



Professional Record

Attila Yaprak

Professor of Marketing and International Business

School of Business Administration
Wayne State University
Detroit, MI 48202
(313) 577-4213
(313) 577-5486 (fax)

1657 Wakerobin Ct
Ann Arbor, MI 48103
(734) 994-0550
(734) 730-4240 (cell)

E-mail: attila.yaprak@wayne.edu

EDUCATION

High School: Tarsus American College, Tarsus, Turkey (1966).
Baccalaureate: BS: Indiana University (Operts. Mnmgt & Industrial Engng) (1971)
Graduate: MBA: Indiana University (Marketing & Finance) (1973).
Doctorate: PhD: Georgia State University (1978). Major Fields: International Business and Marketing.
Cognate Field: Quantitative Methods. Dissertation: “Formulating a Multinational Marketing Strategy: A Deductive, Cross-National Consumer Behavior Model” (Doctoral Mentors: Drs. Jeffrey S. Arpan and Jose R. de la Torre).

WSU EMPLOYMENT HISTORY

Year Appointed:	1978	Year Promoted to Associate Professor:	1985
Year Awarded Tenure:	1985	Year Promoted to Professor:	1993

TEACHING/RESEARCH AT OTHER INSTITUTIONS

University of Vienna (Austria) (2017): *Visiting Faculty*: taught the doctoral seminar in international marketing and worked with doctoral students and faculty.

Technische Universitat Dortmund (Germany) (2013): *Gambrinus Fellow*: seminars with doctoral students.

Martti Ahtisaari Institute of Global Business, University of Oulu (Finland) (2010): *Visiting Faculty*: worked with doctoral students and faculty.

Universidad Autonoma de Barcelona (Spain) (2006): *Visiting Faculty*: seminars with a faculty group.

Lyon Business School (France) (2005, 2006, and 2008): *Visiting Professor*: taught the global marketing course.

Sabanci University (Turkey) (2001-2022): *Network Faculty*: taught undergraduate, MBA and Executive MBA courses in marketing and global marketing strategy [sabbaticals in 2001, 2009, and 2013]. Also taught advertising managers in the Brand Practice MS degree program, Sabanci University’s joint program with the Istanbul Advertising Foundation (2014-2017), and executives via programs offered by Sabanci University’s Executive Development Unit (2002-2022).

Ludwig Maximilian University (Germany) (2000): *Visiting Professor:* taught the international business case course [part of sabbatical in 2001].

Michigan State University (United States) (1990, 1991 and 1998): *Visiting Professor:* taught doctoral, MBA, and undergraduate courses in international business and marketing and conducted research [sabbatical in 1991].

University of Michigan (United States) (1992 and 1996): *Visiting Professor:* taught the graduate and the undergraduate courses in international marketing.

Jiangxi College for International Trade (China) (1995): *Seminar Leader:* taught international marketing strategy workshops to government officials and business managers [UN/WTO/ITC consulting assignment].

Georgia State University (United States) (2015-2019): *Seminar Co-Leader:* co-taught the International Business module in the Faculty Development in International Business (FDIB) program.

University of Memphis (United States) (1995, 1998, every year 1999 through 2014): *Seminar Co-Leader:* co-taught the International Marketing module in the FDIB Program.

University of South Carolina (United States) (1992 and 1993): *Seminar Co-Leader:* co-taught the international marketing module in the FDIB Program (4 sessions).

University of Windsor (Canada) (1995): *Seminar Leader:* taught the international marketing module in the FDIB Program.

Philippine Trade Training Center (the Philippines) (1989 and 1990): *Seminar Co-Leader:* co-taught international marketing strategy workshops directed at faculty, government officials, and business managers.

ADMINISTRATIVE EXPERIENCE

Director, Doctoral Programs and Graduate Studies, Ilitch Business School, Wayne State University (2013-2022).

Area Coordinator, Marketing, School of Business Administration (2007). Coordinated Area functions.

Co-Director, Engineering Management Masters Program, Wayne State University (2003-2006). Co-managed the leadership projects in this interdisciplinary program between WSU and Ford and Visteon Corporations

Member, Oversight Committee, Global Executive Doctoral Program in Industrial Engineering, Wayne State University (2007- 2010): helped develop curricula, revision and oversight of course delivery and management.

Associate Dean for Research, School of Business Administration, Wayne State University (1994-1998). Managed a self-sustaining research center within the SBA; pursued and acquired grants; and, interacted with the business community through applied research.

Executive Secretary, Academy of International Business (AIB) (1992-1995). Managed the AIB's Secretariat and the AIB Foundation's administrative affairs.

Director, Center for International Business Studies, Wayne State University: (1992-2004). Conducted interdisciplinary research and led teaching and outreach activities for greater internationalization of the SBA's faculty and students.

Associate Editor, Journal of Business Research (1987-1992). Managed editorial functions in the International Business area from receipt and processing of manuscripts to final decision.

Director, WSU-L'viv Institute of Management (Ukraine) MBA Exchange Program (2000, 2001)

Conference Co-Chair, *Globalization, the International Firm and Emerging Economies* (1998): Co-managed the annual meeting of the Consortium for International Marketing Research (CIMaR)

Project Co-Coordinator, *Roundtable on Internationalizing Business Schools and Faculty* (1991 and 1994). Helped organize these AACSB and Michigan State University-sponsored gatherings of experts on curriculum and faculty development and institutional strategies in *internationalizing business education* (1991), and *doctoral programs* (1994)

Program Co-Chair, *Academy of International Business Annual Meeting* (2000): Helped develop the annual meeting program of the AIB with Professor S. T. Cavusgil, Program Chair, and Stewart Miller, Co-Chair.

Chair, *Faculty Senate*, School of Business Administration (Fall 2010 and 2009 terms & the 1986-87 Academic Year)

HONORS, AWARDS and SPECIAL RECOGNITION

Distinguished PhD Graduate, Georgia State University's Robinson College of Business (2022). Delivered the Keynote Address at the *Symposium on Responsible Global Business*.

Member, **Editorial Review Board, Journal of International Business Studies** (2017-2025). **Outstanding Reviewer Award** (2022).

Member, the **AIB President's Council on Expenditures and Initiatives** (2022).

Member, **Board of Advisors**, Academy of International Business Northeast Regional Chapter (2021-2024). **Chair, Doctoral Students' Consortium**, AIB Northeast Regional Chapter (2021 and 2022).

Co-Editor, **AIB Insights** Special Issue on International Marketing (2022).

AIB Historian (2021 to 2023): Appointed to lead the AIB's History Committee to chronicle the AIB's history, identity, and sense of direction via sub-committees on IB thought, IB Teaching Innovations, and Chapters and SIGs.

University of Leeds (UK) (2019): *Keynote Speaker*: post-conference pedagogy workshop at the European International Business Association (EIBA) Conference.

University of Essex (UK) (2019): *Visiting Faculty*: seminar with doctoral students and faculty.

Nominated for the **2019 Hans B. Thorelli Award** at the *Journal of International Marketing* (one of five selected) for 2002 article that appeared in that journal. This Award recognizes the article that has made the greatest contribution to international marketing theory and practice during the lifetime of the journal.

Listed as one of the **30 most prolific contributors** to **international marketing** knowledge among 2,333 authors who published 1,722 articles in the top six international business journals during a 20-year period (1995-2005). The rankings appeared in *Advances in Global Marketing: A Research Anthology*, pps. 3-33 (Springer, 2018).

Inspiring Teacher of the Year Award (2017), annual award given to one Ilitch School professor based on a survey of 15,000+ alumni of the School.

Board of Visitors Faculty Fellow, Wayne State University (2010 – 2013).

Turkish Academy of Sciences Visiting Scholar, Sabanci University (2009) [Sabbatical]

Listed as one of the **top 20** (out of 387) **authors** who have published in the *Journal of International Marketing* during a 12-year period (1996-2006) in a study of the most prolific authors in leading international business journals (List published in the *Asia-Pacific Journal of Management*, 2008, 25, pps.,189-207).

The Academy of Marketing Science Outstanding Marketing Professor Award (2007) (given to only three or four marketing professors from among the Academy's membership every year).

The School of Business Administration **Distinguished Researcher Award** (2006) (one or two per year)

Co-authored article published in 1987 selected as one of five finalists for the 1997 **Journal of International Business Studies Decade Award** (this award recognizes the most influential paper published in the *Journal of International Business Studies* ten years prior to that year).

The School of Business Administration **Distinguished Teacher Award** (2000) (given to only one per year)

The School of Business Administration **Graduate Teaching Excellence Award** (1994 and 1998) (one per year)

Wayne State University President's Award for Excellence in Teaching (1982) (given to only six per year)

The Distinguished Faculty Award, School of Business Administration (1985) (given to only one per year)

Review Panelist, Foreign Language and International Studies Program, U.S. Department of Education (2000)

Review Panelist, Business and International Education Program, U.S. Department of Education (1999)

Review Panelist, Technological Innovation and Cooperation for Foreign Information Access Program, U.S. Department of Education (1999)

Review Panelist, National Security Education Program (NSEP), U.S. Department of Defense (1996).

Review Panelist, Title VI National Resource Centers and Foreign Language and Area Studies Fellowships Programs, U.S. Department of Education (1993).

Review Panelist, Center for International Business Education Programs (CIBER), U.S. Department of Education (2010, 2006, 2001, 1995, 1994, 1993, 1992). (One of 18 invited to serve each funding cycle).

Review Panelist, Strategic Grants, Social Sciences and Humanities Research Council of *Canada* (2008, 1994).

Review Panelist, *Israeli* National Science Foundation (2009).

Review Panelist, Research Grants Council, Hong Kong SAR, *China* (2019, 2021).

Finalist (one of four), **Doctoral Dissertation Competition**, Academy of International Business (1979).

Recipient, Doctoral Dissertation Fellowship, Georgia State University Foundation (1977)

I. FUNDED RESEARCH

A. Funded Research in Which a PI or Co-PI:

“A Feasibility Study for the Establishment of an International Business Incubator at Wayne County”, Contract, *Greater Wayne County Economic Development Corporation* (2006-2007) (\$12,000) (PI)

“Tracking Value Changes in Emerging Economies to Enhance the Global Competitiveness of Michigan Firms” Title VI B grant, *US Department of Education* (2002-2006) (\$143,000) (in partnership with the College of Liberal Arts at Wayne State University and the Detroit business community) (PI) H. Cannon, (Co-PI).

“Design Project Validation in Engineering”, *National Science Foundation/Greenfield Coalition* grant (1998–1999) (\$67,000) (In partnership with the College of Engineering at Wayne State University) (Co-PI).

“Development of an Interdisciplinary Program in Eastern European Business” Title VI A grant, *US Department Of Education* (1997-1999) (\$152,000) (in partnership with the Department of German and Slavic Studies, College of Liberal Arts at Wayne State University) [(PI) H. Cannon, Co-PI).

“Development of a Computer Aided Curriculum in Foreign Market Entry Planning” Title VI B grant, *US Department of Education* (1997-1999) (\$155,000) (in partnership with Eastern Michigan University (Co-PI).

“Development, Testing, and Dissemination of an Expert System for Foreign Market Entry Planning,” Title VI B Grant, *U. S. Department of Education* (1994-1996) (\$175,000) (in partnership with Eastern Michigan University) (PI) [this grant led to the development of the MAPS Expert System]

“Business Location Decisions in the U.S. and Abroad: Cost Structure, Government, Market Access, and Labor Implications,” *Detroit Edison Company* Contract # DC-295663 (1994-1996) (\$ 50,000) (PI).

“Establishing an Interdisciplinary International Business Program at Wayne State University,” Title VI B Grant, *U.S. Department of Education* (1992-1994) (\$48,000) (PI).

“Assessing the Export Training Needs of Michigan Firms: Survey Findings and a New Model,” *Michigan Small Business Development Center Faculty Grant* (1989) (\$8,500). This grant led to the development of the Exports Decision Support Tool (Exporter's Personnel and Organization Review and Training System) (PI).

School of Business Administration Summer Research Grants (1986, 1990, 1993, 1994, 1997, 2000, 2008, 2009, 2010, and 2011); [Grants ranged between \$8,000~\$13,000/Summer].

