## Contributors

Russell Belk is Kraft Foods Canada Chair in Marketing at the Schulich School of Business at York University. He is Past President of the International Association of Marketing and Development, and is a Fellow and Past President of the Association for Consumer Research. He has received the Paul D. Converse Award, the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research, two Fulbright Fellowships, and honorary professorships on four continents. He has over 500 publications; they involve the meanings of possessions, collecting, gift-giving, materialism and global consumer culture. His work is often cultural, visual and interpretive.

Ling Bith-Hong is an Associate Professor in the Department of Marketing at the National Chung Hsing University (Taiwan). She received her PhD from the University of Hawaii at Manoa (USA) and was a Research Fellow at the Yoshida Hideo Foundation (Japan) and the University of Adelaide (Australia). Bith-Hong's professional expertise and research are in the areas of international marketing, food and wine marketing, and applied economics. Her research work has been published in *Australasian Marketing Journal*, *Aquaculture Economics and Management*, *Agricultural Economics*, *Aquaculture Research*, and others.

**Ivana Bušljeta Banks** is a PhD candidate at the University of Antwerp. She is a Senior Lecturer at the Zagreb School of Economics and Management, teaching Business Communication and Promotion & Advertising courses. Her research interests include advertising effectiveness, cross-cultural advertising, the use of rhetorics in advertising, ethics in advertising, services marketing, and new marketing communications media. She has presented her work at a number of conferences, such as the European Marketing Academy Conference, the International Conference on Research in Advertising, and the International Conference on Corporate Social Responsibility, and has published in the *Social Responsibility Journal*.

C. Luke Bowen is a Managing Partner of Evil Genius Beer Company, a Pennsylvania based craft brewery. Previously, he worked as a Business Fellow Graduate Research Assistant in the Villanova School of Business. Luke graduated from Villanova University in 2010 with an MBA in Strategic Management. His research interests are in the areas of marketing strategy and strategic planning.

Shu-Chuan Chu is an Assistant Professor in the College of Communication at DePaul University, USA. She received her PhD from the University of Texas at Austin. Her research interests include social media, electronic word-of-mouth and cross-cultural consumer behavior. Her work has appeared (or is forthcoming) in the Journal of Global Marketing, International Journal of Advertising, Journal of Interactive Advertising, Journal of Marketing Communications, Journal of International Consumer Marketing, Chinese Journal of Communication, and International Journal of Internet Marketing and Advertising, among others. Her work has also appeared in books such as Handbook of Research on Digital Media and Advertising: User Generated Content Consumption, Computer-Mediated Communication across Cultures: International Interactions in Online Environments, and Advances in Advertising Research (vol. II). Dr Chu has been a Visiting Professor at Xiamen University in China and is currently the Chair of the International Advertising Education Committee (IAEC) at the American Academy of Advertising.

C. Samuel Craig is the Catherine and Peter Kellner Professor, Professor of Marketing and International Business, and Director of the Entertainment, Media and Technology Program at New York University's Stern School of Business. He received his PhD from the Ohio State University. Prior to joining New York University, Professor Craig taught at Cornell University. He is co-author, along with Susan Douglas, of *International Marketing Research*, 3rd edition, and *Global Marketing Strategy*. He and Professor Douglas have received four 'best article' awards from the *Journal of International Marketing*. His research interests focus on the entertainment industry, global marketing strategy and methodological issues in international marketing research.

Mary Sully de Luque received her PhD in Organizational Behavior at the University of Nebraska. She is currently an Assistant Professor of Management at the Thunderbird School of Global Management. Previously, she was a Senior Fellow at the Wharton School working with the GLOBE project. Mary's research interests include the influence of culture on leadership, feedback processes in the work environment, and talent management. Her work has been published in *Administrative Science Quarterly*, *Academy of Management Review*, and *JIBS*, among others. She currently serves on four editorial review boards and has received many awards for her scholarship.

