

## CLIFFORD J. SHULTZ, II

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Married to Katherine Shultz  
One son: Matthew C.G. Shultz

### ACADEMIC DEGREES

1991 Columbia University, New York, New York.  
**Post Doctorate** - Marketing.  
1990 **Ph.D.** - Social & Organizational Psychology, **M.Phil.** (1990); **M.A.** (1984).  
  
DePauw University, Greencastle, Indiana.  
1977 **B.A.** - Psychology; semester abroad: Athens & Cairo.

### ACADEMIC APPOINTMENTS

5/09-present **Professor and Charles H. Kellstadt Chair**, Loyola University Chicago, School of Business Administration; **Research Fellow**, Harvard-Vietnam-Fulbright Program (from 2001); **Fellow**, Melikian Center (from 2009).

5/99-5/09 **Professor and Marley Foundation Chair**, Arizona State University, W. P. Carey School of Business and the Morrison School of Management and Agribusiness; **Faculty Affiliate**, School of Global Studies, Program for Southeast Asian Studies, and the Russian and East European Studies Consortium. **Research and Teaching Fellow** at the Harvard-Vietnam-Fulbright Program; **Director** of the ASU Food Marketing Program and **Director** of the Balkans & Black Sea Export Development Project, an externally funded program.

8/94-present **Ancillary Appointments:**  
Inaugural CCS Visiting Professor, Dublin City University (June 2007).  
Visiting Scholar, Harvard University (sabbatical, Spring 2007).  
Fulbright Scholar, Harvard-FETP Center, Vietnam (April, May, or June 2001-2005; 2007, 2008).  
Fulbright Scholar, University of Rijeka, Croatia (March-July, 1997).  
Invited Scholar, Harvard Institute for International Development / Harvard Vietnam Program (Sept. 1996, 1997, 1999; Aug. 2010).  
Research Analyst, Columbia University Center for International Business Research (1994-1996).  
Visiting Professor, Ho Chi Minh City College of Marketing (January 1995 & 1996).  
Visiting Professor, University of Zagreb (July 1995 & 1996; June 1998, 2006, 2007).

4/97-5/99 **Associate Professor**, Arizona State University, School of Management.  
8/94-4/97 **Assistant Professor**, Arizona State University, School of Management.  
5/94-8/94 **Visiting Assistant Professor**, Columbia University Graduate School of Business.  
1/94-5/94 **Associate Professor**, University of New England, Australia.  
5/93-12/93 **Visiting Assistant Professor**, Columbia University Graduate School of Business.  
8/92-5/93 **Assistant Professor**, Arizona State University, School of Management.  
5/91-8/92 **Visiting Assistant Professor**, Columbia University Graduate School of Business.  
1/87-5/89 **Instructor**, Columbia University.  
8/83-12/83 **Adjunct Instructor**, William Paterson College.  
8/76-5/77 **Experimental Psychology Laboratory Assistant**, DePauw University.

## **OTHER WORK EXPERIENCE**

Numerous consultancies for multinational and smaller companies, universities, governments and NGOs; considerable management and other business experience (details on back page).

## **PRIMARY RESEARCH & TEACHING INTERESTS**

Globalization, Macromarketing, Policy and Sustainable Development, International and Cross-Cultural Marketing and Consumer Behavior (with an emphasis on devastated and recovering economies), Food and Agribusiness Marketing, Value Chains, Marketing Strategy and Management, Marketing Places, Entrepreneurship; formats include M.S., MBA, Undergraduate, Executive Education, Doctoral Seminars, and Site-Immersion courses. P.I. Co-P.I. or Leader for projects that have received about \$4 million of funding from USDA, USAID, USDE, Ford Foundation, US State Department, and others; I increasingly focus on the inclusion of junior faculty and students in these projects, to advance their scholarly and professional interests.

## **EDITORIAL AND POLICY BOARD RESPONSIBILITIES**

President, International Society of Markets and Development, 2007-2010.  
 Editor, Journal of Macromarketing, two terms: 2004-2010.  
 Section Editor, Marketing and Development, Journal of Macromarketing, 1998-2010.  
 Associate Editor, Journal of Macromarketing, from 2010 - present.  
 Editorial Review Board, Journal of Public Policy & Marketing, 1995-present.  
 Editorial Review Board, Journal of Macromarketing, 1995-present.  
 Editorial Policy Board, Journal of Macromarketing, 1997-present.  
 Editorial Review Board, Consumption, Markets and Culture, 2000-present.  
 Editorial Policy Board, Tržište (a.k.a., Croatian Marketing Journal), 1996-present.  
 Editorial Advisory Board, Vietnam Marketing Journal, February 2004-present.  
 Policy Board, International Society of Markets and Development, 1997-present.  
 Editorial Board, Journal of International Food & Agribusiness Marketing, (precise date pending).  
 Editorial Review Board, Applied Research in Quality of Life, from 2010.  
 Board of Trustees, Arizona Food and Drug Industry Education Foundation, 2000-present.  
 Editorial Advisory Board, Securities Industry Daily, 1994-1996.

## **BOOKS & MONOGRAPHS**

Shultz, C., et al. (forthcoming, someday), Making the Balkans Work: Marketing, Development and Sustainable Peace in Southeast Europe, solicited by M.E. Sharpe Publishers.

Shapiro, S., Tadjewski, M. & Shultz, C. eds. (2009), Macromarketing--A Global Focus: Marketing Systems, Societal Development, Equity & Poverty (4 Volumes), London, UK: Sage Publishing.

Pecotich, A. & Shultz, C. (2006), Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand, New York: M.E. Sharpe Publishers.

Pecotich, A. & Shultz, C. (1998), Marketing and Consumer Behavior in East and Southeast Asia, Sydney: McGraw-Hill ("Best Seller," effective October 2000).

Enterprise Management in Countries with Economies in Transition (1997, written by Shultz, C., Low, M. & Ardrey, W.), New York: United Nations Publications [this monograph underwent a two-stage, double blind review; firstly, within the UN and then the academic economic development community].

## **INVITED/SPECIAL PUBLICATIONS**

- Shultz, C. (forthcoming), "Marketing Systems, the Ring Cycle, and the Layton Effect," Australasian Marketing Journal.
- Shultz, C. (2009), "All Along the Watchtower," Journal of Macromarketing, 29 (4), 344.
- Mittelstaedt, J. & Shultz, C. (2009), "The Changing Face of Markets and Marketing Systems in Socioeconomic Development: Introductory Comments on the Special Issue," Journal of Macromarketing, 29 (4), 346-348.
- Shapiro, S. & Shultz, C. (2009), "Macromarketing, Controversy and Economic Development: Just Before and Now During the Global Meltdown," European Business Review, 21 (4), 313-325.
- Shultz, C., Holbrook, M. & Lehmann, D. (2009), "Metric and Interpretive Explorations of Macromarketing," Journal of Macromarketing, 29 (3), 217-219.
- Shapiro, S., Tadjewski, M. & Shultz, C. (2009), "Interpreting Macromarketing: The Construction of a Major Macromarketing Research Collection," Journal of Macromarketing, 29 (3), 325-334.
- Shultz, C. (2009), Examining the Interactions among Markets, Marketing, and Society, Journal of Macromarketing, 29 (1), 1-3.
- Shultz, C. (2007), "Nâng cao chất lượng đào tạo tiến sĩ ở Việt Nam: góc nhìn quốc tế và những định hướng phát triển mới," trong Kỷ yếu Hội thảo Nâng cao chất lượng đào tạo tiến sĩ kinh tế, Nhà Xuất bản Đại học Kinh tế Quốc dân, Hà Nội: 76-84 ("Enhancing the quality of doctoral education in Vietnam: international perspectives and new directions for improvement," Enhancing the Quality of Doctoral Education in Economics and Business in Vietnam, Hanoi: National Economics University Publishing House, 68-75).
- Shultz, C. (2007), "The Unquestioned Marketing Life? Let Us Hope Not," Journal of Macromarketing, 27 (3), 224.
- Shultz, C. (2007), "Macromarketing," in Explorations of Marketing in Society, G. Gundlach, L. Block & W. Wilkie, eds. Cincinnati: ITP / South-Western Publishers, for the American Marketing Association, 766-784.
- Shultz, C. (2006), "Reach, Access, Impact," Journal of Macromarketing, 26 (1), 4.
- Shultz, C. (2006), "Makromarketinškoj orijentaciji," in Identitet Marketinga, G. Grbac, ed. Sveučilište U Rijeci Ekonomski Fakultet Rijeka, 4-5.
- Shultz, C. (2005), "Some Macromarketing Thoughts on Natural and Human-induced Disasters," Journal of Macromarketing, 25 (1), 2-3.
- Shultz, C., Rahtz, D. & Speece, M. (2004), "Globalization, Transformation, and Quality of Life: Reflections on ICMD-8 and Participative Marketing and Development," Journal of Macromarketing, 24 (2), 168-172. (Sanford Grossbart, special issue editor).
- Shultz, C. (2004), "Staying the Macromarketing Course and Expanding Boundaries," Journal of Macromarketing, 24 (1), 3-5.
- McDonagh, P. & Shultz, C. (2002), "On Society, Market Logic and Marketing," European Journal of Marketing, 36 (5/6), 517-522.

Shultz, C., Speece, M. & Pecotich, A. (2000), "The Evolving Investment Climate in Vietnam and Subsequent Challenges to Foreign Investors," Thunderbird International Business Review, 42 (6), 735-754.

Shultz, C. (1999), "Macrotransition: A New World Order Predicated by Consumers and Marketers (keynote address)," Proceedings of Slovenian Marketing Association Conference, Portorož, Slovenia.

Shultz, C. (1992), "Vietnam's New Entrepreneurs," Journal of Commerce, 393 (no. 2778, July 27), 8a.

#### **REFEREED JOURNAL ARTICLES**

Shultz, C., Deshpandé, R., Cornwell, B., Ekici, A., Kothandaraman, P., Peterson, M., Shapiro, S., Talukdar, D., Veeck, A. (in press 2011), "Marketing *and* Public Policy: Transformative Research in Developing Markets," Journal of Public Policy & Marketing, 30 (2).