B. Funded Research in Which a Team Participant, But NOT a PI or Co-PI:

“Central European Studies: Disciplinary Perspectives and Program Design”, *National Endowment for the Humanities* Faculty-Humanities Workshop Grant (2004-2005) (\$25,000) (the College of Liberal Arts at Wayne State University, Project Team Member) (K. Brostrom, PI).

C. Applications Not Funded:

“An Interdisciplinary Entrepreneurial Program Addressing Energy Resources and Environmental Opportunities” (Venture Well proposal # 15458-16) (2017) (\$44,000) (in partnership with the College of Engineering, Wayne State University) (M. Ayyoubi, PI)

“Development of an Interdisciplinary Curriculum in Global Engineering and Manufacturing Management,” *Title VI B* grant proposal, *US Department of Education* (1998-2000) (\$180,000) (in partnership with the Colleges of Engineering and Liberal Arts at Wayne State University, Project Team Member) (K. Chelst, PI).

“The Science of Collaboration: Taking Collaboration out of the Collaboratory”, *National Science Foundation*, Integrative Graduate Education Research and Training Program (2005-2007) (\$250,000) (in partnership with The College of Liberal Arts and Engineering at Wayne State University, Project Team Member) (A. Batteau, PI).

“Developing a DHS National Research Center”, *Department of Homeland Security* (2005-2010) (\$1,150,000) (In partnership with 5 other universities in the effort led by Georgetown University, Project Team Member; D. Geller, Wayne State University PI).

II. SCHOLARSHIP

A. Books and Monographs (Co-Authored / Co-Edited)

M. Demirbag and A. Yaprak (2015), **Handbook of Emerging Market Multinational Corporations**, Edward Elgar Publishing, Ltd), 283 pps [a collection of research contributions on EMMNCs]

S. T. Cavusgil, G. Knight, J. S. Riesenberger, and A. Yaprak (2009) **Conducting Market Research for International Business** (Business Expert Press), 122 pps. [Condensed book on global market research]

E. C. Lashbrooke, G.T. Hult, S. T. Cavusgil, A. Yaprak, and G.A. Knight (Eds.) (2002), **Study Abroad Programs in Business Schools: Issues and Recommendations** (Michigan State Univ Press), 44 pps.

M. G. Kansu, A. Yaprak, and P. Cook (1998), **Trade Promotion Strategies in Developing Countries** (The International Trade Center Press, UNCTAD/WTO, Geneva, Switzerland), 66 pps.

S. T. Cavusgil, M. Schecter, and A. Yaprak (1992), **Internationalizing Business Education** (Michigan State University Press) 57 pps.

B. Refereed Articles in Scholarly Journals (Authored/Co-authored) [Students' names are underlined]:

A. Alipour and A. Yaprak (2022), "Indulgence and Risk-taking Behavior of Firms: Direct and Interactive Influences", **Journal of International Management**, 28, 2 (June), 100945.

M. Prince, A. Yaprak, M. Cleveland, M. Davies, A. Josiassen, A. Nechtelberger, D. Paliwahadana, W. Renner, S. C. Supekova, and S. Von Wallpach (2020), "The Psychology of Consumer Ethnocentrism and Cosmopolitanism: A Five-Country Study of Values, Moral Foundations, Gender Identities, and Consumer Orientations", **International Marketing Review**, 37, 6, 1013-1049.

A. Yaprak and M. Prince (2019), "Consumer Moral Reasoning and Moral Action: Theoretical Domains and Empirical Findings", **Journal of Consumer Marketing**, 36 (3), 429-438.

M. Prince, A. Yaprak, and D. Paliwahadana (2019), "The Moral Bases of Consumer Ethnocentrism and Consumer Cosmopolitanism as Purchase Dispositions: Evidence from the United Kingdom", **Journal of Consumer Marketing**, 36 (3), 349-355.

N. Papadopoulos, M. Cleveland, B. Bartkowski, and A. Yaprak (2018), "Of Countries, Places, and Brand/Product Place Associations: An Inventory of Dispositions and Issues Relating to Place Image and its Effects", **Journal of Product and Brand Management**, 27, 7, 735-753.

A. Yaprak, M. Demirbag, and G. Wood (2018), "Post-Acquisition Strategies of Emerging Market Internationalizing Enterprises: the State of the Art in Research and Future Research Directions", **Journal of Business Research**, 93, 90-97.

A. Yaprak, T. Yosun, and D. Cetindamar (2018), "Firm-Specific and Country-Specific Advantages as Drivers of Emerging Market Firms' Internationalization: Evidence from Turkey", **International Business Review**, 27, 1, 198-207.

S. Dutta, A. Yaprak, and D. Grewal (2017), "Fairness Perceptions of Retail Price Increases by Foreign and Domestic Brands: the Roles of Ethnocentric Beliefs, Profit Stickiness, and Contextual Information", **Journal of Business Research**, 75, 37-45.

J. A. Larbi-Apau, I. Guerra-Lopez, J. L. Moseley, and A. Yaprak (2017), "Educational Technology-Related Performance of Teaching Faculty in Higher Education: Implications for eLearning Management", **Journal of Educational Technology Systems**, 46(1), 61-79.

N. Naseem, S. Verma, and A. Yaprak (2015), "Global Brand Attitude, Perceived Value, Consumer Affinity, and Purchase Intentions: A Multidimensional View of Consumer Behavior and Global Brands", **Advances in International Marketing**, 25, 255-288.

- A. Yaprak, B. Tasoluk, and C. Kocas (2015), "Market Orientation, Managerial Perceptions, and Corporate Culture in an Emerging Market: Evidence from Turkey", **International Business Review**, 24, 443-456.
- W. Pollitte, J. Miller, and A. Yaprak (2015) "Returns to US Firms from Strategic Alliances in China: A Knowledge-based View", **Journal of World Business**, 50, 1, 144-148.
- A. Yaprak (2012), "Market Entry Barriers in China: A Commentary Essay", **Journal of Business Research**, 65, 8, 1216-1218.
- A. Yaprak, S. Xu and E. Cavusgil (2011) "Effective Global Strategy Implementation: Structural and Process Choices Facilitating Global Integration and Coordination," **Management International Review**, 51, 2, 179-199.
- H. Cannon and A. Yaprak (2011) "Toward a Theory of Cross-National Segmentation" **International Marketing Review**, 28, 3, 229-243.
- A. Yaprak (2011), "Dynamic Learning and Strategic Alliances: A Commentary Essay", **Journal of Business Research**, 64, 1128-1130.
- A. Yaprak and B. Karademir (2011), "Emerging Market Multinationals' Role in Developed Country Multinationals' Regional Expansion: A Critical Review of the Literature and Turkish Company Examples", **Journal of World Business**, 46, 438-446.
- Kirca and A. Yaprak (2010) "The Use of Meta-Analysis in International Business Research: Its Current Status and Suggestions for Better Practice" **International Business Review**, 12, 5, 581-599.
- A. Yaprak and B. Karademir (2010), "The Internationalization of Emerging Market Business Groups: An Integrated Literature Review", **International Marketing Review**, 27, 2, 245-262.
- A. Yaprak (2008), "Culture Study in International Marketing: A Critical Review and Suggestions for Future Research," **International Marketing Review**, 25, 2, 215-229.
- B. Nepal, N. Singh, L. Monplaisir, and A. Yaprak (2008), "Product Modularization Considering Cost and Manufacturability of Modules", **International Journal of Industrial Engineering**, 15, 2, 132-142
- A. Yaprak, R. Osborn, and B. Karademir (2007), "How do Business Groups Function and Evolve in Emerging Markets: The Case of Turkish Business Groups" **Advances in International Marketing**, 17, 275-294.
- B. Tasoluk, A. Yaprak, and R. Calantone (2006), "Conflict and Collaboration in Headquarters-Subsidiary Relationships: An Agency Theory Perspective on Product Rollouts in an Emerging Market", **International Journal of Conflict Resolution**, 17, 4, 332-351.
- D. Kandemir, A. Yaprak and S. T. Cavusgil (2006) "Alliance Orientation: Conceptualization, Measurement, and Impact on Market Performance" **Journal of the Academy of Marketing Science**, 34, 3, 324-340.
- C. Arthur Solberg, B. Stoettinger, and A. Yaprak (2006) "Taxonomy of the Pricing Practices of Exporting Firms: Evidence from Austria, Norway, and the United States" **Journal of International Marketing**, 14, 1, 23- 48.
- Z. Emden, A. Yaprak, and S.T. Cavusgil (2005), "Learning from Experience in International Alliances: Antecedents and Firm Performance Implications", **Journal of Business Research**, 58, 7, 883-892.
- S. Tamer Cavusgil, S. Deligonul, and A. Yaprak (2005), "International Marketing as a Field of Study: A Critical Assessment of Earlier Development and a Look Forward", **Journal of International Marketing**, 13, 4, 1-27.

- S. Marinova, M. Marinov, and A. Yaprak, (2004), "Host and Investor Market Related Motives, Promises, and Actions in Explaining the Successes and Failures of Foreign Direct Investment Privatization in Central and Eastern Europe", **Journal of East West Business**, 10, 1, 7-41.
- G. Knight, R. Spreng, and A. Yaprak (2003), "Cross-National Development and Validation of an International Business Measurement Scale: The COI Scale", **International Business Review**, 12, 4, 1-19.
- H. Cannon and A. Yaprak (2002), "Will the Real World Citizen Please Stand Up! The Many Faces of Cosmopolitan Consumer Behavior", **Journal of International Marketing**, 10, 4, 30-52. [Nominated for the 2019 Hans B. Thorelli Award that recognizes the article that has made the greatest contribution to international marketing knowledge and practice during the lifetime of this journal]
- H. Cannon, A. Yaprak and I. Mokra (2002), "Simulating Economic Development in Emerging Economies: The Role of Free Market Processes and Government Intervention", **Journal of Teaching in International Business**, 13, 3 & 4, 23-39. Reprinted (2003) in **International Business Teaching in Eastern and Central European Countries**, George Tesar, Ed., (International Business Press), 23-39.
- M. Mitri, G. Karimalis, H. Cannon and A. Yaprak (2000), "Mapping Market Entry in the Classroom: The Market Access Planning System (MAPS)," **Simulation and Gaming Journal**, 31, 4, 464-478.
- M. Mitri, G. Karimalis, H. Cannon and A. Yaprak (1999), "Targeting Foreign Markets: A Structured Approach For Determining a Market Entry Strategy," **Journal of Targeting, Measurement, and Analysis for Marketing**, 8, 1, 71-82.
- S. Ilmer, R. Kummmler, B. Lessin, B. Price, and A. Yaprak (1999), "A Total Quality Study of Faculty Perceptions of Research Administration Processes," **Quality Management Journal**, 6, 2, 41-61.
- S. J. Yoon, H. M. Cannon, and A. Yaprak (1996), "Evaluating the CYMYC Cosmopolitanism Scale on Korean Consumers," **Advances in International Marketing**, 7, 211-232.
- C. Baughn and A. Yaprak (1996), "Economic Nationalism: Conceptual and Empirical Development," **Political Psychology**, 17, 4, 759-777.
- Billings and A. Yaprak (1995), "Inventive Efficiency: How the U.S. Compares with Japan," **R&D Management**, 25, 4, 365-376. (In 1997, awarded the *Citation of Excellence* by the Editorial Advisory Board Of Anbar Electronic Intelligence)
- G. Osland and A. Yaprak (1995), "Learning Through Strategic Alliances: Processes and Factors that Enhance Marketing Effectiveness," **European Journal of Marketing**, 29, 3, 52-66.
- S.T. Cavusgil, A. Yaprak and P. L. Yeoh (1993)," A Decision-Making Framework for Global Sourcing," **International Business Review**, 2, 2, 143-156
- I.P. Akaah and A. Yaprak (1993),"Assessing the Influence of Country of Origin on Product Evaluations: Application of Conjoint Methodology," **Journal of International Consumer Marketing**, 5, 2, 39-53.
- U. Yavas and A. Yaprak (1991), "International Marketing as a Field of Study and a Career Choice: The Repositioning Challenge," **Journal of Education for Business**, 66, 5, 274-278.
- I.P. Akaah and A. Yaprak (1988), "Identifying Target Segments for Foreign Direct Investment Attraction: An Application of Conjoint Methodology," **International Marketing Review**, 5, 3, 26-37.
- R. Parameswaran and A. Yaprak (1987), "A Cross-National Comparison of Consumer Research Measures," **Journal of International Business Studies**, 18, 1, 35-50 [Nominated for the *JIBS Decade Award* in 1997]

A. Yaprak and R. Parameswaran (1986), "Strategy Formulation in Multinational Marketing: A Deductive, Paradigm-integrating Approach" **Advances in International Marketing**, 1, 21-45.

