**John Hadjimarcou**

Department of Marketing and Management

The University of Texas at El Paso

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1. **EDUCATION**:

Ph.D. Kent State University, 1994

Major: Marketing

Minor: International Business

MBA West Virginia University, 1988

B.S.B.Ad. West Virginia University, 1987

Major: Accounting (*Magna Cum Laude*)

1. **ACADEMIC EXPERIENCE**:

2016- Chair for the Director of the Center for the Study of Western Hemispheric Trade, The University of Texas at El Paso

2012-2016 Frank and Wilma Hanley Endowed Professorship in Business Administration, The University of Texas at El Paso

2012- Professor of Marketing, Department of Marketing and Management, The University of Texas at El Paso

2006- Chair, Department of Marketing and Management, The University of   
Texas at El Paso

2001 - 2012 Associate Professor of Marketing (with tenure), Department of Marketing and Management, The University of Texas at El Paso

1994 - 1997 Assistant Professor of Marketing, Department of Marketing and & 1999-2001 Management, The University of Texas at El Paso

2000 Visiting Faculty, Helsinki School of Economics and Business, Mikkeli

Campus, Finland

1997 - 99 Visiting Assistant Professor of Marketing, Department of Public and Business Administration, University of Cyprus

1993 Instructor of Marketing, Department of Marketing, Kent State

University

1990 – 92 Teaching Fellow, Department of Marketing, Kent State University

1988 – 89 Instructor of Business Administration, Department of Business Administration, Davis & Elkins College, Elkins, West Virginia

1. **TEACHING**

**COURSES TAUGHT**

*The University of Texas El Paso*

BUSN 1301 Introduction to Global Business

MKT 3300 Principles of Marketing

MKT 3310 Principles of Retailing

MKT 4301 Marketing Research

MKT 4325 International Marketing

MKT4399 Current Topics in Marketing – E-Commerce

MGMT 4300 Strategic Management

MKT 5311 Marketing Management

MKT 5355 International Marketing

MGMT 5325 Management Strategy and Policy

MKT 5394 Special Topics in Marketing (International Research Course – Spain)

IBUS 6313 Doctoral Seminar in International Marketing

IBUS 6389 Doctoral Seminar in Cross-Cultural Consumer Marketing

*University of Cyprus*

PBA 453 Strategic Marketing

PBA 355 Retail Management

PBA 352 Consumer Behavior

PBA 355 Sales Management

*Kent State University*

MKTG 45060 International Marketing

MKTG 35050 Marketing Research

MKTG 35035 Buyer Behavior

MKTG 45082 Retail Management

MKTG 35010 Principles of Marketing

MKTG 45096 Independent Study – Honors Program

*Davis & Elkins College*

MRKT 304Marketing Management

MRKT 201 Principles of Marketing

ACCT 315 Advanced Accounting

MGMT 332 Operations Management

**TEACHING, TEACHING-RELATED, AND OTHER AWARDS, NOMINATIONS, AND SIGNIFICANT ACTIVITIES**

2014- [Fellow, The University of Texas System Academy of Distinguished Teachers](https://www.utsystem.edu/sites/academy-distinguished-teachers)

2017 Teaching Excellence Award, Executive MBA Program, The University of Texas at El Paso

2015 University Marshal of Students, The University of Texas at El Paso, Spring Commencement

2013-15 21st Century Scholars Program Faculty-in-Residence/Fellow, Division of Student Affairs, The University of Texas at El Paso

2014 Honorary Centennial Grand Marshal, The University of Texas at El Paso, Spring Centennial Commencement

2013 Grand Marshal, The University of Texas at El Paso, Winter Commencement

2013 Regents’ Outstanding Teaching Award, The University of Texas System (<http://www.utsystem.edu/teachingawards/2013/Academic/all.htm)>

2010 Distinguished Achievement Award for Teaching, The University of Texas at El Paso

2010 Piper Teaching Award Nominee, College of Business Administration, The University of Texas at El Paso

2008-11 Center for Effective Teaching and Learning (CETaL) Fellow, The University of Texas at El Paso

2005 Teaching Award in recognition of Professional Instruction and Guidance for the Marketing Management course – Accelerated MBA, The University of Texas at El Paso

2004-05 IMPACT Fellow, The University of Texas at El Paso ADVANCE Institutional Transformation for Faculty Diversity - The IMPACT Seminars were designed to increase the effectiveness of participating faculty by developing new ways of integrating teaching, research and service, and by developing leadership skills.