Jallat, F. & Shultz, C. (in press 2011), "Lebanon: From Cataclysm to Opportunity -- Crisis Management Lessons for MNCs in the Tourism Sector of the Middle East," Journal of World Business, 46 (2).

Nil, A. & Shultz, C. (2010), "Family Policy in Germany: Is the Romanticized Idealization of the Male Breadwinner Losing its Relevance?" Journal of Macromarketing, 30 (4), 375-383.

Pecotich, A., Rahtz, D. & Shultz, C. (2010), "Systemic and Services Dominant Socio-Economic Development: Legal, Judicial and Market Capacity Building in Bangladesh," Australasian Marketing Journal, 18 (4), 248-255.

Shultz, C., Renko, S. & Brčić-Stipčević, V. (2010), "Grocery Store-Attributes in Recovering Economies: An Empirical Investigation of Their Importance, Using Three Component Contour Plotting," Journal of International Food & Agribusiness Marketing, 22 (1-2), 37-51.

Shultz, C. & Holbrook, M. (2009), "The Paradoxical Relationship between Marketing and Vulnerability," Journal of Public Policy & Marketing, 28 (1), 124-127.

Nil, A. & Shultz, C. (2009), "Global Software Piracy: Trends and Strategic Implications," Business Horizons, 52 (3), 289-298. Reprinted as Harvard Business School case, HBS Publishing, case # BH332-PDF-ENG.

Schmitz, T., Giese, C. & Shultz, C. (2008), "Welfare Implications of EU Enlargement under the CAP," Canadian Journal of Agricultural Economics, 56, 555-562.

Shultz, C. (2007), "Marketing as Constructive Engagement," Journal of Public Policy & Marketing, 26 (2), 293-301.

Geipel, A., Nil, A. & Shultz, C. (2007), "Die Analyse der Zeugenaussage im ordentlichen Verfahren," Zeitschrift für die Anwaltspraxis, 19 (15), 847-856.

Hughner, R., McDonagh, P., Prothero, A., Shultz, C. & Stanton, J. (2007), "Who are Organic Food Consumers? A Compilation and Review of Why People Purchase Organic Food," Journal of Consumer Behaviour, 6 (2-3), 94-110.

Manfredo, M. & Shultz, C. (2007), "Risk, Trade, Recovery and the Consideration of Real Options: The Imperative Coordination of Policy, Marketing, and Finance in the Wake of Catastrophe," Journal of Public Policy & Marketing, 26 (1), 33-48.

Ardrey, W., Pecotich, A. & Shultz, C. (2006), "Entrepreneurial Women as Catalysts for Socioeconomic Development in Transitioning Cambodia, Laos, and Vietnam," Consumption, Markets and Culture, 9 (4), 277-300.

- Gentry, J., Putrevu, S. & Shultz, C. (2006), "The Effects of Counterfeiting on Consumer Search," Journal of Consumer Behaviour, 5 (May-June), 245-256.
- Shultz, C., Crnjak-Karanović, B. & Renko, S. (2005), "Evolving Food Marketing Systems in Recovering Economies: Some Lessons from Croatia's Gavrilović and emerging 'Oldies-but-Goodies'," Ekonomski Pregled, 56 (11), 996-1012.
- Shultz, C., Burkin, T. Grbac, B. & Renko, N. (2005), "When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity," Journal of Public Policy & Marketing, 24 (1), 24-37. (Finalist for "Thomas Kinnear Best Article Award," 2004-2007).
- Edwards, M. & Shultz, C. (2005), "Reframing Agribusiness: Moving from Farm to Market Centric," Journal of Agribusiness, 23 (1), 57-73.
- Hong, F., Pecotich, A. & Shultz, C. (2002), "Brand Name Translation: Language Constraints, Product Attributes and Consumer Perceptions in East and Southeast Asia," Journal of International Marketing, 10 (2), 29-45.
- Shultz, C. & Nill, A. (2002), "The Societal Conundrum of Intellectual Property Rights: A Game Theoretical Approach to the Equitable Management and Protection of IPR," European Journal of Marketing, 36 (5/6), 667-688.
- Firat, A. F. & Shultz, C. (2001), "Preliminary Metric Investigations into the Postmodern Consumer," Marketing Letters, 12 (2), 189-203.
- Shultz, C. & Holbrook, M. (1999), "Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action," Journal of Public Policy & Marketing, 18 (2), 218-229 (winner, "Thomas Kinnear Best Article Award;" selected from 85 articles, *Journal* years 1997-1999); reprinted in W. Wilkie, G. Gundlach & L. Block, eds. Explorations of Marketing in Society, AMA and ITP, 2007.
- Shultz, C., Renko, N., Pavicic, J., Pecotich, A. & Grbac, B. (1998), "Marketinški izazovi za humanitarne organizacije u tranzicijskim ekonomijama," Tržište, 10 (1-2), 14-19.
- Nill, A. & Shultz, C. (1997), "Cross Cultural Marketing Ethics and the Emergence of Dialogic Idealism as a Decision Making Model," Journal of Macromarketing, 17 (Fall), 4-19.
- Shultz, C. (1997), "Improving Life Quality for the Destitute: Contributions from Multiple-Method Fieldwork in War-Ravaged Transition Economies," Journal of Macromarketing, 17 (1), 56-67.
- Shultz, C. & Pecotich, A. (1997), "Marketing and Development in the Transition Economies of Southeast Asia: Policy Explication, Assessment and Implications," Journal of Public Policy & Marketing, 16 (1), 55-68. (Finalist for "Best Article Award," *Journal* years 1996-1998.)
- Shultz, C. & Ardrey, W. (1997), "Asia's Next Tiger? Vietnam is Fraught with Promise and Peril for Marketers," Marketing Management, 5 (Winter), 26-37; reprinted in Maidment, F. H. (1999), International Business 99/00, 8<sup>th</sup> ed., New York: McGraw-Hill.
- Nill, A. & Shultz, C. (1997), "The Scourge of Global Counterfeiting," Business Horizons, 39 (November-December), 37-42.
- Firat, A.F. & Shultz, C. (1997), "From Segmentation to Fragmentation: Markets and Marketing Strategy in the Postmodern Era," European Journal of Marketing, 31 (2-3), 183-207.

- Shultz, C. and Saporito, B. (1996), "Protecting Intellectual Property: Strategies and Recommendations to Deter Counterfeiting and Brand Piracy in Global Markets," Columbia Journal of World Business, 31 (Spring), 18-28.
- Holbrook, M. & Shultz, C. (1996), "A Ratchet Model of Salary Updating in Major League Baseball: How Much is a Home Run Worth?" Journal of Sport Management, 10 (2), 131-148.
- Shultz, C. & Ardrey, W. (1995), "Trends and Future Prospects for Sino-Vietnamese Relations: Are Trade and Commerce the Critical Factors for Peace?" Contemporary Southeast Asia, 17 (September), 126-146.
- Tavassoli, N., Shultz, C. & Fitzimons, G. (1995), "Program Involvement: Are Moderate Levels Best for Ad Recall and Attitudes," Journal of Advertising Research, 35 (September), 61-72.
- Schmitt, B. & Shultz, C. (1995), "Situational Effects on Brand Preferences for Image Products," Psychology and Marketing, 12 (August), 433-446.
- Shultz, C., Ardrey, W. & Pecotich, A. (1995), "American Involvement in Vietnam, Part II: US Business Opportunities in a New Era," Business Horizons, 38 (March-April), 21-27; reprinted in F. Maidment (1996), Annual Editions: International Business 96/97, 5<sup>th</sup> ed., New York: McGraw Hill; reprinted in F. Maidment (1998), Annual Editions: International Business 98/99, New York: McGraw Hill.
- Shultz, C. (1994), "Balancing Policy, Consumer Desire, and Corporate Interests: Considerations for Market Entry in Vietnam," Columbia Journal of World Business, 29 (Winter), 42-53.
- Shultz, C., Pecotich, A., & Le, K. (1994), "Changes in Marketing Activity and Consumption in the Socialist Republic of Vietnam," Research in Consumer Behavior, Vol. 7, 225-257.
- Pecotich, A., Renko, N., & Shultz, C. (1994), "Yugoslav Disintegration, War, and Consumption in Croatia," Research in Consumer Behavior, Vol. 7, 1-27 (1995 Mijo Mirkovic Award winner for outstanding contribution to scientific research).
- Shultz, C. & Prince, R. (1994), "Selling Financial Services to the Affluent: An Assessment and Measurement of Factors that Predict Success," International Journal of Bank Marketing, 12 (3), 9-16.
- Shultz, C. (1994), "Machiavellianism and Sales Performance," Irish Marketing Review, 7, 38-44.
- Shultz, C. & Shultz, K. (1994), "Poverty and Prenatal Health Care in America: Trends, Costs, and Recommendations," Journal of Ambulatory Care Marketing, 5 (2), 159-169.
- Shultz, C. & Le, K. (1993), "Vietnam's Inconsistencies Between Political Structure and Socioeconomic Practice: Implications for the Future," Contemporary Southeast Asia, 15 (September), 179-194.
- Shultz, C. (1993), "Situational and Dispositional Predictors of Performance: A Test of the Hypothesized Machiavellianism x Structure Interaction Among Sales Persons," Journal of Applied Social Psychology, 23 (6), 478-498.

#### **EDITED ANNUAL VOLUMES**

- Shultz, C. & Grbac, B. (2000), Marketing Contributions to Democratization and Socioeconomic Development (Proceedings of the 25<sup>th</sup> Annual Macromarketing Conference, ISBN 953-97741-1-X), Rijeka, Croatia: Sveučilišna knjižnica.
- Shultz, C. & Schroeder, J. (1998), Macromarketing: New Directions, Challenges and Opportunities (Proceedings of the 23rd Annual Macromarketing Conference), Kingston, RI: University of Rhode Island.

Shultz, C., Belk, R., & Ger, G. (1994), Research in Consumer Behavior: Consumption in Marketizing Economies, Vol. 7, Greenwich, CT: JAI Press.

### **EDITED SPECIAL ISSUES**

Shultz, C. (forthcoming 2012), "Vietnam," Journal of Macromarketing.