Patrick De Pelsmacker received his PhD from Ghent University (Belgium). He is Professor of Marketing at the University of Antwerp. His current research interests include advertising effectiveness, new marketing communication formats, branding, cross-cultural advertising and branding,

ethical consumer behavior and social marketing. His work has been published in, amongst others, Journal of Advertising, International Journal of Advertising, Journal of Advertising Research, Journal of Interactive Advertising, Journal of Interactive Marketing, Psychology and Marketing, International Marketing Review, Marketing Letters, Journal of Consumer Affairs, Journal of Business Research, Journal of Business Ethics, Cyberpsychology, Behaviour and Social Networking, and Accident Analysis and Prevention. He is on the editorial board of Journal of Advertising (Associate Editor), Journal of Business Research, International Journal of Advertising and Journal of Public Policy & Marketing.

Sandra Diehl is Associate Professor of Media and Communication at Klagenfurt University, Austria. She received her PhD from Saarland University, Germany. Her current research interests include international advertising, mobile Internet, health communication, pharmaceutical advertising and new media. She is currently board member and treasurer of the European Advertising Academy. She serves on the editorial boards of the Journal of Marketing Communication and the Journal of the Global Academy of Marketing Science.

Susan P. Douglas was the Paganelli-Bull Professor of Marketing and International Business at New York University's Stern School of Business. She passed away suddenly in early January 2011. She received her PhD from the University of Pennsylvania. Prior to joining New York University, Professor Douglas taught at Centre-HEC, Jouv-en-Josas, France, and was a faculty member of the European Institute for Advanced Studies in Management in Brussels. A Past President of the European Marketing Academy, and former Vice President of the Academy of International Business, Professor Douglas was elected a Fellow of the Academy of International Business in 1991 and was Dean of the Fellows from 1999 to 2002. She was made a Fellow of the European Marketing Academy in 2002 and chaired the Fellows from 2002 to 2005.

Martin Eisend is Professor of Marketing at European University Viadrina in Frankfurt (Oder), Germany. He earned a doctoral degree at Freie University Berlin, Germany. His research activities center on marketing communication and methods of empirical generalization. His research has been published in Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Marketing Letters, Journal of Advertising, and other journals.

Louisa Ha is a Professor and Chair of the Department of Telecommunications at Bowling Green State University, Ohio, USA and Associate Editor of Journalism and Mass Communication Quarterly. Her edited book, Webcasting Worldwide: Business Models of an Emerging Global Medium, received the AEJMC 2007 Robert Picard Award for Books and Monographs in Media Management and Economics. She is also the recipient of the 2006 Barry Sherman Teaching Award in Media Management and Economics. She received her PhD in Mass Media from Michigan State University. Her research interests are media technologies and business models, international advertising, online advertising and audience research.

Jörg Henseler is Associate Professor of Marketing at the Institute for Management Research, Nijmegen School of Management, Radboud University Nijmegen, the Netherlands. He is also Visiting Professor at the Higher Institute of Statistics and Information Management (ISEGI), Universidade Nova de Lisboa, Portugal. Dr Henseler is an expert on partial least squares (PLS) path modeling, an exploratory and predictive form of structural equation modeling. He has published in academic journals such as the *International Journal of Research in Marketing and Structural Equation Modeling*, and he has edited two books on PLS (for a full list of publications see http://www.henseler.com/publications.html).

Robert J. House received his PhD in Management from Ohio State University. He was appointed the Joseph Frank Bernstein Endowed Chair of Organization Studies at the Wharton School of the University of Pennsylvania in 1988. He has published over 130 journal articles and has received the Award for Distinguished Scholarly Contribution to Management, conferred by the Academy of Management. He is a Fellow of the Academy of Management, the American Psychological Association, and the Society for Industrial/Organizational Psychology. He was the principal investigator of the Global Leadership and Organizational Behavior Effectiveness (GLOBE) Study from 1993 to 2003. Dr House's research interests include leadership, personality, power in organizations, and the implications of cross-cultural variation for effective leadership and organizational performance.

**Kenichi Ito** received his Master's degree in Psychology from the University of Alberta, Canada, where he is currently a PhD student in the social and cultural psychology program. His research interests include cross-cultural comparisons of perception and cognition. His work has been accepted for publication in the *Journal of Cross-Cultural Psychology*.