2003 Outstanding Teacher in Marketing and Management – College of Business Administration at The University of Texas at El Paso

2000-02 Center for Effective Teaching and Learning (CETaL) Fellow, The University of

Texas at El Paso

2000 Donald & Geraldine Hedberg Foundation Fellowship, Direct/Interactive Marketing Institute for Professors.

2000 Honorary Member. Delta Sigma Pi, Gamma Phi Chapter, Professional Business Fraternity at The University of Texas at El Paso (selected by student members as the Faculty Honorary inductee for the 1999-2000 Academic Year)

1997 Outstanding Teacher in Marketing and Management, College of Business Administration, The University of Texas at El Paso

1996 Outstanding Faculty Advisor (selected by student members) - The University of Texas at El Paso Chapter of the American Marketing Association.

**SCHOLARSHIP OF TEACHING AND LEARNING/TEACHING-RELATED PRESENTATIONS**

Hadjimarcou, John (2015). Build it and they will come. In *The Little Orange Book:   
Short Lessons in Excellent Teaching* (pp. 94-95). Austin, TX: University of Texas Press.

Hadjimarcou, John (2015). Imitate Success. In *The Little Orange Book: Short Lessons in Excellent Teaching* (pp. 45-46). Austin, TX: University of Texas Press.

Hadjimarcou, John (2015). Change before you have to. In *The Little Orange Book:   
Short Lessons in Excellent Teaching* (pp. 19-20). Austin, TX: University of Texas Press.

Hadjimarcou, John (2014 & 2015), “It’s ALL about Leadership,” interactive presentation at the 21st Century Scholars Program Workshop, The University of Texas at El Paso (February 19, 2014 & February 11, 2015)

Flores, Felix and John Hadjimarcou (2014), “Mind Mapping and Personal Journals as a Means of Enhancing Student Creativity in Assignments,” proposal accepted for presentation at the Marketing Educators’ Association Conference

Hadjimarcou, John (2012), “Technology-Enhanced Courses: The Impact of Online Study Plans on Exam Performance,” The International Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, TX (March 2, 2012)

Hadjimarcou, John (2011), “Integrating Teaching, Research, Service, and Developing Personal Leadership,” Workshop at the International Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, TX (March 10, 2011)

Hadjimarcou, John (2011), “IMPACT: Tools and Strategies to Rejuvenate your

Career Trajectory,” Workshop at the Center for Effective Teaching and Learning (CETaL) Teaching Enhancement Fridays: Building your Professional Portfolio, The University of Texas at El Paso, El Paso, TX (February 18, 2011)

Hadjimarcou, John (2011), “Good Assessment Practices: Objective-type Exams,” Center for Effective Teaching and Learning Blog, The University of Texas at El Paso

Hadjimarcou, John (2010), “Integration of Teaching, Research, and Service,” Workshop at the Collaborative Faculty Mentoring Program, The University of Texas at El Paso, El Paso, TX (October 8, 2010)

Hadjimarcou, John (2010), “Creating a Positive Learning Environment through Faculty Development,” Keynote Address, Outdoor Teaching/Learning Conference, Sul Ross State University, Alpine, Texas

Hadjimarcou, John (2010), “Integrating Teaching, Research, and Service as an Effective Strategy to Develop a Productive Career in Academe,” Workshop at the Outdoor Teaching/Learning Conference, Sul Ross State University, Alpine, Texas

Hadjimarcou, John (2010, 2011), “A Discussion of the Literature in International Marketing,” Invited presentation at Kennesaw State University, DBA Program, Kennesaw, Georgia

Hadjimarcou, John (2010, 2011), “A Discussion of the Theory of Reasoned Action,” Invited presentation at Kennesaw State University, DBA Program, Kennesaw, Georgia

Hadjimarcou, John (2010), “Faculty Development: Integration of Teaching, Research, and Service,” Workshop at The Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, Texas

Reimers, Christine and John Hadjimarcou (2007), “Faculty Professional Development: Bringing Purpose to Academic Lives and Institutions,” Presentation at the *Professional and Organizational Development Network in Higher Education*, Pittsburgh, PA