A. Yaprak (1985), "An Empirical Study of the Differences between Small Exporting and Non-Exporting U.S. Firms," **International Marketing Review**, 2, 2, 72-83.

A. Yaprak and K. Sheldon (1984), "Political Risk Management in Multinational Firms: An Integrative Approach," **Management Decision**, 22, 6, 53-67.

U. Yavas, A. Yaprak and G. Riecken (1984), "A Note on the Perceptions of Multinational Corporations," **Management International Review**, 24, 4, 72-78.

N. Aydin, V. Terpstra and A. Yaprak (1984), "The American Challenge in International Advertising," **Journal of Advertising**, 13, 4, 49-57.

C. Work In Process [Students' names are underlined]:

V. Dogan and A. Yaprak, "Self-Construals, Sustainable Consumption, and Self-Transcendence: Cross-Cultural Evidence from India and the United States", in preparation for journal submission (08/2022).

V. Dogan and A. Yaprak, "Measurement Issues in Marketing Research: Misspecification in Multidimensional Marketing Constructs", in preparation for journal submission (09/2022).

A. Alipour and A. Yaprak, "Savings Profiles and Indulgence Behavior: Does Culture Matter?", in preparation for journal submission (10/2022).

D. Edited Articles/Chapters/Cases [Students' names are underlined]:

T. Seth and A. Yaprak (2013), "Outward Foreign Direct Investment by Chinese Firms: Institutional Theory and Resource Dependence Perspectives", in *Business Development in Emerging Economies*, M. Marinov (Editor), Palgrave Macmillan, 32-47.

H. Cannon and A. Yaprak (2012), "Cosmopolitanism as a Journey: The Construct and the Dynamics of Change" in *Consumer Cosmopolitanism in the Age of Globalization*, N. Malhotra and M. Prince (Editors), Business Expert Press, 3-28.

B. Karademir and A. Yaprak (2012), "The Co-evolution of the Institutional Environments, and Internationalization Experiences of Turkish Internationalizing Firms" in *Handbook of Institutional Approaches to International Business*, G. Wood and M. Demirbağ (Eds.), Edward Elgar, 483-514.

A. Yaprak, S. Xu and S. T. Cavusgil (2011) "The Standardization vs. Adaptation Construct in International Marketing: A Critical Literature Review" in *Handbook of Research in International Marketing*, S. C. Jain and D. W. Griffith, Eds, 190-208.

A. Yaprak (2010) "The Truly Superlative Academic Career of Naresh Malhotra: Contributions to Cross-Cultural and International Marketing", in *Marketing Legends*, 2, Sage Publications.

A. Yaprak (2009), "A World Class Academic Career: Tamer Cavusgil as a Scholar, Teacher and Mentor in International Business", in *Advances in International Marketing*, 19, 227-233.

A. Yaprak (2003), "Measurement Problems in Cross-National Consumer Research: The State-of-the-Art and Future Research Directions", in *Handbook of Research in International Marketing*, (S. Jain, Ed., Edward Elgar Press, Northampton, MA), 175-189.

- A. Yaprak and H. Tutek (2000), "Globalization, the Multinational Firm and Emerging Economies," in *Advances in International Marketing*, (A. Yaprak and H. Tutek, Eds., JAI Press, Boston), 10, 1-6.
- H. Cannon and A. Yaprak (2000), "Marketing and Economic Development: Implications for Emerging Economies," in *Advances in International Marketing*, (A. Yaprak and H. Tutek, Eds., JAI Press, Boston), 10, 89-109.
- G. Knight and A. Yaprak (2000), "Internationalization of Small and Medium-sized Enterprises (SMEs): Implications for Public Policy," in *Advances in International Marketing*, (A. Yaprak and H. Tutek, Eds., JAI Press, Boston), 10, 385-399.
- A. Yaprak and D. Shaheen (1994), "International Acquisitions and the Eclectic Paradigm: Exploring the State of The Art," in *International Trade: Regional and Global Issues*, (M. Landeck, Ed., MacMillan Press, London), 102-109.
- C. Baughn and A. Yaprak (1993), "Mapping Country of Origin Research: Recent Developments and Emerging Avenues," in *Product and Country Images*, (N. Papadopoulos and L. Heslop, Eds., International Business Press), 89-115.
- G. Osland and A. Yaprak (1993), "A Process Model on the Formation of Multinational Strategic Alliances," in *Multinational Strategic Alliances*, (R. Culpan, Ed., International Business Press), 81-100.
- A. Yaprak (1990), "Behavioral Correlates of Exporting: Findings from a Michigan Survey," in *Trade Promotion and Assistance: International Perspectives*, (S.T. Cavusgil and M.R. Czinkota, Eds., Greenwood Press, Westport, CT), 207-219.
- A. Yaprak (1989), "Prima Diapers" Case and its Teaching Note in *Global Marketing Management: A Strategic Perspective*, (B. Toyne and P. Walters, Allyn and Baron Publishers, Boston), 641-648.
- A. Yaprak (1985), "Political Risk Assessment by Multinationals in the Middle East: Past Research, Current Methods, and a New Framework," in *International Business in the Middle East*, (E. Kaynak, Ed., Walter DeGruyter and Company Publishers, Berlin, W. Germany), 57-76.
- A. Yaprak (1985), "Multinationals' Food Marketing Practices in the Third World: The Dilemma of Infant Nutrition," in *World Food Marketing Systems*, (E. Kaynak, Ed., Butterworth & Co. Publishers Ltd., London), 160-166.
- A. Yaprak (1984), "Computrex Corporation (A)" Case, and its Teaching Note in *International Marketing*, (V.H. Kirpalani, Random House Publishers, Montreal), 548-557.
- A. Yaprak, C. Sorek, and R. Parameswaran (1984), "Competitive Strategy in Multinational Oligopolies: The Role of Promotion in the Computer Industry," in *International Marketing Management*, (E. Kaynak, Ed., Praeger Publishers, New York), 232-255.
- A. Yaprak and R. Parameswaran (1984), "Reliability Measurement in Cross-National Survey Research: An Empirical Evaluation," in *International Marketing Management*, (E. Kaynak, Ed., Praeger Publishers, New York), 172-193.
- A. Yaprak (1984), "Export Marketing in Detroit Area Firms," in *the Michigan Economy*, 3, 5, 1-5

E. Refereed Papers Published in Conference Proceedings [Students' names are underlined]:

- I. Yoruk and A. Yaprak (2022) "Made in China? Drop That!", AMA Winter Academic Conference (electronic archive).

- I. Yoruk and A. Yaprak (2021), “Consequences of Unethical Firm Behavior: How do Consumers Evaluate Brands that Behave Unethically?”, AMA Summer Academic Conference (electronic archive).
- L. Yu, A. Mannem, and A. Yaprak (2021), “Trust, Satisfaction, Loyalty and Intentions in the Sharing Economy: Research Propositions”, AMA Summer Academic Conference (electronic archive).
- N. Naseem and A. Yaprak (2021), “Relational Justice and Optimal Compensation in Service Recovery: Does Failure Severity Matter?”, AMA Summer Academic Conference (electronic archive).
- I. Yoruk and A. Yaprak (2021) “The Morality of Globalization”, AIB Annual Conference (electronic archive).
- A. Mannem, L. Yu, and A. Yaprak (2021), “Middle Consumers in China and India: Characteristics, Clusters, and Implications” AIB Annual Conference (electronic archive).
- C. Pinho, A. Yaprak and M. Pinho (2021), “The Dynamic Role of Adaptive Capabilities: How Emerging Market MNEs’ Responses to Turbulent Environments”, AIB annual conference (electronic archive).
- A. Mannem, L. Yu, and A. Yaprak (2021), “Affective States, Cognition, Message Appeals, Country-of-Origin and Quality Perceptions: Research Propositions”, AMA Winter Academic Conference (electronic archive).
- D. Bourdin, G. Halkias, and A. Yaprak (2020) “Examining the Interaction Effects between COI and the Nature of Brands: Evidence from Austria and the US”, European Marketing Academy (EMAC) Annual Conference, *Proceedings* (electronic archive).
- L. Yu, A. Mannem, and A. Yaprak (2020) “Personal Values, Identity, and Consumption Orientations: Research Propositions”, AMA Summer Academic Conference, *Proceedings* (electronic archive).
- N. Naseem, S. Dutta, and A. Yaprak (2020) “Retail Service Recovery: Is More Better?” World Marketing Congress, Academy of Marketing Science, *Proceedings* (electronic archive).
- I. Yoruk, A. Bhattacharyya, and A. Yaprak (2020) “Does the COI Information Influence Global, Foreign, and Local Consumer Culture Positioning? Evidence from China’s COO in the US”, Annual Conference of the Academy of International Business, *Proceedings* (electronic archive).
- D. Bourdin, G. Halkias, and A. Yaprak (2020) “The Compensatory Influences of Country Stereotypes and the Global/Local Nature of Brands: An Extended Framework”, AMA Global SIG conference, *Proceedings* (electronic archive).
- N. Naseem, S. Dutta, and A. Yaprak (2019), “More Can be Achieved with Honey: Relational Justice Enhances Service Recovery”, AMA Summer Academic Conference, *Proceedings* (electronic archive).
- I. Yoruk, A. Bhattacharyya, and A. Yaprak (2019), “Revisiting the Perceived Brand Globalness and Perceived Local Iconness Paradox: Current State of Knowledge and Changing Dynamics Across Nations”, AIB Annual Conference, *Proceedings* (electronic archive).
- M. Prince, A. Yaprak, M. Cleveland, M. Davies, and A. Josiassen (2019), “Do Personal Values, Moral Foundations, and Gender Role Identities Influence Consumer Ethnocentrism and Consumer Cosmopolitanism? Evidence from a Five-Country Study”, AIB Annual Conference, *Proceedings*. [*nominated for the best paper of the conference award; selected as best paper in the international marketing track*].
- D. Bourdin and A. Yaprak (2019), “How Brand Globalness and Country Stereotypes Drive Brand Preferences: Evidence from Austria and the Netherlands”, AMA Winter Academic Conference, *Proceedings* (electronic archive)

A. Koksai and A. Yaprak (2018), “Development and Validation of a Consumer Self-Construal Scale in Consumption Settings”, Annual Conference of the CIMAR, *Proceedings* (electronic archive)

N. Naseem and A. Yaprak (2018), “The Roles of Product Involvement and Brand Ownership in the Development of Brand Attitudes and Purchase Behavior”, Annual Conference of the CIMAR, *Proceedings* (electronic archive)

D. Bourdain and A. Yaprak (2018), “The Effects of Brand Globalness Perceptions and Brand Origin Stereotypes on Brand Preferences: the Roles of Consumer Ethnocentrism, Product Involvement, and Product Characteristics” European Marketing Academy (EMAC) Conference, *Proceedings*.

M. Prince, A. Yaprak, and D. Palihawadana (2018), “The Impact of Consumer Morality on Consumer Behavior: Evidence from the UK”, AMA Winter Educators’ Conference, *Proceedings* (electr archive)

N. Naseem, S. Dutta, and A. Yaprak (2018), “When Can Compensating a little less be as good as Quite More?” AMS Annual Conference, *Proceedings* (electronic archive)

N. Naseem and A. Yaprak (2017), “Do Product Involvement and Ownership Influence the Drivers of Global Brand Purchases?” AMA Winter Educators’ Conference, *Proceedings* (electronic archive)

N. Naseem and A. Yaprak (2016), “Global Brands as Drivers of Consumer Behavior: A Multidimensional Perspective”, AIB Annual Conference, *Proceedings* (electronic archive)

S. Banerjee, A. Koksai, A. Johnson, and A. Yaprak (2016), “Scale Integrity: An Evaluation of Individualism Scales in International Business” AIB Annual Conference, *Proceedings* (electronic archive)

M. Dogan and A. Yaprak (2016), “Consumers’ Self-Construals and Their Purchase Behavior: The Roles of Consumer Cosmopolitanism and Ethnocentrism”, AMS Annual Conference, *Proceedings* (electronic archive)

N. Naseem, S. Verma, and A. Yaprak (2015), “Innovation as a Dynamic Capability and its Link to Performance in the Multinational Corporation”, AMS Annual Conference, *Proceedings* (electronic archive).