Jeffrey K. Johnson received his PhD from Michigan State University. Dr Johnson works as a World War II historian at the Joint POW/

MIA Accounting Command in Honolulu, Hawaii. His current research interests include the creation of social and cultural narratives. His work has been published in the Journal of Popular Culture, Popular Culture Review, and Advertising & Society Review. His first monograph is entitled American Advertising in Poland: A Study of Cultural Interactions Since 1990. He is currently working on a book-length study of comic book superheroes and US history. He can be reached at phoboes 2000@yahoo. com

Sara Kamal (PhD, the University of Texas at Austin) is an Assistant Professor of Marketing Communications at the American University in Dubai, United Arab Emirates. Her research interests are the economic effects of advertising, new media and cross-cultural consumer behavior. Kamal's research has appeared in the *International Journal* of Advertising, Journal of Interactive Advertising and in books such as Computer-Mediated Communication across Cultures: International Interactions in Online Environments, and Advances in Advertising Research (vol. II). She has also presented her work at various conferences including the American Advertising Academy (AAA) and the Association for Education in Journalism and Mass Communication (AEJMC). Email: skamal@aud.edu.

Philip J. Kitchen is Dean at the Faculty of Business, Brock University, Canada, where he is also tenured Professor of Marketing (2010). Previously he was Director of the Research Centre for Marketing, Communications, and International Strategy (CMCIS) and Chair of Strategic Marketing at Hull University Business School (2001-2010). He is also Affiliated Research Professor of Marketing at the ESC Rennes School of Business. France. He is the Founder and Editor of the Journal of Marketing Communications. Has published 13 books and over 100 papers in leading journals around the world. Listed as one of the 'The Top 50 Gurus who have Influenced the Future of Marketing', Marketing Business, December 2003, pp. 12–16, he is a Fellow of CIM, RSA, and HEA, and a Member of the ALCS, Institute of Directors and Institute of Marketing Science (USA).

Silke Knoll is a PhD student at the European University Viadrina in Frankfurt (Oder), Germany. Her thesis deals with marketing's influence on consumers' quality of life. Further research interests include consumers' trust in marketing and gender roles in advertising.

Carrie La Ferle received her PhD from the University of Texas-Austin. She is a Professor in the Temerlin Advertising Institute at SMU in Dallas. Her research examines how culture impacts advertising effectiveness and is published widely, including the *Journal of Advertising*. Dr La Ferle has been a Visiting Fellow at NTU in Singapore and is the recipient of several grants, the Teacher-Scholar Award from Michigan State University, and the President's Associates Award from SMU. Within the AAA, she has held positions from Newsletter Editor to VP. Dr La Ferle sits on several editorial review boards and has lived in Canada, Japan and Singapore.

Ashok K. Lalwani is an Associate Professor of Marketing at Indiana University, Bloomington. He holds a PhD in Marketing from the University of Illinois, Urbana-Champaign, an MS in Marketing from the National University of Singapore, as well as from the University of Florida, and an Engineering degree from the Indian Institute of Technology (IIT), New Delhi. He has taught marketing courses at Temasek Polytechnic, Singapore, The University of Illinois at Urbana-Champaign, and the University of Texas at San Antonio. He also held an executive position in the marketing division of a multinational firm. Ashok is interested in understanding how consumers' cultural values shape their judgments, behaviors and responses. Another research stream examines biases in consumers' price perceptions. He has published more than a dozen articles in scholarly journals such as Journal of Consumer Research, Journal of Personality and Social Psychology, and Journal of Consumer Psychology. Ashok has won numerous awards for his research and teaching. He is the recipient of the President's Distinguished Award for Research Achievement, and the Dean's Research Excellence Award, both at the University of Texas at San Antonio. More recently, his co-authored paper titled 'The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research' was one of the top 20 most cited articles in the Journal of Consumer Psychology, 2006–2011. He was also on the list of excellent instructors (top 10 percent campus-wide rated as outstanding), at the University of Illinois at Urbana-Champaign.

Wei-Na Lee received her PhD from the University of Illinois at Urbana-Champaign. Her research examines the role of culture in every aspect of persuasive communication. Her work has been published in various book chapters, conference proceedings, and the Journal of Advertising, Journal of Advertising Research, Psychology & Marketing, Journal of International Marketing, Journal of Business Research, International Journal of Advertising, and Journal of Computer-Mediated Communication, among others. She co-edited the book Diversity in Advertising (2005, Lawrence Erlbaum). She is a three-time recipient of the American Academy of Advertising Research Fellowship. She is currently the Editor of the Journal of Advertising.