Shultz, C. Rahtz, D. & Speece, M. (2003), New Visions of Marketing and Development: Globalization, Transformation and Quality of Life (Proceedings of the 8<sup>th</sup> International Conference on Marketing and Development, Bangkok), Madison, WI: Omnipress.

McDonagh, P. & Shultz, C. (2002), "Societal Marketing in 2002 and Beyond," European Journal of Marketing.

### **BOOK CHAPTERS**

Shultz, C., & Shapiro, S. (forthcoming in 2012), "Transformative Consumer Research in Developing Economies: Perspectives, Trends and Reflections from the Field," in Transformative Consumer Research: For Personal and Collective Well-Being, D. Mick, J. Pettigrew, C. Pechmann & J. Ozanne, eds., Boca Raton, FL: Taylor & Francis, 131-150.

Shapiro, S., Shultz, C. & Tadajewski, M. (2009), "An Introduction--to Macromarketing and to this 'Major Set'," Macromarketing - Providing a Global Focus: Systemic Performance, Societal Development & Poverty (4 Volumes), London: Sage Publishing, xxiii-xlvi.

Pecotich, A. & Shultz, C. (2006), "Introduction," in Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand, A. Pecotich & C. Shultz, eds. New York: M.E. Sharpe, 3-22.

Shultz, C. & Rahtz, D. (2006), "Cambodia: Striving for Peace, Stability and a Sustainable Consumer Market," in Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand, A. Pecotich & C. Shultz, eds. New York: M.E. Sharpe, 76-106.

Shultz, C., Dapice, D., Pecotich, A. & Doan, H.D. (2006), "Vietnam: Expanding Market Socialism and Implications for Marketing, Consumption and Socio-economic Development," in Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand, A. Pecotich & C. Shultz, eds. New York: M.E. Sharpe, 656-688.

Ardrey, W., Shultz, C. & Keane, M. (2006), "Laos: Emerging Market Trends, and the Rise of Consumers and Entrepreneurs," in Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand, A. Pecotich & C. Shultz, eds. New York: M.E. Sharpe, 372-406.

Grbac, B. & Shultz, C. (2000), "The Imperative and Interactive Roles of Marketing and Tourism," Tourism in Croatia on the Threshold of the 21<sup>st</sup> Century, D. Bošković & S. Šerović, eds. Poreč, Croatia: Institute of Agriculture and Tourism, 102-110.

Shultz, C. & Pecotich, A. (1998), "Introduction to Marketing and Consumer Behavior in East and Southeast Asia," in Marketing and Consumer Behavior in East and Southeast Asia, A. Pecotich & C. Shultz, eds. Sydney: McGraw Hill.

Shultz, C. & Tith, Naranhkiri (1998), "Cambodia: Transition and the Consequences for Future Consumption and Marketing," in Marketing and Consumer Behavior in East and Southeast Asia, A. Pecotich & C. Shultz, eds. Sydney: McGraw Hill.

Ardrey, W., Shultz, C. & Chanthavilay, P. (1998), "Laos: From Marx to Market -- Marketing and Consumer Behavior in the Heart of the Golden Quadrangle," in Marketing and Consumer Behavior in East and Southeast Asia, A. Pecotich & C. Shultz, eds. Sydney: McGraw Hill.

Shultz, C., Nguyen Xuan Que, Pecotich, A. & Ardrey, W. (1998), "Vietnam: Market Socialism, Marketing, and Consumer Behavior," in Marketing and Consumer Behavior in East and Southeast Asia, A. Pecotich & C. Shultz, eds. Sydney: McGraw Hill.

## CONFERENCE PROCEEDINGS

Shultz, C. & Nill, A. (2011), "The Evolving German Marketing System: Historical, Technological, Political and Familial Explorations," Proceedings of the 36<sup>th</sup> Macromarketing Conference, W. Redmond, ed. Williamsburg, VA: College of William & Mary and the Macromarketing Society, 241-242.

Nill, A. & Shultz, C. (2011), "The Male Breadwinner Paradigm: Empirical Exploration of Family Policy in Germany," Proceedings of the 36<sup>th</sup> Macromarketing Conference, W. Redmond, ed. Williamsburg, VA: College of William & Mary and the Macromarketing Society, 245-246.

Shultz, C. (2011), "Ambivalent Transition," Proceedings of the 36<sup>th</sup> Macromarketing Conference, W. Redmond, ed. Williamsburg, VA: College of William & Mary and the Macromarketing Society, 9.

Shultz, C. (2011), "Revolutions, Revelations, and *Realpolitik*," Proceedings of the 36<sup>th</sup> Macromarketing Conference, W. Redmond, ed. Williamsburg, VA: College of William & Mary and the Macromarketing Society, 1.

Shultz, C. & Burgess, S. (2011), "The Marketing, Money, Power, Policy, Intrigue, Hysteria and Impact of the FIFA World Cup – A View from South Africa and Beyond," Proceedings of the 36<sup>th</sup> Macromarketing Conference, W. Redmond, ed. Williamsburg, VA: College of William & Mary and the Macromarketing Society, 5-7.

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Shultz, C. (2010), "Systems, Temporal Considerations, and Wellness: A Marketing Re-Oriented," Proceedings of the 11<sup>th</sup> International Conference on Marketing and Development, O. Sorensen, V. N. Nguyen, J. Kuada, & D. Zwick, eds. Hanoi: National Economics University, 58.

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Rahtz, D. & Shultz, C. (2009), "Further Evidence on the Evolution of Community Quality of Life in a Transitioning Society," Proceedings of the ISQOLS Conference, Florence, Italy.

- Shultz, C. (2009), "Evolving Marketing Systems in Eastern Europe, and the Balkans and Black Sea Region," Proceedings of the 34<sup>th</sup> Macromarketing Conference: Rethinking Marketing in a Global Economy, T. Witkowski, ed. Kristiansand, Norway: Agder University, 133.
- Dumitrescu, C., Shultz, C. & Rahtz, C. (2009), "The Global Con-Divergence of Food Marketing and Consumption: Macro-Micro-Macro Perspectives from Greece and Romania," Proceedings of the 34<sup>th</sup> Macromarketing Conference: Rethinking Marketing in a Global Economy, T. Witkowski, ed. Kristiansand, Norway: Agder University, 206.
- Beruchashvili, M., Shultz, C., Pearce, M. & Gentry, G. (2009), "Georgia, Russia, South Ossetia: Preliminary Assessment of Post-War Market and Marketing Dynamics, with Implications for Future Research," Proceedings of the 34<sup>th</sup> Macromarketing Conference: Rethinking Marketing in a Global Economy, T. Witkowski, ed. Kristiansand, Norway: Agder University, 207.
- Rahtz, D. & Shultz, C. (2008), "Community Quality of Life: Evaluation and Expectations in a Developing Community," Proceedings of the 33<sup>rd</sup> Annual Meeting of the Macromarketing Society 2008, W. Kilbourne and J. Mittelstaedt, eds., Clemson University, SC, 296-299.
- Shultz, C. (2007), "Twenty Years after *Doi Moi*: Toward More Elastic, Comprehensive and Meaningful Measures and Interpretations of Socioeconomic Development in Vietnam," Proceedings of the ISMD / Macromarketing Conference, S. Baker, D. Westbrook & J. Johansson, eds., Georgetown University, Washington, DC, 321-322.
- Shultz, C., Laczniak, E., Ferrell, O.C., Baker, S., Mittelstaedt, J., Gundlach, G., Hill, R., Klein, K. and Wilkie, W. (2007), "Ethical Issues and Distributive Justice in Macromarketing: Present and Future, Part II," Proceedings of the ISMD / Macromarketing Conference, S. Baker, D. Westbrook & J. Johansson, eds., Georgetown University, Washington, DC, 7.
- Schultz, S., Shultz, C. & Marquardt, R. (2007), "Vietnam and the WTO: Vietnamese Perceptions and Implications for Markets, Marketing, and Society," Proceedings of the ISMD / Macromarketing Conference, S. Baker, D. Westbrook & J. Johansson, eds., Georgetown University, Washington, DC, 323-324.
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- Shultz, C. (1991), "Marketing, Machiavellianism, Organizational Structure, and Sales Performance," Proceedings of European Marketing Academy Conference (Vol. 20) ed. F. Bradley, Dublin, 1286-1311.

## **OTHER PUBLICATIONS**

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- Shultz, C. (1998), "From the Editors: Marketing and Development," Journal of Macromarketing, 18 (1), 6.
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## **BOOK REVIEWS**

Shultz, C. (2000), Review of Harvie, C. & Tran Van Hoa (1997), Vietnam's Reforms and Economic Growth, New York: St. Martin's Press, in Journal of Asian Studies, 59 (3), 797-798.

## **RESEARCH PENDING REVIEW**

"Dark Marketing: Skeleton in the Cupboard or Ghost in the Machine?" (with S. Brown & P. McDonagh).

"Quality of Student Life for Business Students in Vietnam: The Roles of Learning Motivation and Psychological Hardiness in Learning" (with Nguyen, D.T. & D. Westbrook).

"Market Opportunities and Challenges for US Durum Wheat Exports in the Balkans and Black Sea Region" (with C. Dumitrescu & W. Nganje).

## **WORKING PAPERS WITH DATA COLLECTED**

"A Brand So Bad It Has To Be Good" (with S. Brown & P. McDonagh).

"Consumption Phenomena in the Wake of Ethnopolitical Conflict" (with M. Holbrook).

"Vietnam's Coffee Industry: Producer-Consumer Dynamics" (with An Van Khanh, S. Shapiro & M. Holbrook).

"Vietnam: Political Economy and Marketing System."

"Binh Phuoc: A New Player in Vietnam's Dynamic Economic Region of the South" (with Bui Van & Nguyen Dinh Tho).

"Improving Living Standards Data: New Measures, Models and Interpretations for the World Bank" (with D. Westbrook & Nguyen Dinh Tho).

"Food Marketing Systems in the Balkans: Consumer Attitudes toward Country, Brand and Product" (with T. Burkink, B. Grbac, E. Vergos, et al).

"Place Branding in a Recovering Economy: Vietnam's Chu Lai Open Economic Zone." (with Bui Van)

"In Search of the Postmodern Consumer: Refinement and Validation of POMOSCAL (with A. Firat).