N. Naseem, S. Verma, and A. Yaprak (2015), “Global Brand Attitude, Perceived Value, Consumer Affinity, and Purchase Intentions: A Multidimensional View of Consumer Behavior and Global Brands”, CIMAR Annual Conference, *Proceedings* (electronic archive).

A. Yaprak, H. Cannon, and D. Friesen (2013), “On Advancing the Conceptual and Methodological Foundations in Cross-Cultural Consumer Behavior: Where Have we been and Where do we go from Here”, AIB Annual Conference, *Proceedings* (electronic archive).

H. Cannon, A. Feinstein, D. Friesen, and A. Yaprak (2013), “The role of Simulations in Organizational Learning: Building Individual Absorptive Capacity”. ABSEL Annual Conference, *Proceedings* (electronic archive) [*Best Paper Award*, Innovations Track]

D. Friesen and A. Yaprak (2012), “Ethnocentrism, Consumer Ethnocentrism, Religion, and Religiosity: A Conceptual Reformation”, AMA Summer Educators’ Conference, *Proceedings* (electronic archive).

B. Karademir, H. Ozgen, and A. Yaprak (2012), “Institutional Contexts and Diversification Patterns of Business Groups in Emerging Economies: The Case of Turkish Family Holdings”, AIB Annual Conference, *Proceedings* (electronic archive).

R. Kolodziej-Smith, D. Friesen, and A. Yaprak (2012), “Does Culture Affect how People Receive and Resist Persuasive Messages? Research Proposals about Resistance to Persuasion in Cultural Groups”, AIB Annual Conference, *Proceedings* (electronic archive)

- R. Kolodziej-Smith, D. Friesen, and A. Yaprak (2012), “Resistance to Persuasion in Cultural Groups: Research Proposals on how Culture might Affect Persuasion”, CIMaR Annual Conference, *Proceedings* (electronic archive)
- A. Yaprak, C. Kocas, and B. Tasoluk (2012), “Do Perceptions of Market Orientation Vary Across Functions and Across Hierarchies in Emerging Economy Settings? Evidence from Business Group Firms in Turkey”, AMA Winter Educators’ Conference, *Proceedings* (electronic archive)
- T. Seth and A. Yaprak (2011), “Outward Foreign Direct Investment by Chinese Firms: Institutional Theory and Resource Dependence Perspectives”, AIB Annual Conference, *Proceedings* (electronic archive).
- D. Friesen and A. Yaprak (2011), “Ethnocentrism and Consumer Ethnocentrism: the Role of Perceived Threat and Social Capital”, AMS Annual Conference, *Proceedings* (electronic archive).
- D. Friesen and A. Yaprak (2011), “Why Won’t People Listen to Reason? Implications for International Marketing Strategy”, AMA Global Marketing SIG Conference, *Proceedings* (electronic archive)
- D. Friesen and A. Yaprak (2010), “Culture perspectives on resistance to persuasion: some Hofstedian propositions”, AMA Summer Educators’ Conference, *Proceedings* (electronic archive).
- H. Cannon and A. Yaprak (2010), “The relationship-marketing versus the product-differentiation paradigms: Implications for strategies of international alliances and cooperation”, AIB Annual Conference, *Proceedings* (electronic archive).
- Y. Xiao and A. Yaprak (2010), “Foreign Direct Investment Growth in China: Implications for Politics, the Economy and Culture”, AIB Annual Conference, *Proceedings* (electronic archive).
- A. Yaprak and H. Cannon (2010), “Export Promotion Assistance: What We Know and What We Ought to Know”, AMS Annual Conference, *Proceedings* (electronic archive).
- A. Yaprak and H. Cannon (2009), “Illuminating Culture Study in International Marketing: A Critical Evaluation”, AMS Annual Conference, *Proceedings* (electronic archive).
- T. Ho and A. Yaprak (2009), “Foreign Brand Preference in the Less Affluent World: An Integrative Model and Research Propositions”, AMA Summer Educators’ Conference, *Proceedings* (electronic archive).
- T. Ho, H. Cannon and A. Yaprak (2009), “In Search of the Ethnocentric Consumer: Experiencing Laddering Research in International Advertising” ABSEL Annual Conference, *Proceedings* (electronic archive in the Bernie Kays Library, 8th Edition).
- H. Cannon, A. Yaprak, and S. J. Yoon (2008), “Understanding Cosmopolitan Consumers: A Four-Country Study”, American Academy of Advertising (AAA) 50th Anniversary Conference, *Proceedings* (electronic archive).
- A. Kirca, A. Yaprak and S. T. Cavusgil (2007) “Meta Analysis: A Necessary Ingredient for Knowledge Development in International Business” AIB Annual Conference, *Proceedings* (electronic archive).
- A. Yaprak, H. Cannon and R. Calantone (2007), “Value System Transformations in Emerging Economies: A Cross-National Comparison”, AMS Annual Conference, *Proceedings* (electronic archive).
- A. Yaprak, (2007) “Positivists Approaches to Culture Study in International Marketing: A Critical Review,” CIMaR Annual Conference, *Proceedings* (electronic archive).
- E. Musonera, A. Yaprak, and L. Monplaisir (2007), “Spillover Effects on Value Added Activities in Emerging Markets: The Case of Sub-Saharan Africa”, AIB Midwest Regional Conference, *Proceedings* (electronic archive).

- B. Tasoluk, A. Yaprak, and R. Calantone (2007), “Managing Headquarters-Subsidiary Relationships in Product Rollouts: An Agency Theory Perspective”, AMA Winter Educators’ Conference, *Proceedings* (electronic archive).
- W. W. Pollitte, J. Miller, and A. Yaprak (2006), “Information Asymmetries and Abnormal Returns: Evidence from U.S.-Chinese and Japanese-Chinese Automotive Supplier Alliances in China”, AIB Annual Conference, *Proceedings* (electronic archive).
- S. Xu, S.T. Cavusgil, and A. Yaprak (2006), “Determinants of Superior Firm Performance in the International Context: an Empirical Examination of Key Organizational Factors”, AMA Summer Educators’ Conference, *Proceedings* (electronic archive).
- E. Musonera, A. Yaprak, and L. Monplaisir (2006), “Modeling FDI Attraction: An Optimization Application”, AIB Midwest Regional Conference *Proceedings*, 127-135.
- H. Cannon and A. Yaprak (2006), “A Strategic Framework for Understanding Cross-National Segmentation”, AMA Winter Educators’ Conference, *Proceedings* (electronic archive)
- A. Yaprak and R. Osborn (2005), “Business Groups in Emerging Economies: Drivers of their Development and Contributions to Economic Progress”, CIMaR Annual Conference, *Proceedings* (electronic archive).
- A. Yaprak, H. Cannon and R. Calantone (2005), “Consumer Ethnocentrism: An Eight-Country Comparison”, CIMaR Annual Conference, *Proceedings* (electronic archive).
- Yaprak, H. Cannon and R. Calantone (2005), “Demographic and Psychosocial Correlates of Consumer Ethnocentrism: A Cross-National Comparison”, AMA Summer Educators’ Conference, *Proceedings* (electronic archive).
- E Musonera, A. Yaprak, and L. Monplaisir (2005), “Foreign Direct Investment and World Class Manufacturing Spillovers: Impacts on Kenya, Tanzania, and Uganda”, AIB UK Chapter Regional Conference, *Proceedings*, 94.
- B Karademir, R. Osborn, H. Ozgen and A. Yaprak (2005), “The Co-Evolution of Institutional Environments, Organizational Capabilities and Organizational Strategies: A Comparative Case Study of Turkish Family Holdings”, EGOS *Proceedings* (electronic archive).
- D. Kandemir, S.T. Cavusgil and A. Yaprak (2003), “Alliance-Based Capabilities, Relational Assets and Market Performance”, AMA Winter Educators Conference, *Proceedings* (electronic archive).
- H. Cannon, A. Yaprak and S. Sasser (2002), “Incorporating Cosmopolitan-Related Focus Group Research into Global Advertising Simulations”, ABSEL Annual Conference *Proceedings* (electronic archive); received the [*Best Paper Award in the Simulation Track of the Conference*].
- A. Yaprak, H. Cannon and I. Mokra (2002), “The Relationship-Marketing versus Product-Differentiation Paradigms: Implications for Strategies of Alliances and Cooperation”, AIB Annual Meeting, *Proceedings* (electronic archive).
- E. Yaprak, A. Yaprak and M. Rathod (2002), “Institutional Adaptation of the Greenfield Coalition’s Capstone Design Course” ASEE Annual Conference, *Proceedings* (electronic archive)
- H. Cannon and A. Yaprak (2001), “Cosmopolitan-Based Cross-National Segmentation in Business Simulations”, ABSEL Annual Conference *Proceedings* (electronic archive)
- H. Cannon and A. Yaprak (2001), “Cosmopolitanism and the Prospects for Global Advertising”, AAA Annual Conference *Proceedings*, 239-246.

- H. Cannon, M. Muth, S. Sasser and A. Yaprak (2000), "Internet Technology and the Growth of Interactive and Relationship Marketing", SMA Annual Meeting, *Proceedings* (electronic archive)
- H. Cannon and A. Yaprak (2000), "Will the Real World Citizen Please Stand Up: The Many Faces of Cosmopolitan Consumer Behavior", AIB Annual Meeting, *Proceedings* (electronic archive).
- S. Marinova, M. Marinova and A. Yaprak (2000), "Host and Investor Marketing Related Motives, Promises, and Actions in Explaining the Successes and Failures of FDI Privatization in Central and Eastern Europe", AIB Annual Meeting, *Proceedings* (electronic archive)
- A. Yaprak, M. Mitri, H. Cannon, and I. Mokra (2000), "The Use of Decision Support Systems in the Classroom: MAPS in Teaching International Marketing," AMS Annual Conference, *Proceedings*, 145.
- A. Yaprak, H. Cannon, I. Mokra and M. Mitri (2000), "The Use of the MAPS Decision Support Systems in the Classroom", NASBITE Annual Conference, *Proceedings*, 272
- H. Cannon, A. Yaprak, and I. Mokra (2000), "Simulating Governmental Effects on Economic Development," ABSEL Annual Conference, *Proceedings*, 108-115.
- H. Cannon, A. Yaprak, and I. Mokra (1999), "The Pitfalls of Privatization: Another Look at Economic Reform in the Transition Economies of Central and Eastern Europe," AIB Annual Meeting, *Proceedings*, 32.
- H. Cannon, A. Yaprak, and I. Mokra (1999), "Progress: An Experiential Exercise in Developmental Marketing," ABSEL Annual Conference, *Proceedings*, 265-73; Received the **Best Paper of the Conference Award**.
- G. Knight, R. Sprang and A. Yaprak (1999), "A Cross-National Assessment of the Reliability and Validity of a Country of Origin Image Scale," AMA Winter Educators' Conference, *Proceedings*, 38.
- H. Cannon and A. Yaprak (1998), "Marketing and Economic Development: Implications for Emerging Economies," the Conference on Globalization and Emerging Economies, *Proceedings*, 381-395.
- H. Cannon and A. Yaprak (1998), "Marketing Export Marketing: A Critical Dimension in Economic Transition," the Conference on Globalization and Emerging Economies, *Proceedings*, 567-580.
- G. Knight and A. Yaprak (1998), "Emerging Patterns of International Business: Implications for Public Policy," The Conference on Globalization and Emerging Economies, *Proceedings*, 557-566.
- A. Yaprak and M. Mitri (1998), "MAPS: Market Access Planning System," NASBITE Annual Conference, *Proceedings*, 178-179.
- S. Ilmer, R. Kummeler, B. Lessin, B. Price, and A. Yaprak (1998), "A Transformational Model for Academic Research," 52nd Annual Quality Congress, *Proceedings* (electronic archive)
- M. Mitri, G. Karimalis, H. Cannon, and A. Yaprak (1998), "MAPS: A Computer-Based Decision Support System for Facilitating Experiential Learning in International Business," ABSEL Annual Conference, *Proceedings*, 101-107.
- E. Yaprak, A. Yaprak, and D. Wells (1998), "Project Validation for the Greenfield Coalition New Manufacturing Education," ASEE Annual Conference, *Proceedings*, (electronic archive)
- H. Cannon, T. Richardson and A. Yaprak (1998), "Media Consumption Protocols: A Paradigm for Web Exposure Measurement", AAA Annual Conference, *Proceedings*, 318.
- S.J. Yoon, H. Cannon, and A. Yaprak (1996), "A Cross-Cultural Study of the Cosmopolitanism Construct: Validation of a New Cosmopolitanism Scale" AIB Annual Conference, *Proceedings*, 72.

