

# Contributors

---

**Preet S. Aulakh** holds the Pierre Lassonde Chair in International Business at the Schulich School of Business, York University.

**Nancy R. Buchan** is an Assistant Professor of Marketing in the School of Business at the University of Wisconsin, Madison.

**S. Tamer Cavusgil** is University Distinguished Faculty and the John W. Byington Endowed Chair in Global Marketing at Michigan State University. He also serves as the Executive Director of MSU-CIBER.

**C. Samuel Craig** is the Catherine and Peter Kellner Professor and Director of the Entertainment, Media and Technology Program at New York University's Stern School of Business.

**Susan P. Douglas** is the Paganelli-Bull Professor of Marketing and International Business at New York University's Stern School of Business.

**Robert L. Engle** is currently Associate Professor of International Business at the Lender School of Business at Quinnipiac University in Hamden, Connecticut.

**M. Krishna Erramilli** is Associate Professor and Head of the Marketing and International Business Division at the Nanyang Business School, Nanyang Technological University in Singapore.

**F. Esra Gençtürk** is an Assistant Professor of Marketing at Koç University. Previously, she was an Assistant Professor of Marketing and International Business at the University of Texas at Austin.

**David A. Griffith** is Associate Professor of Marketing at the University of Hawaii.

**Hillary Haley** is a PhD student in the Department of Psychology at UCLA. She received her BA in Psychology from Columbia University in 1996.

**Louise A. Heslop** (MSc Guelph, PhD Western Ontario) is Professor of Marketing at the Eric Sprott School of Business, Carleton University, Ottawa, Canada, and has worked as a Senior Research Officer in the Social and Economics Studies Division at Statistics Canada.

**G. Tomas M. Hult**, a native of Sweden, is Associate Professor of Marketing and Supply Chain Management and Director of the Center for International Business Education and Research (MSU-CIBER) in the Eli Broad Graduate School of Management at Michigan State University, and a Founding Research Member of the FedEx Center for Supply Chain Research, Memphis, Tennessee.

**Subhash C. Jain** is Professor of Marketing, Director of the Center for International Business Education and Research (CIBER) funded by the US Department of Education, and Director of the GE Global Learning Center endowed by GE Capital Corporation, in the School of Business, University of Connecticut.

**Johny K. Johansson** was named the McCrane/Shaker Professor in International Business and Marketing at Georgetown University in 1989.

**Destan Kandemir**, a native of Turkey, is a PhD Candidate in the Eli Broad Graduate School of Management at Michigan State University.

**Masaaki Kotabe** holds the Washburn Chair of International Business and Marketing, and is Director of Research at the Institute of Global Management Studies at the Fox School of Business and Management at Temple University.

**V. Kumar (VK)** is the ING Chair Professor of Marketing, and Executive Director, ING Center for Financial Services in the School of Business, University of Connecticut.

**Paul Matthyssens** is Professor of Industrial and International Marketing at Limburgs Universitair Centrum and the University of Antwerp in Belgium and at Erasmus University in the Netherlands.

**David B. Montgomery** is the S.S. Kresge Professor of Marketing Strategy – Emeritus at the Stanford Graduate School of Business and Business Dean at Singapore Management University. He was Executive Director at the Marketing Science Institute (1995–1997), Academic Trustee

(1994–2001), and is currently a member of the Executive Directors Council (1997–present)

**Cheryl C. Nakata** is Assistant Professor of Marketing and International Business at the University of Illinois at Chicago.

**Nicolas Papadopoulos** (MBA Washington State, DBA Athens) is Professor of Marketing and International Business and Director, International Business Study Group, at the Eric Sprott School of Business, Carleton University, Ottawa, Canada.

**Pieter Pauwels** is Assistant Professor of Marketing at Maastricht University (The Netherlands).

**Ilkka A. Ronkainen** serves on the faculty of marketing and international business at Georgetown University's McDonough School of Business as well as docent of international marketing at the Helsinki School of Economics.

**John K. Ryans, Jr** holds the Bridgestone Professorship in International Marketing at the Graduate School of Management at Kent State University.

**Saeed Samiee** is the Collins Professor of Marketing and International Business at the University of Tulsa. He is also a TU Director for the Institute of International Business Education in Moscow, Russia, a joint project with the Moscow Institute of Electronics Engineering.

**Ravi Sarathy** is Professor of Management and International Business, in the College of Business Administration at Northeastern University.

**Bernd H. Schmitt** is Professor at Columbia Business School and Director of the Center on Global Brand Leadership.

**Camille P. Schuster** is a Professor of Marketing at Xavier University. She received her PhD from Ohio State University and MA from Arizona State University.

**Narasimhan Srinivasan** is an Associate Professor of Marketing at the School of Business, University of Connecticut.

**Charles R. Taylor** is Professor of Marketing at Villanova University.

**P. Rajan Varadarajan** is Distinguished Professor of Marketing and holder of the Ford Chair in Marketing and E-Commerce, Mays Business School, Texas A&M University at College Station.

**Allen M. Weiss** is Associate Professor and a Tappan Fellow of Marketing in the Marshall School of Business at the University of Southern California.

**Manjit S. Yadav** is an Associate Professor of Marketing and Mays Faculty Fellow, Department of Marketing, Mays Business School, Texas A&M University.

**Attila Yaprak** is Professor of Marketing and International Business and Director of the Center for International Business Studies at Wayne State University.

**Shi Zhang** is Assistant Professor at the Anderson Graduate School of Management, UCLA.

**Shaoming Zou** is Assistant Professor of Marketing and International Business at the University of Missouri, Columbia.