"Consumer Behavior during War-induced Stress: Possessions, Transactions and Self-Concept among Refugees from the Balkans Wars" (with A. Pecotich & N. Renko).

"Global Consumption of the World Cup and Implications for Marketers" (with S. Burgess et al.).

"Transition, FDI and Strategic Market Development" (with D. Rahtz).

"Georgia, Russia, South Ossetia: Assessment of Post-War Consumer, Market and Marketing Dynamics" (with J. Gentry, M. Beruchashvili, M. Pearce).

## **RESEARCH SPONSORSHIPS AND ACADEMIC HONORS**

2010-2013      USAID: (Enterprise Development in Latin America) with M. Maher, et al. \$3,000,000.

2009            Robert W. Nason Award, in recognition for outstanding contributions to macromarketing.

- 2006-2011 USDA: "International Agribusiness Fellows Program: Master's Studies in Agribusiness and Agricultural Trade Policy," \$217,000, with P. Patterson, et al. funded.
- 2006-2007 USAID: "Evaluating the Impact of U.S. Government Assistance on Job Creation and Workforce Development in Eastern Europe and Eurasia," with Steve Batalden, et al., funded for approximately, \$275,000.
- 2006-2008 Fulbright Program: Invited by US Embassy staff (Zagreb) and University of Rijeka to serve as Fulbright Senior Specialist; dollar amount and dates to be determined.
- 2006-2007 Croatian Ministry of Science: "Strategic marketing - Creating the Identity of a Competitive Economy," with B. Grbac, funded.
- 2006-2007 Croatian Ministry of Science: "Competitive Advantage Model of Croatian Organic Food Offer for Entering Europe: A competitive Organic Food Marketing System in Croatia, with N. Renko, et al., funded.
- 2006-2008 UNDP: "Socio-Economic Baseline Survey of the Chittagong Hill Tracts," \$134,000, with D. Rahtz, under review.
- 2005-2006 USDA: "The Balkans & Black Sea Project: American-Greek-Romanian Initiatives to Enhance Understanding of Multicultural Market Opportunities, Trade and Development," \$100,000, with R. Marquardt et al, funded.
- 2005-2009 USAID: "Partnership for Food Industry Development: Linking Universities and Food Marketing Organizations in Bosnia and Herzegovina, Croatia, and the United States," \$1.9 million, with several scholars, pending.
- 2005-2006 USDA: "New Product Development: Linking Consumers, Producers and Multidisciplinary Researchers," \$180,000, with R. Marquardt et al, to be resubmitted.
- 2005-2006 USDA: "Emerging Markets in Cambodia: Expanding Arizona's Global Network for Cotton Exports," \$168,000, with Troy Schmitz, et al, to be resubmitted.
- 2004-2006: USDA/MIATCO: "Food Export Promotion Project: Creating a Global Communication Network to Grow American Food Markets," \$1.4 million, with R. Marquardt, et al., not funded; new iteration requested.
- 2005-2006 Coca-Cola: "I'd Like to Enable the World to Buy a Coke: Responsible Marketing Education Programs for Disadvantaged Students," \$780,000, with R. Marquardt, et al, not funded.
- 2005-2006 UNDP/CRP: "Assessment of Vietnam's Enterprise Development Law in Rural Communities," amount TBD, with Pham Anh Tuan, et al, revisions requested.
- 2005-2006 World Bank / IFC: "Enterprise Development in Cambodia," with D. Rahtz and C. Bruton, \$366,000, revisions requested.
- 2005-2006 Ford and Rockefeller Foundations: "Food Security and Global Inclusion in Indochina," with Hoang Thuy Bang and Dang Kim Son, under review.
- 2003 ASU: "Researcher of the Year," in recognition of outstanding research performance, \$1000.
- 2002-2004 World Bank: "An Assessment of the Legal and Marketing Systems in Bangladesh," with D. Rahtz, et al (approximately \$500,000; subset of a \$15 million World Bank project), funded.

- 2003 Austrian Ministry of Commerce: "Schutz von intellektuellen Eigentumsrechten in Österreich: Strategische Empfehlungen zur Bekämpfung von Counterfeit Gütern und Brand Piracy" (with A. Nill): \$22,000, to be submitted for second review as part of Alpen-Adria Project.
- 2002 Ford Foundation / MARD: "October Project: Vietnamese and American Trade Development," with T. Richards and P. Patterson, \$16,500, funded.
- 2000-2002 DOE: "Emerging Markets of the Balkans and Black Sea Region: An International Business Education and Export Development Project," with T. Burkink, et al. \$315,000.
- 2000 STAR Center, "Balkans Development via Education, Trade and Investment," with G. Seperich & T. Burkink, \$5000.
- 2000 STAR Center, "Sustainable Agribusiness Development with Mutually Beneficial Outcomes for America and Vietnam," \$3500.
- 1999-2001 USDA: "Food Marketing Curriculum Development," with R. Marquardt, et al. \$98,000.
- 1998 Awarded \$1.5 million endowed chair by the Kemper and Ethel Marley Foundation.
- 1998 DOE: "Creating Synergy and Partnerships in the Development, Implementation & Assessment of Global Business" (with G. Anders et al.): \$120,000.
- 1998 SRCA: "Deconsumption, Acute Stress and Re-integration: Macromarketing and Relief Efforts in the Refugee Camps of Croatia and Bosnia-Herzegovina," \$5500 (from Morrison School).
- 1998 Recognition Award from Faculty Senate for outstanding contributions to student service.
- 1998 SRCA: "Cross-cultural Marketing and Development: Consumer Decision-Making, Export Marketing and DFI Policy," \$5500.
- 1997 Awarded tenure.
- 1997 USIA: "Building Competitive Advantages for Students and Companies Through Marketing Education and Executive Development," \$21,000.
- 1997 SRCA: "Entrepreneurship and Enterprise Development in Transition Economies," \$5500.
- 1997 Croatian Ministry of Science and Technology (with B. Grbac): "The Market Orientation of Small and Medium Enterprises -- An Answer to Environmental Dynamics," \$10,000.
- 1996 Croatian Ministry of Science and Technology (with N. Renko): "Enterprise Development in Croatia's Private Sector," \$10,000.
- 1996 IIM: "When International Counterfeiting and Brand Piracy Hit Home: Protecting the Intellectual Property Rights of Valley Businesses," \$9,900.
- 1996 Sponsored by The Economist to participate in the first Myanmar Business Roundtable.
- 1996 Partially funded to organize first Experimental Marketing Management Conference in the Socialist Republic of Vietnam.
- 1996 SRCA, "Consumer Decision Making in Rapidly Transforming Economies," \$5500.

- 1996 Council for Research and Creative Activities FGIA, "Protecting Intellectual Property Rights in Southeast Asia: Strategic Recommendations to Prevent Counterfeiting and Brand Piracy," \$6200.
- 1995 Recognition Award from Provost for outstanding contributions to student service.
- 1995 Australian Development and Aid Project (I was the only American invited to join the ADAP Southern Vietnam Economic Development Program).
- 1995 Council for Research and Creative Activities (FGIA): "Consumer Behavior in Indochina -- An Assessment of Market Conditions and Opportunities," \$6000.
- 1995 Council for Research and Creative Activities: "Measures of Marketing and Consumption Phenomena in Rapidly Transforming Economies -- Case Analyses from Southeast Asia and the Former Yugoslavia," \$5500.
- 1994 United Nations grant for the study of enterprise development in emerging markets, \$10,000.
- 1994 International Thomson Publishing Co. start-up grant to co-author a marketing and consumer behavior book on Southeast Asia, \$13,000.
- 1994 University of New England faculty support research and travel, \$10,500.
- 1993 Chazen Institute, Columbia University: International Research, \$2900.
- 1993 Council for Research and Creative Activities (FGIA): Regional Study in Southeast Asia, \$5700.
- 1993 Arizona State University West Faculty Support, \$5500 (returned due to leave of absence).
- 1992 Invited and funded by Vietnamese government to give first lecture on market economies and consumer research in the Socialist Republic of Vietnam.
- 1992 Columbia Business School Faculty Support, \$500.
- 1991 Columbia Business School Grant for Market Development Research in Vietnam, \$300.
- 1991 Sports Advertising and Promotions Research, with *Univision*, equipment.
- 1991 Sports Sponsorship Research, with *ISL Marketing*, \$2800.
- 1989 Doctoral Fellowship.
- 1988 Columbia University Research Grant.
- 1977 Graduated *cum laude*  
Honors thesis: The Effect of Depth Illusions on Accommodation and Convergence.
- 1977 Sigma Xi, The Scientific Research Society.
- 1977 Psi Chi, The Psychology Research Society.
- 1974 Rector Scholar.

## **SAMPLE INVITED PRESENTATIONS WITHOUT PROCEEDINGS**

- Shultz, C. “Externalities – Space, Time and Systems,” AMA Summer Educators’ Conference, San Francisco, forthcoming August 7, 2011.
- Shultz, C. “The Art and Science of Publishing: Perspectives from the *Journal of Macromarketing* and Beyond,” Research Symposium, World Bank and National Economics University, Hanoi, Vietnam, July 29, 2011.
- Shultz, C. “Market Devastation and Recovery,” Eccles School of Business, University of Utah, Salt Lake City, March 31, 2011.
- Shultz, C. “From Societal Devastation to Recovery: The Imperative Policy / Consumer / Marketing Dynamic,” Saïd School of Business, University of Oxford, March 25, 2011.
- Shultz, C. “Global Market Leadership,” Symposium on Success in the Global Market & Effective Supply Chain Management, Ho Chi Minh City, March 5, 2011.
- Shultz, C. “The Development School: Marketing as Constructive Engagement,” University of London, December 14, 2010.
- Shultz, C. “Transformative Business Education in Vietnam,” LUC SBA Board of Advisors, December 7, 2010.
- Shultz, C. “Marketing in the Balkans,” presentation to visiting delegation from University of Piraeus, LUC SBA, Chicago, IL, December 6, 2010.
- Shultz, C. “From Devastation to a Just Recovery: The Marketing Imperative,” Universidad Torcuato Di Tella, Buenos Aires, November 9, 2010.
- Shultz, C. “Marketing, Consumption and Consumer Well-Being,” Discussant at AMA Summer Educators’ Conference, Boston, August 11, 2010.
- Shultz, C. “The Global Economic Crisis: Transformative Business Education as Catalyst for Sustainable Recovery,” Conference on Jesuit Business Education, Marquette University, Milwaukee, WI, July 10, 2010.
- Shultz, C. “The Future of Business Schools: An Ignatian Alternative in the Wake of the “Great Recession,” 35<sup>th</sup> Annual Macromarketing Conference, University of Wyoming, June 10, 2010
- Shultz, C. “A Road to Meaningful Marketing Research (From Machiavelli to Meaning),” University of Western Australia, Nedlands, WA, March 19, 2010.
- Shultz, C. “The Future of Business Schools: An Ignatian Alternative,” AMA Winter Educators’ Conference, New Orleans, February 20, 2010.
- Shultz, C. “Reflection on the Values under Challenge in the Current Financial Crisis,” President’s B-School Initiative, Loyola University Chicago, February, 2010.
- Shultz, C. “Presidential Address,” 11<sup>th</sup> Conference of the International Society of Markets and Development, National Economics University, Hanoi, January 7, 2010.
- Shultz, C. “Getting Published (A Road to Meaningful Marketing Research),” seminar at the National Economics University Doctoral Consortium,” Hanoi, January 5, 2010.