Carolyn A. Lin received her PhD from Michigan State University. Dr Lin's current research interests include the content, uses and effects of digital advertising, social marketing, health marketing and new media technologies. Her work has been published in the Journal of Advertising, Journal of Advertising Research, International Journal of Advertising, Journal of Broadcasting & Electronic Media, Journalism & Mass Communication Ouarterly, Human Communication Research, Health Communication, Journal of Health Communication and elsewhere. She serves on the editorial boards of the Journal of Advertising, Journal of Interactive Advertising, Journal of Broadcasting & Electronic Media, Journalism & Mass Communication Quarterly, among others. Dr Lin is the Founder of the Communication Technology Division at the Association for Education in Journalism & Mass Communication.

Yuping Liu-Thompkins received her PhD from Rutgers University. She is Associate Professor of Marketing and E. V. Williams Faculty Fellow at Old Dominion University, and a 2010–2012 Fellow of the Society for New Communications Research. With a personal passion for technology, Dr Liu-Thompkins' research focuses on the intersection among marketing, technology, and consumer psychology. Her main research areas include Internet marketing and customer loyalty. Dr Liu-Thompkins' publications have appeared in Journal of Marketing, Journal of Advertising, and Journal of Advertising Research, among others. She is also an editorial review board member for Journal of Marketing Communications.

**Inés López** received her PhD from the University of Murcia, Spain. She is an Assistant Professor at the Miguel Hernández University. Dr Lopez's current research focuses on the role of emotions in consumers' behavior both from an intra- and an inter-personal point of view. Her work has been published in Electronic Commerce Research & Applications, Ecological Economics, among others, and presented at conferences such as ACR, SCP, EMAC, La Londe and ICORIA. She has been awarded for the Best Working Paper from the Society for Consumer Psychology in 2011.

Manuela López is a PhD student at the University of Murcia (Spain) with a pre-doctoral scholarship from the Spanish Ministry of Education. Her research interests focus on the influence of e-WOM in consumer behavior. She has presented her work at international conferences such as the International Conference on Research in Advertising (ICORIA) and the International Product Development Management Conference (IPDM).

Takahiko Masuda is an Associate Professor of the Department of Psychology, the University of Alberta, Canada. He received his PhD from the University of Michigan in 2003. His current research interests include

cultural variations in perceptual and cognitive processes between East Asians, Asian immigrants in Canada, and North Americans. His work has been published in *Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Psychology, Cognitive Science, Psychological Science*, and *Proceedings of the National Academy of Sciences of the United States of America*. He serves on the editorial boards of *Personality and Social Psychology Bulletin* and *Journal of Cross-Cultural Psychology*.

Brent McKenzie is an Associate Professor in the Department of Marketing and Consumer Studies, at the University of Guelph, in Canada and received his PhD in Marketing from Griffith University in Australia. He is a leading expert on retail trade in the Baltic States. Dr McKenzie's work has been published in such venues as the *Retail Digest*, and the *Journal of Business Research*. He was the recipient of the 2006 and 2010 Emerging Scholars Award by the Association for the Advancement of Baltic Studies, and sits on the editorial board of the *Baltic Journal of Management*, the *Journal of Education, Knowledge & Economy*, and the *Estonian Business Review* 

Makoto Mizuno is an Associate Professor of Marketing in the School of Commerce, Meiji University in Tokyo, Japan. He received his PhD in Economics from the University of Tokyo, Japan. His current research interests include social interaction and preference formation of consumers, marketing communication using social media, etc. His works have been published in *International Journal of Industrial Organization*, *Advances in Complex Sciences*, *European Journal of Operational Research*, and others. After working in the advertising industry for almost 20 years, he moved to academia.

Barbara Mueller is Professor of Advertising in the School of Journalism and Media Studies at San Diego State University. She received her PhD in Communications from the University of Washington. In addition to a multitude of articles in academic journals, such as the Journal of Advertising, Journal of Advertising Research, Journal of International Marketing, International Journal of Advertising, Advances in International Marketing and International Marketing Review, she is author of Dynamics of International Advertising: Theoretical and Practical Perspectives, 2nd edition, Peter Lang, 2011; Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives, Peter Lang, 2008; and co-author (with Katherine Toland Frith) of Advertising and Societies, 2nd edition, Peter Lang, 2010. Her research interests focus on the role of culture in commercial communications.

