 620 at Old Dominion University (Marketing Simulation) to give students valuable experience in strategy development. The students are split into teams, and the teams make 8 strategic decisions. The computer simulation builds interactively on these team decisions. The teams are also given the chance to write strategies for their companies, defend these strategies, and work with incoming

management teams to simulate real world activities. This simulation was adopted by all professors teaching Marketing 490, and several of the 620 classes made use of it as well.

Also implemented another computer simulation (Markstrat2) for use exclusively at the graduate level for Marketing 620. This has also been adopted by other faculty members teaching this course.

Also implemented more-complex computer simulation (Brandmaps) for the Advanced Graduate Seminar in Marketing Strategic Planning (Marketing 727/827).

Have proposed the use of another computer simulation (The Selling Game) for use in both the undergraduate and graduate courses in Sales Management.

Developed and taught the Graduate seminars for the MBA/Ph.D. programs for Marketing Strategy Development and Implementation (Marketing 727/827).

Developed and taught the Graduate seminars for the MBA/Ph.D. programs for Global Marketing Problems (Marketing 726/826).

Recently proposed two more MBA/Ph.D. seminars for the College of Business and Public Administration for Old Dominion University, Marketing 723/823, Seminar in Sales Management; Marketing 728/828, Seminar in Services Marketing which I taught during the summer of 1990.

Proposed and taught the Doctoral Seminar in Marketing Theory (Marketing 801).