- Shultz, C. "Macromarketing Implications of the Current Economic Crisis: How We Got Here and the Way Out," AMA Summer Educators' Conference, Chicago, August 9, 2009.
- Shultz, C., Deshpandé, R., Cornwell, T.B., Shapiro, S., Veeck, A., Debu, Ekici, A., "A TCR Framework for Developing Markets," 2<sup>nd</sup> Transformative Consumer Research Conference, Villanova University, June 28, 2009.
- Shultz, C. "Macro Considerations of Morrisfest," Columbia University Annual Marketing Research Seminar, May 8, 2009.
- Shultz, C. "War, Recovery, and You," Inaugural Morrison House Lecture, ASU, February 17, 2009.
- Shultz, C., Layton, R., Lacznia, E., & McDonagh, P. "The *Journal of Macromarketing*: Origins, Contributions, Future Directions, and Opportunities in 'Oz'," Australia-New Zealand Marketing Academy Conference, Sydney, December 1-3, 2008.
- Pecotich, A., Rahtz, D. & Shultz, C. "Bangladesh: The Market – Judiciary Interface and Challenges for Marketing Systems and Services Dominant Logic in Emerging Economies," Forum on Markets and Marketing, Sydney, December 4-6, 2008.
- Shultz, C., Vu, T.A, Nguyen, X.T., & Phan, C.D. Marketing of Places and Development Strategy for the Mekong Major Economic Zone, Fulbright Economics Teaching Program, Harvard University and VCCI, Phu Quoc, April 28-30, 2008.
- Shultz, C. "Ignatian Marketing Research: Applications in/for Recovering Economies," Loyola University Chicago, November 30, 2007.
- Shultz, C. "Marketing as Constructive Engagement," special session, by invitation, on the definition of Marketing, 2007 AMA Summer Educators' Conference, Washington, DC, August 4, 2007.
- Shultz, C. "The Devastated and the Dispossessed: Can Consumer Research Save Them/Us from War and Genocide?" ACR/MSI Transformative Consumer Research Conference, Tuck School - Dartmouth, Hanover, NH, July 7, 2007.
- Shultz, C. "Identity Marketing and Society: A Transformative Research Agenda for the 21<sup>st</sup> Century," Dublin City University, Ireland, June 21, 2007.
- Hill, R. and Shultz, C. "Twin Sons of Different Mothers: A Discussion of Special Issues in the *Journal of Public Policy & Marketing* and the *Journal of Macromarketing*, Bridge Session between the M&PPC and the ISMD / Macromarketing Conference, Washington, June 2, 2007.
- Shultz, C., Phan, C.D., Vu, T.A. & Nguyen, X.T. Marketing of Places and Development Strategy for the Central Major Economic Zone, Fulbright Economics Teaching Program, Harvard University and VCCI, Hoi An, May 2-5, 2007.
- Shultz, C. "The Global MBA: Perspectives, Language, Pedagogy," Ho Chi Minh City Economics University, HCMC, April 27, 2007.
- Shultz, C. "Longitudinal, Multi-Methodological, and Multi-Stakeholder Marketing Research: Meaning and Impact in/from the Balkans," University of Nebraska, March 27, 2007.
- Shultz, C., Hunt, S., Lacznia, E., Murphy, P, Baker, S., Mittelstaedt, J. Nill, A., & Ferrell, O.C., "Macromarketing: Reflections and New Directions" Academic Council Special Session, by invitation to the 2007 AMA Winter Educators' Conference, San Diego, February 17, 2007.

- Bromley, L., Hahn, D., Kallestad, D., Rock, A. Shultz, C., Silver, M., Turekian, V., presentations and roundtable discussions at several institutes, ministries and universities. Sponsored by the Vietnamese Ministry of Science and Technology, and the American Association for the Advancement of Science, Hanoi and Ho Chi Minh City, July 24-26, 2006.
- Shultz, C. "Lessons from Vietnam, Cambodia and Iraq, and Implications for Increasing Globalization, Emerging Market Economies, and U.S. Foreign Policy: A View from the United States," Ludwig-Maximilians-Universität München (University of Munich), July 8, 2006.
- Shultz, C., "Macromarketing: from Concepts to Cambodia," Institut für Unternehmensführung, Universität Innsbruck, July 4, 2006.
- Shultz, C. "New Directions," 31<sup>st</sup> Macromarketing Conference: Macromarketing the Future of Marketing?, Queenstown, NZ, June 8, 2006.
- Shultz, C. "Explorations of Macromarketing: Toward a Broadened World View," Special Session on Marketing and Society, AMA Winter Educators' Conference, St. Petersburg, February 20, 2006.
- Shultz, C. "The Journal of Macromarketing," Meet the Editors Session, AMA Summer Educators' Conference, San Francisco, August 2005.
- Shultz, C. "The Future of Marketing," Panel presentation at the 30<sup>th</sup> Annual Macromarketing Conference, St. Petersburg, May 30, 2005.
- Shultz, C, Bui, V., & Phan, D., Marketing Places: New Strategies for Regional Development in the Mekong Delta, Fulbright Economics Teaching Program, Harvard University and VCCI, Can Tho, May 4-6, 2005.
- Shultz, C. "30 Years after the Fall of Saigon: Important Lessons Still to be Learned from Vietnam and Cambodia," Journeys of the Mind: The President's Distinguished Lecturers Series, Fountain Hills, AZ, March 29, 2005.
- Shultz, C, Bui, V., Phan, D. & Pham T., Marketing Places: New Strategies for Regional Development in the Northern Provinces, Asian Development Bank and Fulbright Economics Teaching Program, Hanoi, November 22-28, 2004.
- Nguyen, D.T., Shultz, C. & Westbrook, D. "Subjective QOL in Vietnam: Measures and Trends in the Wake of 'Doi Moi'," ISQOLS Conference: Advancing Quality of Life in a Turbulent World, Philadelphia, November 10-14, 2004.
- Shultz, C., "The Internet and Food Marketing Development for Universities and Industry," National Grocers Association Meeting, Albuquerque, September 12, 2004.
- Shultz, C. and Rahtz, D. "Macromarketing Thoughts on Cambodia," University of Nebraska, October 24, 2003.
- Shultz, C. "Brand, Market and Export Development," University of Zagreb, October 16, 2003.
- Shultz, C. "Branding in Transitioning Economies," University of Rijeka, October 15, 2003.
- Shultz, C. & Holbrook, M. "Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action," selected for special session, "Substantive and Publication Insights from the Editor and Award Winning Authors," American Marketing Association Summer Educators' Conference, Chicago, August 16, 2003; invited by Editor of JPP&M for encore presentation at American Marketing

Association Winter Educators' Conference, Scottsdale, February 8, 2004 and again at American Marketing Association Summer Educators' Conference, Boston, August 7, 2004.

- Shultz, C. "From Kearney to Kosovo: Globalization and Marketing as *Realpolitik*," James E. Smith Midwest Conference on World Affairs, University of Nebraska, March 11, 2003.
- Shultz, C. & Hoang Thuy Bang, "Coffee as Metaphor for Vietnam's Socioeconomic Development," International Symposium on Marketing and Development, Ho Chi Minh City, January 9, 2003.
- Pecotich, A., & Shultz, C. "Methodological Lessons Learned in Balkans Field Research and Implications for Southeast Asian Transition Economies." International Symposium on Marketing and Development, Ho Chi Minh City, January 9, 2003.
- Shultz, C. "Alleviating Poverty in Developing Economies," Panel presentation for UN/FAO World Food Day Global Telecast, Mesa, AZ, October 16, 2002.
- Shultz, C. "Branding and Export Development in Vietnam," Ho Chi Minh City Technological University, HCM City, June 20, 2002.
- Shultz, C. "Communists, Coffee and Consumers: Reflections on a Ten Year Research Odyssey through Vietnam and Prognoses for the Future." ASU-PSEAS, Tempe, April 25, 2002.
- Shultz, C. "The Misunderstood and Under-appreciated Markets and Consumers of Southeast Asia," Swedish School of Economics, Helsinki, April 17-18, 2002.
- Firat, A. & Shultz, C. "Postmodern Consumer," Arizona Marketing Consortium, Tucson, March 22, 2002.
- Shultz, C. "Food Marketing Systems in the Balkans as Mechanisms for Inclusion and Geo-political Stability." University Roundtable to discuss post September 11 events and their implications, Tempe, AZ, November 9, 2001.
- Shultz, C. "War, Consumption, Integrative Food Systems and Sustainable Peace," HCR Conference, Austin, Texas, October 11, 2001.
- Shultz, C. "Market Driven Agri-Policy: Issues, Challenges and Opportunities in Vietnam," DANIDA/MARD, Buon Ma Thout, Vietnam, June 13, 2001.
- Shultz, C., Burkink, B. Renko, N., Grbac, B., Pavicic, J. & Marquardt, R. "When Policy and Management Collide: The Evolution of Food Marketing in the Balkans and Implications for Managerial Practices and Regional Harmony," Arizona Marketing Consortium, Tempe, March 23, 2001.
- Shultz, C., Burkink, T. & Marquardt, R. "Consumer Opinions Toward the Use of Foods Made with Genetically Modified Ingredients," International Food and Agribusiness Management Association World Food and Agribusiness Forum, Chicago, June 2000.
- Shultz, C. "Agribusiness, Constructive Engagement and Sustainable Peace," ASU Journeys of the Mind Distinguished Scholars Lecture Series, Queen Creek, AZ, November 30, 2000.
- Shultz, C. & Rahtz, D. "Preliminary Proposal for the Enterprise Development Institute in the Transitional Mekong Basin," World Bank / IFC, Ho Chi Minh City, November 20, 2000.
- Shultz, C. "Synopsis of the Investment Climate vis-à-vis Trade, Distribution, Consumer Affairs and Agribusiness Trends in Cambodia," US-ASEAN Business Council Conference for Investment in Cambodia, Phnom Penh, May 11-12, 2000.