- S. J. Yoon, H. M. Cannon, and A. Yaprak (1995), "On Validating the Cosmopolitanism Scale on Korean Consumers", *Marketing Theory and Practice: Toward the 21st Century*, Joint AMA and KMA Annual Conference *Proceedings*, 355-365.
- R. Pisharodi, R. Parameswaran, and A. Yaprak (1993), "Country of Origin Effects in a Cross-Cultural Setting", AMS World Marketing Congress, *Proceedings*, 264-268.
- J. Stoltman, A. Yaprak, and J. Gentry (1992), "Moving Marketing Education into the Next Century: Relevancy, Competency, and Mastery," AMA Summer Educators' Conference, *Proceedings*, 407-414.
- A. Yaprak and D. Shaheen (1992), "International Acquisitions and the Eclectic Paradigm: Exploring the State of The Art," ITFA Annual Conference, *Proceedings*, 161-176.
- A. Yaprak and R. Trecartin (1992), "Multinational Involvement Explanations via the Eclectic Paradigm," ITFA Annual Conference, *Proceedings*, 469-480.
- A. Yaprak and R. Fish (1991), "Brazil's External Debt Problem: An X-Efficiency Theory Explanation," ITFA Annual Conference, *Proceedings*, 1177-1189.
- R. Pisharodi, A. Yaprak, and R. Paramaswaran (1991), "Of Cars and Fine China: Country of Origin Effects through Incremental Fit Analysis," AMA Summer Educators' Conference, *Proceedings*, 278.
- A. Yaprak and C.C. Baughn (1991), "The Country of Origin Effect in Cross-national Consumer Behavior: Emerging Research Avenues," World Marketing Congress Annual Conference, *Proceedings*, 263-269.
- K. Whitney and A. Yaprak (1991), "Expatriate and Host Country Cultural Fit: A Conceptual Framework," AIB Southeast Asia Regional Conference, *Proceedings*, 24-29.
- C.C. Baughn and A. Yaprak (1991), "On the Transferability of Japanese Management Practices," AIB Southeast Asia Conference, *Proceedings*, 65-70.
- A. Ozsomer and A. Yaprak (1991), "Exploring the Interaction between Strategic Adaptability and Marketing Standardization in International Marketing: Some Research Proposals," AMS Annual Conference, *Proceedings*, 124-129.
- P. Vargas and A. Yaprak (1991), "Commodity Marketing in International Trade: Price, Risk, and National Competitiveness Implications," ITFA Annual Conference, *Proceedings*, 1213-1229.
- J. Beard and A. Yaprak (1990), "Language Implications for Advertising in International Markets: A Model for Message Content and Message Execution," Languages and Communications for World Business, *Proceedings*, ERIC #ED 304822-304940.
- J. Low and A. Yaprak (1990), "Activity-Based Cost Allocation: A Solution or a Continuation of the Problem?" Cost Management Solutions to the Productivity Paradox Annual Conference, *Proceedings*
- S.T. Cavusgil, A. Yaprak and P. L. Yeoh (1990), "A Decision Making Framework for Global Sourcing", AMA Winter Educators Conference, *Proceedings*, 462
- A. Yaprak and T. S. Cavusgil (1989), "Global Sourcing: An Overview of Offshore Investment Strategies," AMS Annual Conference, *Proceedings*, 323-326.
- H. Cannon, J. Stoltman and A. Yaprak (1989), "Toward a Taxonomy of Marketing Education," AMA Summer Educators' Conference, *Proceedings*, 202

A. Yaprak (1987), "Global Strategic Market Planning: Recent Perspectives and Emerging Concepts," AMS Annual Conference, *Proceedings*, 506.

A. Yaprak (1987), "The Country of Origin Paradigm in Cross-National Consumer Behavior: The State of the Art," AMS World Marketing Congress, *Proceedings*, 142-145.

L. S. Amine, T. S. Cavusgil and A. Yaprak (1986), "The Growth of International Joint Ventures," AMS Annual Conference, *Proceedings*, 182-186.

A. Yaprak, T. S. Cavusgil and L. S. Amine (1986), "International Joint Ventures in Less Developed Countries: Implications for Economic Development," International Conference on Marketing and Development, *Proceedings*, 246-255.

A. Yaprak (1984), "National Patterns of Research and Development: Implications for International Trade Theory," EIBA Annual Meeting, *Proceedings*.

A. Yaprak and W. H. Volz (1983), "Toward a North American Common Market: Energy Cooperation is the Initial Phase," AMS World Marketing Congress, *Proceedings*, 504-512.

A. Yaprak (1983), "Country Risk Analysis in Multinational Marketing: Future Research Issues," AMS World Marketing Congress, *Proceedings*, 498-503.

R. Parameswaran, A. Yaprak and U. Yavas (1983), "Reliability of Marketing Measurements Revisited: An Evaluation of Alternative Techniques on Grocery Shopping Behavior," AMS Annual Conference, *Proceedings*, 531-535.

R. Parameswaran, A. Yaprak, B. Greenberg and J. Goldstucker (1982), "The Systems Perspective as A Research Tool in Distribution Channels Research: A Conceptual Framework," SMA Annual Meetings, *Proceedings*, 172-175.

A. Yaprak, J. S. Arpan, and R. Parameswaran (1979), "A Deductive, Cross-National Consumer Behavior Approach to the Formulation of Multinational Marketing Strategies," AIB Asia Pacific Dimensions of International Business Conference, *Proceedings*, 728-737.

F. Refereed Papers Presented (NOT Printed in Proceedings) [Students' names are underlined]:

A Yaprak, M. Demirbag, and G. Wood (2018), "Post-Acquisition Strategies of Emerging Market Internationalizing Enterprises: The State of the Art in Research and Future Research Directions", the 3rd *Annual Emerging Markets Conference of the Emerging Markets Research Forum*.

W. Pollitte, J. Miller and A. Yaprak (2006), "Do Keiretsu Networks Generate Excess Returns: A Study of US-Chinese and Japanese-Chinese Automotive Supplier Alliances in China", the 4th *Annual JIBS Conference on Emerging Research Frontiers in International Business*.

R. Osborn and A. Yaprak (2004), "Transforming International Business Theory from a Firm Based to a Context Based Orientation", *Academy of Management Annual Conference*

A. Yaprak, R. Osborn, H. Ozgen, and B. Karademir (2004), "Complex Configurations in the Turkish Economy", *AIB Annual Conference*

A. Yaprak and H. Cannon (2004), "Consumer Ethnocentrism in Emerging Markets: A Five Country Study", *AMS Annual Conference*.

C.A. Solberg, B. Stottinger and A. Yaprak (2001), "Developing a Framework for International Price Setting from a Contingency Perspective", *EIBA Annual Conference*.

- C.A. Solberg, B. Stottinger and A. Yaprak (2001), "Pricing in International Markets: A Contingency Approach", EMAC Annual Conference.
- H. Cannon, A. Yaprak and M. Muth (1998), "The Three Faces of Relationship Marketing", EMAC Annual Conference
- A. Yaprak, H. Cannon, and S.J. Yoon (1997), "Cosmopolitanism in Western Ukraine", EIBA Annual Conference
- H. Cannon, A. Yaprak, M. Muth, and S.J. Yoon (1997), "Marketing Export Marketing: An Alternative Approach to Trade Promotion Assistance", AIB National Meetings.
- S. J. Yoon, H. Cannon and A. Yaprak (1996), "Is the Dimensionality of the Cosmopolitanism Construct Culture-Specific: Cross-Method Validation of the Emic and Etic Interpretations" AIB Annual Meetings.
- S. J. Yoon, H. Cannon and A. Yaprak (1995), "On Validating the Cosmopolitanism Scale on Korean Consumers", AIB Annual Meetings
- H. Cannon, S.J. Yoon and A. Yaprak (1994), "In Search of the Global Consumer", AIB Annual Meetings
- H. Cannon and A. Yaprak (1993), "Toward a Theory of Cross-National Segmentation", AIB Annual Meetings
- C. C. Baughn and A. Yaprak (1992), "Emerging Trends in Consumer Nationalism: Conceptual Development and Empirical Evidence", AIB National Meetings.
- C. Evirgen and A. Yaprak (1992), "Social Exchange Theory as a Framework for Cooperative Ventures in International Business", AIB National Meetings
- G. Osland and A. Yaprak (1991), "Organizational Learning in International Cooperative Alliances", AIB National Meetings
- C. C. Baughn and A. Yaprak (1989), "Mapping the Country of Origin Literature: Recent Developments and Implications for Future Research", AIB National Meetings.
- A. Yaprak and I. Akaah (1986), "Competitive Dynamics in the Foreign Direct Investment Market: Identifying Donor Segments Through Conjoint Segmentation", AIB National Meetings.
- A. Yaprak and N. Aydin (1984), "Strategic Market Planning in International Marketing: Current Approaches And a New Framework", AIB National Meetings.
- A. Yaprak (1983), "Contemporary Approaches to Export Marketing Management", Michigan Academy of Science, Arts, and Letters Annual Meeting.
- A. Yaprak, C. Sorek, R. Parameswaran (1982), "The Significance of Promotion in the International Market Performance of the Oligopolistic Computer Industry", AIB International Conference
- A. Yaprak and R. Parameswaran (1982), "Reliability Measurement in Cross-National Survey Research: A Comparison of Alternative Techniques across National Markets", AIB National Meetings.
- N. Aydin, A. Yaprak and V. Terpstra (1982), "International Expansion of Advertising Agencies: Global Trends and Implications", AIB National Meetings.
- A. Yaprak (1981), "Toward a Generalized Theory of Common Markets: Theoretical Contributions and Empirical Evidence", AIB National Meetings.

U. Yavas, A. Yaprak, and G. Reicken (1980), "World-Mindedness, Issue-Specific, and Socio-Economic Correlates of Perceptions of Foreign-Based Companies", AIB National Meetings.

A. Yaprak and R. Parameswaran (1979), "Formulating a Multinational Marketing Strategy: A Decision Model to Determine Whether to Standardize or Adapt Marketing Programs", AIB International Conference.

U. Yavas, A. Yaprak and G. Riecken (1979), "Attitudes of American Students toward International Business: Implications for the Internationalization of Business School Curricula", AIB Southeastern Regional Conference.

G. Book Reviews Published in Scholarly Journals:

Globalization from the Bottom up: A Blueprint for Modern Capitalism (A. Coskun Samli) in the Journal of Macro-marketing (2010), 30, 3, 297.

Globalization: Strategies to Build a Great Global Firm in the New Economy in Thunderbird International Business Review (2002), 44, 2, 297-302.

The Knowledge Link: Organizational Learning Through Strategic Alliances (J. Badaracco) in Journal of International Marketing, 1, 1 (1992), 103-104.

Export Development and Promotion: The Role of Public Organizations (F.H.R. Seringhaus and P.J. Rosson) in Journal of Global Marketing, 6, 4 (1992), 143-145.

European Multinationals in Core Technologies (G. Van Der Tulde) in the International Trade Journal, 8, 1 (1991), 279-281.

International Marketing and Export Management (G. Albaum et. al.) in International Marketing Review, 7, 2 (1990), 68

Marketing and Economic Development - Issues and Opinions (James E. Littlefield and M. Csath) in Journal of Global Marketing, 2, 1 (1989), 109-110.

The Marketing Imagination (Theodore Levitt) in Journal of Global Marketing, 1, 3 (1988), 129-130.

Marketing High Technology (W.L. Shanklin and J.K. Ryans, Jr.) in International Marketing Review, 5, 1 (1988), 71-72.

International Marketing Management (Subhash C. Jain) in International Marketing Review, 5, 1 (1988), 72-73.

Competitiveness in the World Economy (B. R. Scott and G. C. Lodge) in Journal of Global Marketing, 1, 1 (1987), 187-189.