Ayşegül Özsomer is Associate Professor of Marketing at Koç University, Istanbul, Turkey. She received her PhD in Marketing from Michigan State University and has conducted research, taught and consulted in the USA before joining Koç University in 1997. Her research focuses on (a) global marketing strategy with a particular emphasis on standardization-adaptation issues, (b) global brand management, and (c) market orientation and its relation to firm performance. She has published in top scholarly journals including the *Journal of Marketing*, *International Journal of Research in Marketing*, and *Journal of International Marketing*. Dr Özsomer was a Visiting Scholar at the marketing department of UCLA in 2002–2003 and the University of Michigan, Ann Arbor in 2008–2009.

Narda R. Quigley is an Associate Professor of Management at the Villanova School of Business (Villanova University, Pennsylvania, USA). She received her PhD in Organizational Behavior from the University of Maryland, College Park, after which she completed a post-doctoral appointment working with Dr Robert J. House and the GLOBE Project at the Wharton School. Her research interests include work groups and teams, personality, motivation, and emergent and cross-cultural leadership. Dr Quigley's work has been published in *Organization Science*, *Organizational Behavior and Human Decision Processes*, and *Organizational Research Methods*, among others. She currently serves on the editorial review board of *Group and Organization Management*.

Christian M. Ringle is Professor and Managing Director of the Institute for Human Resource Management and Organizations (HRMO) at Hamburg University of Technology (TUHH) and is a Visiting Professor of the University of Newcastle (Australia). He received his PhD from the University of Hamburg. Dr Ringle's research addresses strategic management, human resource management and organizations, marketing and quantitative methods for business and market research. He has published in top scholarly journals such as the *International Journal of Research in Marketing, Journal of the Academy of Marketing Science,* and *Journal of Service Research* (for a full list of publications see www.tuhh.de/hrmo). Moreover, Dr Ringle is an expert in PLS-SEM and co-developer of the SmartPLS software (www.smartpls.de).

Salvador Ruiz is a Professor of Marketing at the University of Murcia (Spain). Dr Ruiz's current research interests include the effects of information and emotions in consumer behavior and family decision making. His work has been published in *Electronic Commerce Research & Applications*, *Journal of Advertising*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Interactive Marketing*, and *European Journal of* 

*Marketing*. His awards include the Best Working Paper from the Society for Consumer Psychology in 2011 and the best paper published in 2009 in Revista Española de Investigación en Marketing.

Marko Sarstedt is Assistant Professor at the Ludwig-Maximilians-University, Munich, Germany. His main research interest is in the application and advancement of PLS path modeling to further the understanding of consumer behavior and to improve marketing decision making. His research has been published in several international journals, including Journal of the Academy of Marketing Science, Journal of Business Research, Journal of World Business, Long Range Planning, and Journal of Advertising Research, and he has served as a consultant for various companies.

Manfred Schwaiger is Professor of Business Administration at Ludwig-Maximilians-University, Munich (LMU). He received his PhD from Augsburg University and has published numerous articles on corporate reputation and communications management, among others, in *Journal of the Academy of Marketing Science, Journal of Advertising Research, European Journal of Marketing* and *Schmalenbach Business Review*. He is editorial review board member of the *Journal for Public Policy and Marketing*, the *Journal of Advertising*, and the *International Journal of Advertising*. He received Best Paper Awards from the European Institute for Advanced Studies in Management (EIASM) and the Association for Marketing & Health Care Research, among others.

Sawa Senzaki received her Master's degree in Psychology from the University of Alberta, Canada, where she is currently pursuing her PhD in the social and cultural psychology program. Her research interests include cultural variation in visual perception, and the development of such culturally unique perspectives.

Sharon Shavitt is the Walter H. Stellner Professor of Marketing at the University of Illinois at Urbana-Champaign, where she has been on the faculty since 1987. Shavitt has written and lectured extensively on consumer psychology. Her multidisciplinary research program focuses primarily on the cultural factors affecting consumer motivations, responses to advertising, and survey response behaviors. Her publications have appeared in *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Personality and Social Psychology*, and *Journal of Experimental Social Psychology*, among other outlets. Shavitt is President of the Association for Consumer Research. She previously served as co-Chair of the Association for Consumer Research 2008 conference, the largest international consumer research conference. She has also been Associate Editor of the *Journal of Consumer Psychology*.