- Shultz, C. "Marketing Vietnam," Harvard-Fulbright Center, HCM City, May 16, 2000.
- Shultz, C. "The Next Step in Marketing Education: Refining Curricula at Vietnamese Universities," Ho Chi Minh City College of Marketing, HCM City, April 7-8, 2000.
- Shultz, C. "Consumers, Markets and Opportunities," Arizona Agribusiness Forum, Mesa, AZ, March, 2000.
- Shultz, C. "Marketing, Transition and Development in War-torn Economies," David Eccles School of Business, University of Utah, February 15, 2000.
- Shultz, C. "Thoughts on more Optimal Development," 7<sup>th</sup> Conference of the International Society for Marketing and Development, Accra, Ghana, January 7, 2000.
- Shultz, C. "More than Random Thoughts on the Paradigm Shift in Food Marketing," Annual Agribusiness Council Meeting, Casa Grande, AZ, November 19, 1999.
- Shultz, C. & Grbac, B. "Croatia: Macromarketing Test-Case for a New Millennium," 24<sup>th</sup> Annual Macromarketing Conference, Nebraska City, NE, August 14, 1999.
- Shultz, C. "Consumer Trends in Transition Economies," University of Sarajevo, May 27, 1999.
- Shultz, C. "Sport, Marketing and Development," Clemson University, October 23, 1998.
- Shultz, C. "Transition and Marketing in Bosnia-Herzegovina," University of Sarajevo, June 8, 1998.
- Shultz, C. "Marketing and Development in Transition Economies: Comparison to the Southeast Asian Experience," International Symposium on Marketing Resource Development Strategies for South East Europe, United States Information Services and the Croatian Ministry of Science, Rijeka, Croatia, June 4-5, 1998.
- Shultz, C. "Enterprise Development and Employment Trends in Developing Economies," Economist Intelligence Unit Government Roundtable, Bangkok, January 22, 1998.
- Shultz, C. "Product Development, Brand Management and Market Share," Third Annual Conference on Experimental Marketing Management, Ho Chi Minh City, January 14, 1998.
- Shultz, C. "Marketing, Development and Policy in Transitional Cambodia and Vietnam," American Graduate School of International Management, October 13, 1997; October 7, 1998.
- Shultz, C., "Vietnamese Transition in Peril: A Failure to Institutionalize Requisite Marketing and Management Practices," Harvard Institute for International Development, September 23, 1997.
- Shultz, C. "Development and Transition in Croatia," CIES/USIA, Washington, July 23, 1997.
- Shultz, C. "Marketing Management in Transition Economies," University of Zagreb, May 8, June 5, 1997.
- Shultz, C. "SMEs Development in Transition Economies: Applications of Various Models to the Croatian Context," International Conference on Economic Systems and European Union, Rijeka, April 25, 1997.
- Shultz, C. and Youngdahl, W. "Vietnamese Transition and Global Supply Chain Management: Best Practices for Technology Sharing and Export Development," Second Annual Conference on Experimental Marketing Management, Ho Chi Minh City, January 11, 1996.
- Shultz, C. "Strategic Management of IPR in Global Markets," World Trade Center, Phoenix, December 17, 1996.

- Shultz, C. "Marketing and Development Issues in Cambodia and Vietnam," Odense University, Denmark, September 20, 1996.
- Shultz, C. "SMEs and Sustainable Development in Transition Economies," IRC-Bihac, Bosnia-Herzegovina, May 25, 1996.
- Shultz, C. "Marketing Management in transition Economies," University of Zagreb, Croatia, May 18, 1996.
- Shultz, C. "Marketing and Consumption in Vietnam," Markets and Marketing Opportunities in Vietnam (AMA, WTC and IIM Conference), Phoenix, April 19, 1996.
- Shultz, C. "Marketing and Consumer Behavior in Vietnam," American Graduate School of International Management, Glendale, AZ, March 26, 1996.
- Shultz, C. "Marketing and Development Issues in Vietnam and Cambodia," Arizona State University Southeast Asian Studies Program, Tempe, AZ, March 26, 1996.
- Shultz, C. "Marketing 'Head Start' Programs," Phoenix, March 21, 1996.
- Shultz, C. "Exploring New Markets: The Transition Economies of Southeast Asia," Arizona World Trade Center, Phoenix, March 20, 1996.
- Shultz, C. "Marketing Management in Transition Economies: The Case of Myanmar," Yangon Institute of Economics, March 12, 1996.
- Shultz, C. "Marketing's Role in Economic Transition," EIU Myanmar Business Roundtable, Yangon, March 13.
- Shultz, C. "Strategic Marketing in the Socialist Republic of Vietnam," Conference on Experimental Marketing Management, Ho Chi Minh City, January 9, 1996 (A video-recorded version of this presentation was also broadcast on the Vietnamese National Television Network, January 10, 1996).
- Shultz, C. "Contemporary Issues in Consumer Research," Edith Cowan University - Churchlands Campus, Perth, Australia, December 18, 1995.
- Shultz, C. "Managing the Research Process in Global Markets," Edith Cowan University - Joondalup Campus, Perth, Australia, December 14, 1995
- Shultz, C., "The Necessity of SMEs to Economic Development in Transition Economies," United Nations, New York, November 17, 1995.
- Shultz, C., "Marketing and Development Issues in Indochina," Columbia University, New York, November 16, 1995.
- Shultz, C., "The Promise and Peril of Marketing in Indochina: The Cases of Cambodia and Vietnam," University of California-Irvine, November 9, 1995.
- Shultz, C., "The Role of National Policy in Shaping Commerce and Consumption Patterns in Transition Economies," Twentieth Macromarketing Conference, Richmond, VA, August 18, 1995.
- Shultz, C., "Foundations of Croatian and American Academic Exchanges," University of Rijeka, Croatia, July 7, 1995.

- Shultz, C., "Foundations of Croatian and American Academic Exchanges," University of Zagreb, Croatia, July 5, 1995.
- Shultz, C., "From Social Upheaval to Socioeconomic Stability: Can Vietnam and Cambodia 'Catch Up'," Fifth International Conference on Marketing and Development, Beijing, June 24, 1995.
- Schmitt, B. & Shultz C., "Establishing and Maintaining Corporate Image in Southeast Asia," Fifth International Conference on Marketing and Development, Beijing, June 24, 1995.
- Shultz, C., "The Promise and Peril of Business Opportunities in Vietnam," Academy of International Business Regional Conference, American Graduate School of International Management, Glendale, AZ, May 27, 1995.
- Shultz, C., "External Funding and Faculty Exchanges as Part of Vietnam's University Development: A Proposal to the Ministry of Education," Ho Chi Minh City College of Marketing, HCM City, May 20, 1995.
- Shultz, C., "The Process and Prognosis of the Indochinese Commercial Renaissance," Georgetown/USAID Business Education Center, Phnom Penh, May 17, 1995.
- Shultz, C., "Vietnam: A Case in International Marketing," University of California-Irvine, May 6, 1995.
- Firat, A.F. & Shultz, C., "Marketing Strategies in Fragmented Postmodern Markets," International Academy of Business Disciplines Conference, Los Angeles, April 7, 1995.
- Shultz, C., "Teaching Methods and Curriculum Development for Marketing Education in Vietnam," Ho Chi Minh City College of Marketing, HCM City, January 10, 1995.
- Shultz, C., "The Need for Marketing Education in the Socialist Republic of Vietnam," Ho Chi Minh City University, HCM City, January 9, 1995.
- Shultz, C., "A Marketing and Consumer Research Agenda for Vietnam," Institute for Research on Market and Price, Hanoi, January 7, 1995.
- Hong, F., Pecotich, A. & Shultz, C., "Brand Name Translation in a Cross Cultural Context," Australia-New Zealand Academy of Management Conference, Wellington, December 7, 1994.
- Shultz, C., "Thoughts on Better Marketing Research in the Field: The Melding of Ethnography, Channel Mapping and Rapid Market Appraisal," Nineteenth Macromarketing Conference, Boulder, Colorado, August 12, 1994.
- Shultz, C., "Idea Generation and Theory Development," University of Western Australia, Perth, April 12, 1994.
- Shultz, C., "Brand Equity, Change and Organizational Leadership," Columbia University Alumni Association, Bombay, March 18, 1994.
- Shultz, C., "Creating a Core Curriculum for Business Education in a Transforming Economy," Ho Chi Minh University, Ho Chi Minh City, January 4, 1994.
- Shultz, C., "Current Themes in Marketing," University of New England, Armidale, Australia, July 29, 1993.
- Shultz, C., "New Consumer Research Methodologies Applied to Agricultural Marketing Research," International Conference on Marketing and Agriculture, Indian Agricultural Research Institute, Delhi, March 19, 1993.
- Shultz, C., "Marketing and the Commons Dilemma," Dublin Institute of Technology, Dublin, July 2, 1993.