Marketing in the Third World (E. Kaynak) in Journal of Macro-marketing, 6, 1 (1986), 78-79

Breaking Down Barriers: Practice and Priorities in International Management Education (Bob Garrett and John Stopford) in Journal of International Business Studies, 13, 3 (1983), 155-157.

Renegotiations in International Business Transactions (William A. Stoeber) in Journal of International Business Studies, 12, 3 (1982), 131-134.

H. Invited National and International Conference and Other Academic Presentations:

Chair of the panel on Teaching Innovations in International Business, AIB National Conference (2022).

AIB South Asia Workshop, "Teaching International Marketing" (2021).

DAN Distinguished Lecture Speaker, “Global Consumer Culture Theory: Evolution, Current Status, and Prospects” Western University (Canada), (2020).

Keynote Speaker, European International Business Association Conference Pedagogy Workshop, University of Leeds (the United Kingdom) (2019).

University of Essex, “Theory Construction in International Business” (2019).

Academy of International Business/Indian AIB Joint Conference ((India) “Emerging Market Multinationals: Evidence from Current Patterns” (2014)

Turkish Marketing Association/Economic Research Foundation of Turkey “Emerging Market Multinationals and their Rising Role in the World Economy” (2013)

Yalova University (Turkey). “Being an Academic: A Wonderful Journey” (2013)

AMA/MSI/IMA International Conference. “Marketing to the Base of the Pyramid Consumer” (2010).

ICA Institute Webinar (Global). “The Evolution of Turkish Multinationals” (2010).

Universitat Autònoma de Barcelona (Spain). “Consumer Value Transformations in Emerging Economies” (2006)

Universitat Autònoma de Barcelona (Spain). “Trials and Tribulations of Scholarship” (2006)

Universitat Autònoma de Barcelona (Spain). “Strategy and Structure: Alliances and Internationalization” (2006)

Universitat Autònoma de Barcelona (Spain). “International Marketing Research” (2006)

Sabancı University (Turkey). “Teaching Through Cases: Goals, Constraints, and Outcomes” (2004).

Academy of Marketing Science (AMS) Annual Conference “Internationalization of the Firm: A Critical Review and Research Agenda”, *Special Panel* on Advances in International Marketing (2004)

The University of Kansas “Measurement Problems in Cross-National Consumer Research: State of the Art and Future Research Directions” (2003).

Eastern Michigan University “The End of Europe?: What does Turkey’s Entry into the EU mean for Europe and the Rest of the World?” (2003).

Turkish Studies Colloquium, University of Michigan “Challenges Confronting Turkey and Confronting Turkey as a Challenge” (2002)

Turkish Studies Colloquium, University of Michigan “Turkey’s Evolution into a Modern Society: Sociological Foundations, Political Manifestations and Economic Consequences” (2001)

AMA Conference on the *State of the Art Research in International Marketing* “Multicultural Scale Development Issues in International Marketing Research” (2001)

Bogazici University (Turkey). “Theory and Theorizing in Marketing “(2001)

Bilkent University (Turkey) “Methodological Issues in Cross-Cultural Consumer Research: Problems and Promising Solution Alternatives” (2001)

AIB Annual Meeting “Cross-Cultural Research Methods” (2000)

AMA Winter Educators Conference “Internationalization of Academic Programs with Modest Resources” (2000)

L’viv Institute of Management (Ukraine) “Globalization, Entrepreneurship and Economic Transformation” (1999)

International Business Institute for Community College Faculty “Internationalizing the Marketing Curriculum” (1999) “Internationalizing Business Courses” (1997)

NASBITE Annual Conference “Internationalizing the Business School with Limited Resources” (1999).

USDOE Title VI A Project Directors Conference. “Global Impacts and Local Responses” (1999)

AMA Summer *Faculty Development Consortium* “Insights on Teaching from Master Teachers” (1998 and 1991)

AMA Summer *Faculty Development Consortium* “Internationalization of Curricula with Modest Resources” (1998)

Faculty Development in International Business (FDIB) Program at the University of Memphis, Deans’ Conference on Internationalization “Internationalization with Modest Resources” (1997)

EIBA Annual Conference "Theory Development in International Marketing" (with S. T. Cavusgil) (1997)

Faculty Development Consortium of the AMS "Internationalizing the Marketing Curriculum: Programmatic Initiatives" (1996)

St. Mary’s University (Texas) “Methodological Problems in Cross-National Research” (1996)

International Trade Centre UNCTAD/WTO (Switzerland) “Global Competitiveness” (1996)

Bogazici University (Turkey). “Globalization and Its Implications for the Turkish Economy” (1996)

Jiangxi Foreign Trade School (China) “Globalization and Its Impact on the World Economy” (1995)

USDOE Title VI B Project Directors Annual Conference “Developing an Interdisciplinary International Business Program at Wayne State University” (1994 and 1996).

AMS World Marketing Congress "Managing Relationships in International Alliances" (1993)

AMA Summer Educators' Conference "Theory Development in International Marketing: Evolution and Emerging Paradigms" (1992) (*Special Session*)

AMA Winter Educators’ Conference "Environmental Concerns in International Marketing" (1992)

AMS Annual Conference "Global Market Segmentation: The Next Frontier" (1991) (*Keynote Session*)

AIB Annual Conference "Country and Product Images: The State Of The Art" (1990)

AMS Annual Conference "Export Promotion in Developing Countries" (1989)

AMS Annual Conference "Global New Product Development Practices" (1988)

AMS Annual Conference "The Country of Origin Paradigm in International Business: Measurement Problems and Solutions" (1988)

International Conference on Marketing and Development "Promotion of Exports from Developing Countries" (1986)

AMS Annual Conference "Methodological Problems in Cross-National Consumer Research" (1985)

AIB International Conference "Is a North American Common Market Feasible?" (1983).

III. TEACHING

Years at Wayne State: 42

Courses Taught at Wayne State University:

Doctoral (School of Business Administration):

BA 8050 Marketing Theory Seminar (Fall 2008, F2010, F2012, F2017, and F2019, F2022)

BA 8054 Marketing Strategy Seminar (Fall 2009, F2011, F2014, F2018, and F2020)

BA 8777 Academic Career Development (Fall 2008)

Doctoral (College of Engineering, Department of Industrial and Manufacturing Engineering):

IE 8941 Idea to Launch Seminar: Products and Services [Marketing, International Business, Innovation, and Knowledge Management modules] (F 2006 and W 2008)

MBA (School of Business Administration):

MKT 7050 Marketing Strategy

MKT 7150 Global Automotive Marketing

MKT 7460 International Business

MKT 7500 International Marketing Strategy

MKT 7870/PS 7960/GEG 7960 The North American Economy (co-taught, federal grant)

MKT 7950/ANT 7950 International Business Anthropology (co-taught, federal grant)

MKT 7950 Computer-Aided Systems for Foreign Market Entry Planning (co-taught, federal grant)

MKT 7995 Modernization, and Cultural Transformation in Emerging Markets (federal grant)

Undergraduate (School of Business Administration):

MKT 2300 Marketing Management

MKT 4900 The Cultural Environment of International Business (federal grant)

MKT 4950/SLA 4950 Business in Transition in the Emerging Republics (federal grant)

FBE 5300 Quantitative Business Analysis

MKT 5350 Marketing Analysis and Decision Making

MKT 5480 Market Forecasting

MKT 5750 International Marketing Management

Courses Taught at Michigan State University:

MTA 924 Special Topics Seminar in International Business (doctoral)

PIM 872 Strategies in the Global Environment (Professional MBA)

MTA 863 International Business Policy (graduate)

MTA 853 Marketing Programming (graduate)

MTA 415 International Marketing (undergraduate)

Courses Taught at the University of Michigan:

IB 615 International Marketing Strategy (graduate)
IB 315 International Marketing Management (undergraduate)

Courses Taught at Eastern Michigan University:

MKT 590 Computer-Aided Systems for Foreign Market Entry Planning (co-taught, federal grant)
MKT 510 Marketing Management (executive MBA)

Course Taught at the University of Vienna (Austria):

DK PhD-M 390013 Doctoral Seminar in Marketing Theory

Courses Taught at Ludwig Maximilian University/University of Munich (Germany):

IB 4900 Case Applications in International Business

Courses Taught at Sabanci University (Turkey):

MKT 951 Global Marketing Strategy (Executive MBA)
MKT 823 Internatoinal Marketing Management (Professional MBA)
BP 552 I International Business Management (Graduate)
BP 552 II International Marketing and Branding (Graduate)
GSM 5316 Consumer Behavior (graduate)
GSM 5307 Marketing Management (graduate)
GSM 5304 Costing and Pricing (graduate) (co-taught)
GSM 5302 Promotion and Advertising Management (graduate) (co-taught)
GSM 5020 Product Management (graduate) (co-taught)
MKT 523 International Marketing Strategy (graduate)
MKT 589 Special Topic Seminar (Industry leaders program/ graduate)
MKT 403 International Marketing Management (undergraduate)

Courses Taught at the Ecolé Management de Lyon (France):

MKT 69 International Marketing Strategy (graduate)

Doctoral Dissertation or Master's Thesis Service:

External Member, PhD Dissertation Committee, Sherif Ibrahim, Wayne State University (2023)
“Military and Business: Implications of Militarization in the Political Economy”

Chair, Dissertation Committee, Irem Yoruk (2022)
“Global Identity: Conceptualization, Measurement, and Verification”

External Evaluator, PhD Dissertation, Ziva Kolbl (University of Vienna, Austria) (2020)
“Stereotyping by Consumers: Assessment and Impact”

External Member, PhD Dissertation Committee, Neriman Gokcay (Ozyegin University, Turkey) (2020)
“The Relationship between Internationalization and Inovation in Emerging Market Multinational Companies”

External Evaluator, PhD Dissertatio, Gavriel Dahan (University of Haifa, Israel) (2019)
“Simiarities and Differences between Absorptive Capacity and Organizational Learning as Drivers of Firm Internationalization Performance”

Member, Dissertation Committee, Seunghan Kim (Political Science, WSU) (2018)
“Understanding the Dynamics of China's Policy Change: State-Society Relations and Policy Responses”

Member, Dissertation Committee, Johnson Fadeyi (Industrial Engineering) (2018)
"A Framework for Product Modularity Decision Support and Service System Remanufacturing Synergy"

Member, Dissertation Committee, Somak Banerjee (Marketing) (2018)
"The Effect of Drip Pricing on Consumers' Price Unfairness Perceptions"

Member, Dissertation Committee, Aaron Johnson (Marketing) (2017)
"Sustainability in Pricing Decisions"

Chair, Dissertation Committee, Nayyer Naseem (Marketing) (2017)
"Global Brand Attitude, Perceived Value, Consumer Affinity, and Purchase Intentions"

Chair, Dissertation Committee, Ahmet B. Koksall (Marketing) (2017)
"Developing a New Individualism Scale for Purchase Decisions"

Member, Dissertation Committee, Renata K. Smith (Communication) (2016)
"A Preliminary Study of Workgroup Dynamics: A Critique and Reconceptualization of Oetzel's Intercultural Workgroup Communications Theory"

External Evaluator, PhD Dissertation, Fabian Bartsch (University of Vienna, Austria) (2016)
"Positive Consumer Dispositions toward Foreign Countries and Globality"

External Evaluator, PhD Dissertation, Amir Lahat (University of Haifa, Israel) (2016)
"Strategic Management Capabilities as Antecedents of International Performance: Benchmarked Marketing Operations and Financial Dimensions"

Member, Dissertation Committee, Swati Verma (Marketing) (2016)
"Effects of Price Guarantees on Consumers Purchase and Re-purchase Intentions"

External Evaluator, MS Thesis, Gavriel Dahan (Univ of Haifa, Israel) (2015)
"An Integrative Model of Pioneering, Entrepreneurial, and Stakeholder Orientations"

Member, Dissertation Committee, Isil Akbulut (Political Science) (2015)
"Inter-organizational networks among IGOs in Peace Operations"

Member, Dissertation Committee, Shawn Duperon (Communication) (2015)
"Gossip as a Communication Tool: Theory and Evidence"

External Evaluator, PhD Dissertation, Tzipi Ehrlich (Univ of Haifa, Israel) (2014)
"International Performance: The Role of Inertia, Stability, and Multinational Flexibility"

External Evaluator, PhD Dissertation, Dalia Velan (Univ of Haifa, Israel) (2014)
"Conceptualization, Antecedents, and Consequences of the Market, Innovativeness, Learning, and Entrepreneurial Orientation for Export Business"