María Sicilia received her PhD from the University of Murcia, Spain, where she now works as an Associate Professor of Marketing. Her articles have appeared in the *Journal of Business Research*, *Journal of Advertising*, *Journal of Interactive Marketing*, *Electronic Commerce Research and Applications*, and *European Journal of Marketing*. Her research interests are focused on advertising and consumer behavior.

Hirokazu Takada is Professor of Marketing and International Business, Zicklin School of Business, Baruch College, the City University of New York. He received his PhD from the Krannert Graduate School of Management, Purdue University, Indiana. Dr Takada's current research interests include analysis of diffusion of new products, country of origin effects, international marketing research, and advertising research. His work has been published in *Journal of Marketing*, *International Journal of Marketing*, *Journal of Business Research*, *Journal of Applied Statistics*, and others.

Charles R. Taylor is the John A. Murphy Professor of Marketing at Villanova University. He also serves as Senior Research Fellow in the Center for Marketing and Public Policy Research. Professor Taylor is a Past President of the American Academy of Advertising. He currently serves as the Editor in Chief of International Journal of Advertising, which is published by the World Advertising Resource Center. He previously served as Associate Editor of Journal of Public Policy and Marketing and Journal of Advertising. Dr Taylor's primary research interests are in the areas of international advertising and advertising regulation. He has published numerous articles in leading journals and serves on several editorial review boards. Taylor's research has received 'Best Article' awards at Journal of Advertising, Journal of International Marketing, and Journal of Macromarketing. Professor Taylor has taught courses in Korea, Austria, China, Germany and the Czech Republic, has served as a Fulbright Senior Scholar and has given speeches or lectures at many leading universities.

Ralf Terlutter is Professor of Marketing and International Management and Head of the Department of Business Management at Klagenfurt University, Austria. He received his PhD from Saarland University, Germany. His research areas include international advertising, advertising and children, pharmaceutical advertising, and advertising and new media. He is currently President of the European Advertising Academy and Vice-Dean of the Faculty of Business and Economics at Klagenfurt University.

Marwa Tourky is a Teaching Assistant in the Business Administration Department at Faculty of Commerce, Tanta University, Egypt and a Doctoral Researcher at Hull University Business School, UK, where she was supervised by Dean Kitchen. She holds a BSc in Business Administration from Tanat University, Egypt, and an MRes from Hull University Business School, UK. She has presented several papers in leading international marketing conferences such as IMTC, AM, BAM, and CMC. Her research interests incorporate corporate identity management, corporate and marketing communications, corporate branding, image and reputation, corporate social responsibility and business ethics.

**Huaitang Wang** is a Research Analyst at the Faculty of Extension, the University of Alberta, Canada. He received his PhD degree in Psychology from the University of Alberta in 2010. He has published articles in East Asian psychology journals.

**Jinnie Jinyoung Yoo** is currently a PhD Candidate in Advertising at the University of Texas at Austin. Her research interests include cross-cultural and multicultural advertising with a focus on diverse cultural cues in advertising messages, cross-cultural consumer behavior and psychology, and global branding.

Yang Zhang is an Assistant Professor at the School of Business Administration in the Northeast (Dongbei) University of Finance and Economics of China. She received her PhD from the University of Science and Technology of China and her current research interests include corporate reputation, brands and intellectual capital. Her work has been published in *Communicative Business, International Journal of Business Research*, and *Management World*, among others. She received Best Dissertation Awards from Xiamen University in China.

Xin Zhao is Assistant Professor of Marketing at the University of Nebraska-Lincoln. He received his PhD in Marketing from the David Eccles School of Business at the University of Utah. He studies consumer culture, advertising, and branding issues in emerging economies from a sociocultural and historical perspective. He has conducted extensive fieldwork in China. His research has appeared in the *Journal of Consumer Research*, Journal of Advertising, Advances in Consumer Research, and European Advances in Consumer Research. His work on Chinese advertising was the winner of the 2003 ACR-Sheth Dissertation Competition and the runner-up of the 2009 Sidney Levy Dissertation Award.