- Shultz, C., “Consumer Behavior Phenomena and Economic Transformation,” The Institute of Trade Economics and Technology, Hanoi, January 19, 1993.
- Shultz, C., “Factors that Militate Market Opportunities in Transforming Socialist Economies,” Conference on U.S. Competitiveness, Phoenix, November 4, 1992.
- Shultz, C., “The Limits of Taste in Advertising,” Sponsored by the New York Times, Adweek, and the Wall Street Journal, New York, June 2, 1992.
- Shultz, C., “Market Economies and Consumer Research,” Institute for Research on Market and Price, Hanoi, May 6, 1992.
- Shultz, C., “Marketing Management into the 21st Century,” University of Western Australia, Perth, April 27, 1992.
- Shultz, C., “Adaptive Selling, Machiavellianism, and Orientation Toward Cognitive Problem Solving in the Buyer-Seller Dyad,” University of Western Australia, Perth, November 5, 1991.
- Shultz, C. & Christie, R., “Machiavellianism and Performance: a Cross Cultural and Longitudinal Perspective,” International Society of Political Psychology Conference, Helsinki, July 1, 1991.

#### **SERVICE TO THE ACADEMY & OTHER EXTERNAL STAKEHOLDERS**

- Conference Co-Chair, 4<sup>th</sup> Subsistence Marketplaces Conference, forthcoming 2012.
- Discussant, “Why Is It Good To Be Next to Your Competitors? Entrepreneurial Competitive Clusters in Emerging Economies” and “The Effects of Communication Channels to Electronic Product Buying Behavior of Urban Households with Low-Middle Income: The Case of Hanoi, Vietnam,” Research Symposium, National Economics University, Hanoi, July 28-29, 2011.
- Track Chair (with Michaela Haase), Marketing and Development, 36<sup>th</sup> Macromarketing Conference, Williamsburg, VA, June 5-8, 2011.
- Roundtable Session Organizer, “Impact beyond One’s Fulbright Award,” 33<sup>rd</sup> Annual Fulbright Association Conference, Buenos Aires, November 4-7, 2010.
- Track Chair (with Frédéric Jallat & Detlev Zwick), Global & Cross-Cultural Marketing, Academy of Marketing Science Conference, Portland, OR, May 19-22, 2010.
- Track Chair (with Ray Benton & Dan Westbrook), Markets, Marketing and Trade, International Society of Markets and Development Conference, Hanoi, Vietnam, January 5-8, 2010.
- Session Chair, Sustainability, 35<sup>th</sup> Macromarketing Conference, June 9-12, 2010.
- Track Chair (with Rohit Deshpandé), Developing Markets, 2<sup>nd</sup> Transformative Consumer Research Conference, Villanova University, Philadelphia, June 26-28, 2009.
- Organizing Committee, 11<sup>th</sup> International Conference on Markets and Development, Hanoi, Vietnam, January 5-8, 2010.
- Organizing Committee, Columbia University GSB Marketing Camp: “Morrisfest”, May 8, 2009.
- Program committee, 2009 Marketing and Public Policy Conference.

Advisory Council, 2008 Forum on Markets and Marketing, Sydney, December 4-6, 2008.

Session Co-Chair (with Roger Layton), Macromarketing, ANZMAC, Sydney, December 1-3, 2008.

Program Committee, 2008 Marketing and Public Policy Conference.

Program Committee, 2007 Marketing and Public Policy Conference, Washington, DC.

Program Committee, 2006 Marketing and Public Policy Conference, Long Beach, CA.

ACR Task Force for Transformative Consumer Research, 2005.

Program Committee, 2005 International Conference on Marketing and Development, Thessaloniki, Greece.

Program Committee, 2004 Marketing and Public Policy Conference, Salt Lake City, Utah.

Conference Co-Chair, 8<sup>th</sup> ISMD Conference, Bangkok, January 4-7, 2003.

Session Chair and Organizer, Food Marketing Alliance Roundtable, American Marketing Association Summer Educators' Conference, San Diego, August 5, 2002.

Reviewer, Fulbright Program, current.

Chair, Balkans Symposium, Arizona State University, February 13, 2002.

Marketing and Development Track Chair, Year 2000 ISQOLS Conference, Barcelona, July 20-22, 2000.

Trustee, Arizona Food and Drug Industry Education Foundation, 2001-present.

AFMA Education Advisory Board, 2002-present.

Chair, Agribusiness Session, US-ASEAN Business Council for Investment in Cambodia, Phnom Penh, May 11-12, 2000.

Conference Co-Chair, 25<sup>th</sup> Annual Macromarketing Conference, June 22-25, 2000.

Program Committee, Arizona Agribusiness Forum, March 2000.

Program Chair, 23<sup>rd</sup> Annual Macromarketing Conference, August 12-15, 1998.

Director, International Business Education and Research Cooperative, 1995-1999.

Session Chair, "Post War Development Issues," International Symposium on Marketing Resource Development Strategies for South East Europe. Sponsored by USIS and Croatian Ministry of Science, Rijeka, Croatia, June 4-5, 1998.

Conference Co-Chair, International Symposium on Marketing Development and Transition Economies. Sponsored by United States Information Services, Opatija, Croatia, June 26-28, 1997.

Reviewer (Journals), Journal of International Marketing, Journal of Macromarketing, Academy of Marketing Science Review, European Journal of Marketing, Journal of Public Policy & Marketing, Research in Consumer Behavior, Consumption, Markets and Culture, Journal of Business Research, Thunderbird International Business Review, Journal of International Business Studies, Qualitative Market Research, Social Influence, Journal of

Organizational Excellence, Journal of Marketing Management, Journal of Consumer Culture, World Journal of Retail Business Management.

Reviewer (Conferences), American Marketing Association, Academy of Marketing Science, International Society of Marketing and Development, Cultural Dimensions of International Marketing, Association for Consumer Research, Macromarketing, European Marketing Academy, Public Policy and Marketing, Academy of International Business, International Society for Quality of Life Studies, CROMAR, Consumer Culture Theory, Cross Cultural Research, Transformative Consumer Research, Helsinki Corporate Social Responsibility Conference.

Reviewer (Books), D. Lehmann & R. Winer (1994), Analysis for Marketing Planning, third ed., Burr Ridge, IL: Irwin; J. Costa & G. Bamossy (1995), Marketing and Cultural Identity: Ethnicity and Nationalism in Marketing and Consumer Behavior, Sage Publications.

Conference Chair, Markets and Marketing Opportunities in Vietnam. Sponsored by the American Marketing Association, the Institute for International Management and the World Trade Center, April 19, 1996, Phoenix.

Marketing and Development Track Chair, 1997 Macromarketing Conference.

Special Session Organizer, “Consumers and Brands in Southeast Asia: Evolving Relationships and Current Issues,” Asia-Pacific ACR Conference, Perth, July 11-13.

Invited Participant, Myanmar Business Roundtable, sponsored by The Economist, March 13, 1996, Yangon.

Conference Chair, Experimental Marketing Management Conference. Sponsored by Vietnam Ministry of Economic and Price Reform, January 9-10, 1996, Ho Chi Minh City.

Advisor, Vrije Universiteit Benchmarking Research Center, Amsterdam, 1994-1999.

Mission and Curriculum Advisor, College of Marketing, Ho Chi Minh City, 1994-present.

AMA Healthcare Marketing Division’s Speakers Bureau, Current.

Chair, “Marketing in China, Outsiders’ Perspectives,” Fifth International Conference on Marketing and Development, Beijing, June 23, 1995.

Chair and session organizer, “Evolutionary Trends in Marketing and Development: Explorations, Issues and Illustrations from Southeast Asia,” Fifth International Conference on Marketing and Development, Beijing, June 24, 1995.

Co-Chair, Association for Consumer Research Conference research note session, Boston, October 22, 1994.

Chair and session organizer, “Consumption and Asian Market Socialism: Emerging Phenomena in China, India, and Vietnam,” Association for Consumer Research Conference, Singapore, June 15, 1994 .

External examiner, Hong, Frank Kwok Chee (1994), Brand Names Translation and Consumers’ Product Perceptions and Evaluations. Masters of Commerce thesis, University of Western Australia.

Discussant, Association for Consumer Research Conference competitive paper session: “Values, Materialism and the Environment,” October 8, 1993, Nashville.

Chair, special session, International Conference on Marketing and Development: “Cultural Dimensions of Trade and Development,” San Jose, Costa Rica, January 8, 1993.

Chair, special session, Association for Consumer Research Conference, special session: “Transition from Communism to Capitalism,” Vancouver, BC, October 8, 1992.

## **UNIVERSITY SERVICE**

Search Committee for LUC SBA Dean, 2010-2011.

Loyola Cuba Business Development Advisory Committee, from 2011.

LUC SBA Sports Management Advisory Board, from 2011.

Roundtable discussion re topics for business seminars in Vietnam; Majestic Hotel, Ho Chi Minh City, January 15, 2011.

M.C., GSB Links, September 17, 2010.

Chair, Academic Grievance Board, 2010.

LUC Vietnam Advisory Board, from 2009 to present.

Loyola University Chicago Vietnam Project, October 8-13, 2009, Ho Chi Minh City.

Advisory Committee, LUC SBA Center for Global Leadership and Ethical Management, from 2009 to present.

LUC SBA Faculty Development Research Awards committee, from 2009 to present

LUC SBA Promotion and Tenure committee, from 2009 to present.

LUC – XLRI lecture series, November 2009.

President’s Advisory Committee for Global Engagement; Faculty International Committee, 2007-2009.

President’s Task Force: Explorations in Emerging Markets (e.g., Vietnam), 2007-2009.

Search Committee: Dean MSMA, 2006.

Regents Professor Nomination Committee, 2006.

Search Committee: Lincoln Chair in Ethics and Technology, 2006.

Search Committee: Academic Provost and Vice President for Research, 2006.

Organized first meeting by Vietnamese Ambassador to Arizona and ASU, October 4, 2005

Director, Food and Agribusiness Marketing Program, 1999-2009.

School of Global Studies, Steering Committee; Graduate Curriculum Committee, 2005.

ICMD Organizational Committee, 2005.

Committee for Academic Program Review, 2004.

MSABR and College of Business program development committee, 2006.

Faculty Affiliate: College of Liberal Arts, Global Studies Program, 2005-2009.

Advisor, ASU College of Arts and Sciences Global Studies Program, 2005-2006.

Numerous school and campus committees, e.g., faculty search, curriculum, P&T, business development, campus quality and development, etc., 1999-2009.