External Evaluator, PhD Dissertation, Yoel Asseraf (Univ of Haifa, Israel) (2014)
"Outside-in or Inside-out: The Interplay of Firms' Strategic Approaches on International Marketing Strategies and International Performance"

External Evaluator, PhD Dissertation, Alia El-Banna (Carleton University, Canada) (2014)
"An Examination of the Relationships between Ethnicity, Acculturation, and Attitudes to Places and Their Products"

Member, Dissertation Committee, Michael J. Langlois (2013)
"Averting Dyadic Conflict Escalation: a Political Economy Approach"

Chair, Dissertation Committee, Daniel Friesen (Marketing) (2013)
"The Effects of Market Orientation, Learning Orientation, and Absorptive Capacity on Positional Advantage and Organizational Performance"

Member, Dissertation Committee, Erkan Isikli (2012)
"Decision Support Models for External Variety of Configurable Products"

Member, Dissertation Committee, Steven Lawrence (Marketing) (2012)
"Consumer Xenocentrism and Consumer Cosmopolitanism: Scale Development of Constructs Influencing Attitudes toward Foreign Consumption"

External Examiner, Dissertation Committee, Itzhak Gnizy (University of Haifa, Israel) (2012)
"Examining the Influence of the International Marketing Function in Internationally Active Firms"

Thesis Evaluator, PhD Dissertation, Ronit Hirsheberger (University of Haifa, Israel) (2012)
"A Behavioral Model of Channel Relationships"

Member, Dissertation Committee, Josephine A. Larbi-Apau (Education) (2011)
"Investigating the Characteristics, Adoption Patterns, and Performance of Faculty Who Integrate Information and Communication Technology in Higher Education in Ghana, West Africa"

Member, Dissertation Committee, Nazmul Hassan (Industrial Engineering) (2011)
"Collaboration in Outbound Logistics for US Automakers"

Member, Dissertation Committee, Shu-hui Sophy Cheng (Communications) (2009)
"A Cross-Cultural Study of Leadership Communications and Their Impact in Times of Crisis"

Advisor, Master's Thesis, Yingtao Xiao (Interdisciplinary Studies) (2008)
"Analysis of FDI Growth in China: Implications for Politics, Economy, and Culture"

Co-Advisor, EMMP Master's Leadership Project, Michael Eichbrecht, Miguel Figueroa, Ron Gipson, and Angela Zaetta (Visteon Corporation) (2007)
"Establishing Effective Global Engineering Teams to Deliver Value, Speed, and Knowledge"

Member, Dissertation Committee, Gang Wang (Industrial Engineering) (2007)
"Culture Theory and Risk Analysis in Engineering Decisions: China vs. the U.S."

Member, Dissertation Committee, Oluwafemi O. Famuyima (Industrial Engineering) (2007)
"An Integrated Framework Matching Modular Strategies with Supply Chain Design Policies"

Member, Dissertation Committee, Komal Shah (Communications) (2007)
"The Communications of Multiple Identities: Struggles of Indian Diasporic Women"

Member, Dissertation Committee, Sheila L. Sasser (Marketing and Communications) (2006)
"Creativity, Innovation, and Integration in Global Marketing Channel Relationships"

Member, Dissertation Committee, Yavuz Burak Canbolat (Industrial Engineering) (2005)
"Optimum Sequential Bidding for the Design and Manufacture of Complex Components and Subsystems: Implications for Organizational Learning"

Member, Dissertation Committee, Bimal Nepal (Industrial Engineering) (2005)
"Multi-objective Optimization of Modular Product Architectures"

Co-Chair, Dissertation Committee, Etienne Musonera, (Industrial Engineering and Marketing) (2005)

“A Theoretical Model to Optimize Technology and Knowledge Spillovers for sub-Saharan African Countries from Foreign Direct Investment in the Manufacturing Sector”

Co-Advisor, EMMP Master’s Leadership Project, C. Andrews, S. Mere, D. Pressley, T. Scheuer and J. Tavi (Visteon Corporation) (2005)

“Visteon Innovation Prioritization”

Co-Advisor, EMMP Master’s Leadership Project, D. Hollister, J. Kozar, M. Shams, and R. Thomson (Ford Motor Company) (2005)

“Adjustments to Ford’s Management Structure and Processes to Maximize Commonality Value”

Co-Advisor, EMMP Master’s Leadership Project, S. Barter, D. Fecher, S. Lynch, M. Munteanu and C. Reavis, (Visteon Corporation) (2004)

“VBOT-Visteon PLT Business Operations Tool: An Integer Linear Optimization Model for Visteon Corporation Product Line Team Resource Planning and Analysis”

Co-Advisor, EMMP Master’s Leadership Project, A. Dame, G. Gupta, J. Huang, and S. Matera, (Ford Motor Company) (2004)

“Emerging Market Sourcing Risk Assessment: A Decision Integration Tool”

Member, Dissertation Committee, Irwin Jopps, (Education) (2004)

“A Content Analysis of Multivariate Statistical Textbooks Using Canonical Correlation”

Member, Dissertation Committee, Greg Prang (Anthropology) (2002).

“A Cabaclo Society in the Middle Rio Negro Basin: Ecology, Economy, and History of an Ornamental Fishery in the State of Amazonas, Brazil”

Member, Dissertation Committee, Mustafa Sefik (Industrial Engineering) (2001)

“Global New Product Development Practices of Multinational Firms”

Member, Dissertation Committee, Raid Al-Aomar (Industrial Engineering) (1999)

“A Process-Oriented System Design and Problem-Solving Methodology with Genetic Algorithm Optimization and Simulation-Based Evaluation”

Member, Dissertation Committee, Sarah McCue (Political Science) (1998)

“The Federal Role in Export Assistance to Small Firms: Helpful, Harmful, and Necessary”

External Examiner, Dissertation Committee, Paul Breman (Henley Management College and the Brunel University, London, England) (1998)

“The Learning Organization and Market Orientation: A Study of Export Companies in the Netherlands”

Member, Dissertation Committee, Chester Bolling (Political Science and Int'l Business) (1997)

“Multi-Domestic Policy Analysis: Fiscal Impacts of Privatization on State-Owned Enterprises”

Member, Dissertation Committee, S. J. Yoon (Anthropology and Marketing) (1995)

“A Cross-Cultural Study of the Cosmopolitanism Construct”

Member, Dissertation Committee, Gus Azar (Computer Science) (1992)

“An Adaptive Interface for Intelligent Information Retrieval”

Member, Dissertation Committee, Grace Smith (Education) (1991)

“Perception of Today's Training Experts and Organization Executives Regarding the Training and Development of Tomorrow's Executives”

Member, Dissertation Committee, Andrea Nranian (Education) (1991)

"The Role of Attitudes and Generational Effects of Industrial Training in Adult Knowledge Retention and Behavior Outcomes"

Member, Dissertation Committee, Judith Heinen (Education) (1991)

"The Climate for Mid-Level Administrators Working in Higher Educational Institutions: A Comparison of Institutions Having Different Types of Control"

Member, Dissertation Committee, Connie Kress (Education) (1989)

"The Effects of Instructional Systems Design Techniques on Varying Levels of Adult Achievement in Technical Training"

Course and Curriculum Development

At Wayne State University:

MKT 4900 Cultural Environment of International Business

MKT 5750 International Marketing Management

MKT 7150 Global Automotive Marketing Strategy (co-taught)

MKT 7460 International Business Management

MKT 7500 International Marketing Strategy

MKT 7950/ANT 7950 Seminar in International Business Anthropology (w/ Prof Baba of Anthropology)

MKT 7870/PS 7960/GEG 796 the North American Economy (w/ Profs Sinclair and Pearson of Pol Sci)

MKT 4950/SLA 4950 Business Transition in the Emerging Republics (with Prf Andrushkiw of Slavic Stds)

MKT 7995 Modernization and Cultural Change in Emerging Economies

BA 8050 Marketing Theory (Doctoral Seminar)

BA 8054 Marketing Strategy (Doctoral Seminar)

BA 8777 Academic Career Development (Doctoral Seminar)

At Michigan State University:

MTA 924 Special Topics Seminar in International Business (taught this doctoral seminar in spring 1990; wrote and graded the theory questions on the international business doctoral preliminary examinations, 1990-92; occasionally taught, as guest professor, selected topics in this seminar)

At Sabanci University:

MKT 403 International Marketing Management (taught this undergrad course while on sabbatical in 2009)

MKT 523 International Marketing Strategy (taught this MBA course while on sabbatical in 2009)

GSM 502 Product Management (developed and co-taught this MBA course while on sabbatical, 2001)

GSM 534 Global Marketing Strategy (developed and taught this Exec MBA course every year (2001-2004)

GSM 532 Marketing Strategy (developed and taught this Executive MBA course 2001, 2003 and 2005)

GSM 533 New Strategic Directions in Global Marketing (developed and taught this EMBA course in 2001)

GSM 5302 Promotion Management (developed and co-taught this Executive MBA course in 2001)

GSM 5304 Costing and Pricing Management (developed and co-taught this MBA in 2001)

GSM 5313 International Marketing Strategy (developed and taught this MBA course, 2002, 2003, 2004)

GSM 5316 Consumer Behavior (developed and taught this MBA course, 2004 and 2005)

MKT 823 International Marketing Management (developed and taught this PMBA course 2012-2020)

MKT 951 International Business Strategy (developed and taught this Executive MBA course 2005-2020)

IV. PROFESSIONAL SERVICE

1. Editorships:

Co-Editor, Special Issue of the AIB Insights on International Marketing (2022)

Co-Editor, Special Issue of the Journal of Business Research on Post-Acquisition Strategies (2018)

Co-Editor, Special Issue of the Journal of Consumer Marketing on Moral Consumption (2018)

Associate Editor responsible for the International Business Area, Journal of Business Research (1987-92)

2. a. Editorial Board Memberships:

Journal of International Business Studies (2017-2025)

AIB Insights (2003-2010)

Journal of Global Marketing (2017-2021)

Journal of Place Branding (2004-2010)

Marketing Management (1992-2000)

Journal of Business Research (1992 to present).

Journal of International Marketing (1992-98)

Journal of Asia Pacific Business (1992 to 2021).

International Business Review (2004 to present, 1991-2001).

Journal of International Consumer Marketing (1987-2000)

International Marketing Review (1985-1992).

Competitiveness Review (1994-2021)

Journal of International Business and Technology (1998 -2021)

2. b. Service as Reviewer of Special Issues of Journals (Invited):

AIB Insights Special Issue on International Marketing (2022)

Management International Review Special Issue on International Integration and Coordination (2010)

International Marketing Review Special Issue on Emerging Market Multinationals (2009)

Handbook of Technology Management Issue on Emerging Issues InTechnology and Innovation (2008)

International Marketing Review Special Issue on B2B Marketing in International Business (2007)

Journal of Advertising Special Issue on International Advertising (2007)

International Marketing Review Special Issue on Country and Product Images (2007)

International Marketing Review Special Issue on Conceptualizing Culture (2007)

Journal of Operations Management Special Issue on Supply Chain Management (2006)

Journal of Product and Innovation Management Special Issue on International Marketing (2005)

European Journal of Marketing Special Issue on Marketing in the European Union (2005)

Journal of Business Research Special Issue on Eastern European Economies (1984)

International Studies in Management and Organization Issue on Eastern European Liberalization (1984).