Chair, MSABR Promotion and Tenure committee, 2000-2001.

Graduate admissions committee, 1999-2009.

Chair, food marketing curriculum development committee, 1999-2009.

Chair, ASU Scholarship, Research and Creative Activities Committee, 1998-1999.

ASU School of Management Outcomes Assessment Task Force, 1996-1997.

ASU School of Management MBA orientation, Fall 1996.

Academic Senate, Arizona State University West, Spring, 1993, Fall 1994.

ASU Speakers Bureau, 1994-2009.

ASU School of Management Curriculum Committees: Gateway; Globalization; Integration; Culture and Change Management, 1994-1995.

ASU School of Management new student orientation, Spring, 1995

Honors Thesis Advisor, Alike Singh, "Perceptions of Intellectual Property Rights," 1996-1997.

Coordinator, International Marketing Unit, University of New England, February 1994-May 1994.

Led first MBA study tour (15 Columbia students) to Vietnam, January 1-January 13, 1994.

Organized Columbia University Colloquium Series on Business Opportunities in Vietnam, Fall, 1993.

Organized Columbia University and Erasmus Universiteit-Rotterdam comparative advertising colloquium, June 24, 1993.

## **DISSERTATION & THESIS COMMITTEES**

Dumitrescu, Claudia (2008). Opportunities for American Durum Wheat Exports to Greece and Romania, Arizona State University, Morrison School of Management and Agribusiness and W. P. Carey School of Business.

Nguyen Thi Thuc Doan (2008). Vietnamese Wedding Rituals as Consumption Experiences, University of Utah, David Eccles School of Business (Sheth Award winner, 2007).

An Van Khanh (2004). Consumers' Perspectives on Vietnam's Coffee Value Chain, with Implications for Appropriate Management of that Chain. Arizona State University, Morrison School of Agribusiness and Resource Management.

Hoang Thuy Bang (2001). Vietnam's Coffee Industry: Trends, Consumer Perceptions and Export Development. Arizona State University, Morrison School of Agribusiness and Resource Management.

- Cochran, Jennifer (2001). Readership and Response: Measuring the Effectiveness of Direct Mail Food Advertising. Arizona State University, Morrison School of Agribusiness and Resource Management.
- Chanon, Wadwaree (2000). An Analysis of the Frozen Seafood Industry in Thailand. Arizona State University, Morrison School of Agribusiness and Resource Management.
- Tavassoli, Nader (1994). Interference and Integration of Spoken and Written Information. Columbia University Graduate School of Business.
- Sheinin, Daniel (1994). Consumers' Attribute Perceptions of Brand Extensions and Implications for Reciprocity Effects on the Extending Brand. Columbia University Graduate School of Business.
- Yabsley, David (1994). She'll Be Apples, Mate -- The Role of Adhesive Brand Labels in the Marketing of Apples in Australia. University of New England Graduate School of Business Administration.
- Simonson, Alexander (1993). The Impact of Identical Brands on the Strength of New Brands and Original Brands: A Study of Brand Appropriateness and Dilution. Columbia University Graduate School of Business.
- Han, Jin (1993). Comparative Advertising and Brand Categorization of Brand Extensions. Columbia University Graduate School of Business.

External examiner for many Dissertations and P&T files from the US, Europe, Australia, Africa, and Asia.

#### **SAMPLE INTERVIEWS**

- “Vietnam in an Era of Global Economic Crisis,” ITN, Hanoi, Vietnam, January 4, 2010.
- “Bosnia’s Universities - Their Role in Recovery,” with Susan Ladika for International Educator, February 8, 2007
- “Vietnam, APEC and the Future,” with Ken Hutchison for Knight-Ridder / McClatchy, November 3, 2006.
- “\$499 for PlayStation 3 may pit parents vs. kids,” with William Hermann, The Arizona Republic, May 20, 2006.
- “Serious Gamers Lust over hyped XBOX 360,” with Mary Jo Pitzl, The Arizona Republic, November 21, 2005.
- “Marketing Vietnam's Places,” with Nguyen Thi Binh Ngoc, Vietnam Net, Hanoi, November 24, 2004.
- "Marketing and Development in Vietnam", with Pham Mai Huong, Vietnam Television Business Forum, Hanoi, November 25, 2004.
- “Men’s Cosmetics,” with Sam Mittelsteadt, East Valley/Scottsdale Tribune, October 29, 2003.
- “Why Consumers Buy Counterfeits,” with Sam Mittelsteadt, East Valley/Scottsdale Tribune, May 27, 2003.
- “Retailer Efforts to Improve Food Safety,” with Lynne Miller, Supermarket News, January 27, 2003.
- “Invest in Your Coffee Brands, says U.S. Expert,” with Phuong Thanh, The Saigon Times Daily, January 14, 2003.
- “The Americanization of International Cuisine,” with Peter Ortiz, The Arizona Republic, July 12, 2002.
- “Local Food Industry Expert Talks about Terrorism,” Staff interview, Arizona Food Industry Journal, February 2002.

“Nobody Wants WalMart in Their Neighborhood,” Interview with Alia Rau, The East Valley Tribune, Mesa, November 20, 2001.

“NATO in Kosovo.” Interview with Rusty Heaps, Metro Networks, Phoenix, March 24, 1999.

“Buyer Frenzy in the Toy Industry.” Interview with Kevin Sheh for The Tribune, Phoenix, December 1, 1998.

“Konkurencija Nikada Ne Spava..” Interview with Marinkovic Škomrlj for Novi List, Rijeka, June 22, 1997.

“Brands vs. Generics.” Interview with John Croman for KNXV-TV (ABC affiliate), Phoenix, May 7, 1996.

“Leveraging Holidays to Market Goods and Services.” Interview with Angela Rabago for The Arizona Republic, Phoenix, April 24, 1996.

“Business Opportunities in Vietnam.” Radio interview with Mike Scerbo, KFYI, Phoenix, April 19, 1996.

“Fear of Investment in Vietnam.” Interview with William Carlisle for The Arizona Republic, Phoenix, April 16, 1996.

“Marketing in Vietnam.” Interview with Angela Gonzales for The Business Journal, Phoenix, April 12, 1996.

“Consumer Decision Making When Purchasing Health Club Memberships.” Interview with Melissa Bordow for Arizona Business Gazette, Phoenix, January 29, 1996.

“Doi Moi at Year 10.” Radio interview with Nhung Duc Trinh for Voice of America, Washington, January 24, 1996.

“Coupons as Part of Promotion Strategy.” Radio interview with Ed Walsh for KFYI, Phoenix, January 22, 1996

“German and American Commercial and Cultural Exchanges During World Cup 1994.” Interview with Doris Martinez, Artisan TV, New York, June 30, 1994.

“Marketing in Emerging Economies.” Radio interview with Natalie Bennett for TUNE, Armidale, NSW, March 29, 1994.

“Green Marketing in the Athletic Shoe Industry.” Interview with Richard Wilner, Footwear News, June 23, 1993

“The Effects of Vietnam's Evolving Economic and Political Policies.” Radio Interview with Nhung Duc Trinh for Voice of America, Washington, February 1, 1993.

“Economic Changes and Opportunities in Vietnam.” Radio Interview with Nhung Duc Trinh for Voice of America, Washington, September 16, 1992.

“Trends and Shakeouts in Advertising.” Interview with Viva Hardigg for U.S. News & World Report, New York, June 4, 1992.

“Advertising Personal Computers Throughout the Product Life Cycle.” Interview with T.C. Doyle for Computer Reseller News, New York, May 20, 1992.

“Advertising and the Diamond Industry.” Television interview with Jan Roberts for BBC documentary, New York, May 16, 1992.

“Subway Advertising as Part of the Communications Mix.” Interview with Tony Brown for Gannett Newspapers, Inc., New York, April 3, 1992.

“Situational and Dispositional Determinants of Sales Effectiveness.” Radio Interview w/ Network 6PR, Perth, Australia, November 11, 1991.

“Selling Financial Services to the Affluent.” Interview with William Saporito for Fortune, August 10, 1991.

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Fulbright Association  
University of Michigan Davidson Institute  
International Society of Markets and Development  
University of Hawaii East-West Center  
Development, Advancement, Research and Training (DART) Group  
Macromarketing Society, Vice President.  
Vietnam Marketing Association  
Academy of Marketing Science  
Food Industry University Consortium

## CONSULTANCIES & OTHER WORK EXPERIENCE

- 1984-present    CONSULTANT (paid and *pro bono*)  
 Sample clients: UN; VCCI; Pfizer-India; NYNEX; Kidder Peabody; Shearson, Lehman, Hutton; Merrill Lynch; Fort Wayne Occupational Health Center; Hawver Group; Bridge Group; ISL Marketing; Euro-sportring; Lord, Dentsu, & Partners; Commerce Bank; First-Interstate Bank; various U.S. government agencies; International Rescue Committee; Harvard University; Asian Development Bank; Saigon Cosmetics Corporation; Mai Asia / GTZ; Cambodian Ministry of Tourism; Goodwill Industries; CARANA (retainer).
- Conducted country risk, investment potential and sustainable market development analyses.
  - Developed and taught executive seminars on strategic marketing and business development.
  - Measured brand recognition, recall, and purchase intention predicted/caused by advertisements.
  - Created marketing, sales and business development strategies.
  - Developed marketing plans; forecasted market trends; designed and administered attitude surveys.
  - Developed model to predict sales performance.
  - Researched traits necessary for industry-specific managerial skills; supervised assessment centers that used measured traits.
  - Advocated commercial and political interests of select international sporting goods companies.
  - Served as Vice President, International Sports and Recreation Trade Association.
- 1979-1982    STRIPE 3 ADIDAS; Washington, DC; Herzogenaurach, Germany.  
*General Manager, Stripe 3 Adidas (1980-1982).*
- Managed American office responsible for retailing and marketing communications activities.
  - Identified and developed emerging markets.
  - Created and coordinated athletic events.  
*Founder and Player, Team Adidas.*
  - Played promotional soccer matches and conducted global promotional activities.
- 1978-1979    OSCAR MAYER CO.; Washington, DC.  
*Market and Merchandise Analyst*
- Developed product introduction and merchandising strategies; served as corporate liaison to USDA.