International Journal of Advertising Special Issue on International Advertising (1985)

2. c. Occasional Reviewerships:

Journal of World Business (2019 to Present)

Asia-Pacific Journal of Management (2014 to present)

International Marketing Review (2012 to present)

Management International Review (2014 to present)

Psychology and Marketing (2019 to present)

Psychology China (2020 to present)

Journal of International Management (2011 to present)

Journal of Consumer Marketing (2018 to present)

Emerging Markets Finance and Trade (2014 to present)

Journal of Marketing Management (2018 to present)

European Journal of Marketing (2000 to present)

Thunderbird International Business Review (2010 to present)

Journal of Operations Management (2010 to present)

Journal of Asian Business (2006 to present)

The International Trade Journal (1986 to present)

Advances in International Marketing (1986 to present)

Journal of International Marketing (2000 to present)

Journal of the Academy of Marketing Science (2000 to present)

Journal of International Business Studies (1985 to 2016)

Journal of Marketing (1992 to 2013)

2. d. Reviewer of Conference Papers:

Annual Conferences of CIMAR, the Consortium of International Marketing Educators (2015~ 2005)

Annual Conference of the European Marketing Academy (EMAC) (2019, 2015, 2010, 2007, 2006)

Annual Conferences of the Academy of International Business (2022~1985)

Annual Conferences of the Academy of Marketing Science (2016~2008, 1998~2006, 1981~1988)

Bi-Annual Conferences of the World Marketing Congress (2001, 1997~1983)

Global SIG Conferences of the American Marketing Association (2019, 2020)

Summer Academic Conference of the American Marketing Association (2019, 2012, 2009~1991)

Winter Academic Conference of the American Marketing Association (2007, 2006, 2004, 1995~1989)

International Conference on Marketing and Development (1994, 1990, 1988, 1986)

Annual Conference of the Administrative Sciences Association of Canada (1995, 1991)

National Conference of the American Institute of Decision Sciences (1986)

Annual Conference of the European International Business Association (1996)

2. e. Session Chair/Discussant at Professional Conferences:

Journal of International Business Studies Emerging Research Frontiers in International Business
Conference on Advancing International Business Theories, Constructs and Methods (2004)

Academy of International Business Annual Conferences (almost every year since 1981)

Academy of Marketing Science Annual Conferences (2010, 2009, 2004, 1991, 1989, 1984, 1982, 1981)

World Marketing Congress (1993, 1987, 1983)

American Marketing Association Summer and Winter Educator's Conferences (occasionally since 1991)

3. External Reviewer of Promotion and Tenure Cases (for candidates at the):

University of Massachusetts (Lowell) (2020)

Bryant University (2018)

Sabanci University (2017, 2015, 2009)

Georgia State University (2021, 2016)

Bentley University (2014)

University of Colorado at Colorado Springs (2012)

University of New Hampshire (2014, 2012)

University of Houston (2012)

Victoria University (Canada) (2010)

University of Vermont (2010)
University of Toledo (2009, 2010)
Ozyegin University (Turkey) (2009, 2011)
New Hampshire College (2008)
Brandeis University (2004)
University of Delaware (2000)
American Graduate School of International Management (Thunderbird) (1999)
Boston College (1998)
Georgia Institute of Technology (Georgia Tech) (1997)
University of Windsor (Canada) (1994)
Oakland University (1994, 1990)
University of Massachusetts at Boston (1993)
University of North Texas (1992)
Suffolk University (1991)

4. Special Service to Professional Associations:

Conducted an International Marketing Workshop for the AIBs Southeast Asia Region (2021)
Planned the AIB Gurus Program at the AIB Annual Conference (2013)
Track Chair, Education, Teaching and Learning, Academy of Marketing Science Conference (2009).
Track Co-Chair, Product and Innovation Management, Academy of International Business Conf (2007).
Track Co-Chair, International Marketing, Academy of International Business Conf (2004).
Chair, Membership Committee, Relationship Marketing SIG, American Marketing Association (1995)
Track Chair, Theoretical Issues in International Trade, International Conference of the International Trade and Finance Association (1992).
Panel Member, AMA Faculty Consortium on Global Marketing (1998, 1991).
Member, Program Committee, European International Business Association, Annual Conf (1990)
Track Chair, Cross-National Consumer Behavior, Third Bi-Annual World Marketing Congress (1987).
Member, Doctoral Dissertation Contest Committee, Academy of Marketing Science (1987)
Annual Conference Program Committee, Academy of International Business (1985-07)

5. Committee Assignments at Wayne State University:

University Committee Membership:

RCM New Budget Committee Strategic Priorities Taskforce (2017- 2019)

Graduate Council (2020-2023, 2008-2017, 1998-2001)

Academic Standards Committee, Graduate Council (2014-2016)

Executive Committee of the Graduate Council (2009-2011)

New Programs Committee of the Graduate Council (2011-12; 2015-2017).

Provost Search and Selection Committee (2010)

President's Award for Excellence in Teaching, Award Selection Committee (2022, 2019, 2017, 2016, 2015, 2014, 2013, 2010, 2005)

University Promotion and Tenure Committee (2015-2016, 2007-08 and 2003-04).

Social Sciences Research Grant Evaluation Committee (2021)

Fulbright Student Scholarship Selection Committee (2012)

Executive Director for International Programs Selection Committee (2004-05).

Governing Board, the Institute for Information Technology and Culture (2004-08)

Advisory Board, Office of Teaching and Learning (2002-07)

Graduate Professional Scholarship Competition Committee (1999-00)

Interdisciplinary Ph. D. Review Board (1998-01)

Global Forum Curricular Initiatives Committee (1999-00)

Library Science Program Director Search Committee (1998-99).

University Distinguished Faculty Award Selection Committee (1997, 1998).

AACSB Steering Committee (1997-98).

The Humanities Center Advisory Board (1996-98).

Presidents' Council, State Universities of Michigan (1996-97).

University Nominating Committee (1996-97)

Academic Affairs Advisory Council (Advisory body to the Senior VP for Academic Affairs) (1992-93)

Academic Program Review Advisory Panel, Romance Languages and Literatures (1991-92).

Student Life Advisory Board (1987-90)

Committee on Research Centers and Institutes (2010-2012; 1985-1987).

Provost's Task Force on Student Life (1985)

6. College/Department Committees Chaired:

Chair, K Mart Chair Evaluation Committee (2018)

Chair, Marketing and Supply Chain Chair Review Committee (2015-2016)

Chair, School of Business Administration Faculty Senate (W2015, F2010, F 2009 Sems, and 1986-87 AYr)

Chair, Graduate Educational Policy Committee of the Faculty Senate (2000-2002).

Chair, Teaching Committee of the Faculty Senate (2014-2015)

Chair, Internationalization Committee of the School of Business Administration (1998-99).

Chair, Marketing Department Chair Search Committee (1997-98).

Chair, Educational Policy Committee of the Faculty Senate (1980-81).

7. College/Department Committee Membership:

Faculty Senate, School of Business Administration (2014-2015, 2009-2011, 2005-2007, 1980-1988)

School of Business Administration Scholarly Journal List Vetting Committee (2010-2011).

School of Business Administration PhD Program Advisory Committee (2008~11, 2007, 2004, 1998, 1994)

School of Business Administration MBA Program Review Committee (2009-2011).

School of Business Administration Strategic Planning Committee (W2015, 2011-12, F2010, and 2008-09).

School of Business, Promotion and Tenure Committee (2021-22, 2020-2021, 2019-20, 2011-12, 2009-10, 2005-07, 1990-92, 1988-89).

School of Business Administration Workload, Performance, and Evaluation Committee (2012~2005)

Hitchman Endowed Chair in Finance Performance Review Committee (2008).

K-Mart Endowed Chair in Marketing Performance Review Committee (2012, 2008, 1996)

School of Business Administration Distinguished Researcher Award Committee (2008, 2007).

Adcraft Professorship in Advertising Performance Review Committee (2000, 1996)

AACSB Re-accreditation MBA Learning Goals Committee (2006-08).

School of Business Administration Research Committee (2008-09, 2007-08, 2005-06, 2003-04).

School of Business Administration Teaching Committee (2019-2020, 2008-10, 2007-08, 2006-07, 2005-06, 2002-04).

School of Business Administration Distinguished Teacher Award Selection Committee (2005, 2002).

School of Business Graduate Educational Policy Committee (2002-03, 1998-99, 1989-93).

School of Business Undergraduate Educational Policy Committee (2004-05).

School of Business Administration Restructuring Committee (2004)

Department of Information Systems and Manufacturing Management Chair Search Committee (1999-00)

School of Business Administration Dean's Advisory Committee (1999)

Associate Dean for Research and Graduate Programs Search Committee (2011-12)

Associate Dean for Academic Affairs Search Committee (2005-06).

School of Business Administration Committee on the Ukrainian Program (1998-99).

Marketing Department Chair Review Committee (1990-92).

Marketing Department Chair Search Committee (2011-12, 1992-95).

Marketing Department Capstone Course Committee (1991-92).

Marketing Department Curriculum Review Committee (2002-03, 1990-91, 1981-82).

Mrktg Department Budget Advisory Committee (2007-09).

Mrktg Dept Promotion/Tenure Comm (2020-21, 2014-15, 2011-12, 2009-10, 2008-09, 2002-07, 1995-96, 1989-92).

Mrktg Department Merit/Salary Comm (2020-2021, 2014-15, 2011-12, 2009-11, 2002-07, 1998-99, 1990-92, 1986-88).

Mrktg Department Research Committee (2005-06, 2003-04, and 1998-99)

Mrktg Department Teaching Committee (2007-08, 2006-07, 2005-06, 2004-05)

8. Service to Civic Organizations:

President, Turkish American Cultural Association of Michigan (2013-2015; 1991-1992)

Automation Alley, Board of Directors (International Business) (2004~2009)

V. PROFESSIONAL SOCIETY MEMBERSHIPS

Academy of International Business (1976-present)

American Marketing Association (1980-present)

Academy of Marketing Science (1981-present)

European International Business Association (1985~2000)

European Marketing Academy (1991~95)

The International Society of Political Psychology (1999~2004)

The International Trade and Finance Association (1988~2001)

Michigan District Export Council (1989~95)

Honorary Member, Golden Key National Honor Society (1982~present)

VI. CONSULTING FOR BUSINESSES, UNIVERSITIES, AND INTERNATIONAL INSTITUTIONS

Michigan State University: conducted and evaluation of the MSU CIBER (USDOE) (2021).

Sabancı Holding (Turkey): advised the senior executive team on marketing strategy (2009-2010).

University of Kansas: conducted an evaluation of the KU CIBER (USDOE) (2002).

Capital Investment Group: co-conducted an audit and co-developed a new strategic plan (1999).

SAR Elektronik: co-conducted an audit and co-developed a new strategic plan (1999).

Metropolitan Community College (Nebraska): helped develop a curriculum in US-China Business (1999).

Georgia State University (2011), University of Wisconsin-Milwaukee (2010), University of Oklahoma (2008 and 2007), University of Minnesota (Duluth) (2006), University of Wisconsin (Whitewater), Schoolcraft Community College (Michigan), and Brevard County Community College (Florida): conducted evaluations of Title VI B grants (USDOE) and advised on internationalization activities (1999~2005).

International Trade Center (ITC), United Nations (UNCTAD/WTO), Geneva, Switzerland: conducted international marketing strategy seminar at the Jiangxi International Trade Training Center, Ministry of Foreign Trade and Economic Cooperation (MOFTEC), People's Republic of China (1995).

ITC (UNCTAD/GATT): co-conducted an audit of the human resource management needs of the International Trade Group of the Department of Trade and Industry, Republic of the Philippines (1990).

ITC (UNCTAD/GATT): edited *Selected Asian Cases of Small and Medium-Sized Enterprises in Export Marketing* and its accompanying *Teaching Notes Manual* (1989)

ITC (UNCTAD/GATT): helped develop a training needs analysis tool for developing country exporters based on research in Thailand, the Philippines, and Nepal (1988)

VII. EXECUTIVE TEACHING

Advertising Foundation of Turkey and Sabancı University Joint BRAND PRACTICE Program [taught International Marketing and International Branding Seminars 2015, 2016, 2017 and 2018].

ECZACIBASI Holding [conducted International Strategy seminar, junior/senior executives 2017].

BORUSAN Holding [conducted seminars on Value Creation in Marketing, 2013, 2012, 2011, 2010].

ARCELIK [conducted marketing strategy seminars, the Marketing and Product Development groups, 2009].

INSEAD and Sabancı University Joint Executive Development Program MYGLOBE: Managing Global Enterprises [Taught the Global Marketing module in 2006, 2007, and 2008].

Conducted or Co-conducted international marketing strategy formulation and marketing research seminars targeted at Turkish business executives, Sabancı University's Executive Development Unit, Istanbul, Turkey [Taught or co-taught 12 workshops between 2003 and 2013].

Turkish Petroleum Works (TPAO) [co-conducted an executive development seminar on globalization and International marketing strategy in 1995].

ITC (UNCTAD/WTO) [Co-conducted international marketing strategy formulation seminars at the Philippine Trade Training Center targeted at government executives in 1989 and 1990].

[Updated June 15, 2022]