Hadjimarcou, John (2002), PowerPoint Transparencies to accompany Consumer Behavior by Harold W. Berkman, Jay D. Lindquist and M. Joseph Sirgy, *Atomic Dog Publishing Company*, Cincinnati, Ohio

Hadjimarcou, John (2000), Curriculum Development Workshop, Center for Effective Teaching and Learning, The University of Texas at El Paso

Hadjimarcou, John (2000), Workshop on Developing Course Web Sites, College of Business Administration, The University of Texas at El Paso

Hadjimarcou, John and John W. Barnes (1999), Chapter 14 – Silver Streak Flame-Broiled Hamburgers: Entry into Mexico via Franchising, in *Regional Case Studies in International Business & Strategic Policy*, Hoy, Frank and Richard L. Sprinkle (Eds.), 119-123

Barnes, John W., John Hadjimarcou, and David Luevano (1999), Chapter 5 – Action West Jeans, in *Regional Case Studies in International Business & Strategic Policy*, Hoy, Frank and Richard L. Sprinkle (Eds.), 37-42

Barnes, John W. and John Hadjimarcou (1997). ‘Marketing Student Perceptions of non-traditional Business Schools: An Exploratory Assessment,” *Proceedings of the Western Marketing Educators’ Conference*, George E. Belch and Linda J. Morris, eds., San Diego, CA: Western Marketing Educator’s Association, pp. 55-58

Hoy, Frank, Somnath Bhattacharya, Patrick A. Traichal, John W. Barnes, and John Hadjimarcou (1998), “International Expansion is a Two-Way Street: The Case of Chihuahua Charlie’s Restaurants and Silver Streak Flame-Broiled Hamburgers,” in *Frontiers of Entrepreneurship Research*, Vol. 18 pp. 478-479 (Abstract)

Barnes, John W. and JohnHadjimarcou (1997), “Marketing Student Perceptions of Non-Traditional Business Schools: An Exploratory Assessment,” presented as part of the UTEP COBA Brown Bag Research Seminar Series (February 6, 1997)

Hadjimarcou, John (1997). Enhancing Group Collaboration Using World Wide Web Discussion Groups, in *Great Ideas for Teaching Marketing*, 4th Edition, South-Western.

Hadjimarcou, John and Somnath Bhattacharya (1997), “The Impact of Prior Computer Knowledge and Involvement on Students’ Attitudes Toward the WWW and Web Usage,” Developments in Marketing Science, Elizabeth J. Wilson and Joseph F. Hair, Jr., eds., Coral Gables, FL: Academy of Marketing Science, Vol. XX, pp. 99-103 (Abstract)

**DOCTORAL DISSERTATION AND MASTER’S THESIS COMMITTEES**

Monzon, Gustavo (ongoing), “An Examination of Enrollment Patterns and Behaviors of High School Graduating Seniors at a Hispanic Serving Institution,” College of Education. The University of Texas at El Paso (Doctoral Dissertation Committee Outside Member)

Flores, Felix (2017), “Essays on Creativity and Innovation in Distributed New Product Development Teams,” College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Cuyler, Mishaw T. (2016), “Help-Seeking and Stigma in the Workplace: The Moderating Roles of Organizational Climate and Self-Identity,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Peters, Abby (2014), “Public Social Network Sites and Social Recruiting,” College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Singh, Satvir (2014), “Under What Situations Do Idiosyncratic Deals Lead to Positive Organizational Outcomes? The Role of Leader-Member Exchange Social Comparison, Perceived Organizational Support, and Unit Climate,” College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Laffranchini, Giacomo (2014), “Turnaround Response to Performance Decline in Family-Controlled Publicly-Traded Firms: A Three- Essay Investigation,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Chair)

Salazar, Dalila (2014), “The Big [Motion] Picture: Analyzing the Factors Affecting the International Motion Picture Industry,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Chair)

Kim, Si-Hyun (2014), “Good Soldiers, Happy Customers: The Mediating Effect of Customers’ Perceived Justice and Affect,” College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Yang, Shuang (2014), “COO Brand Effects for Emerging Market Firms,” College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Barua, Maria (2013), “Supply Chain Management: Impact of Customer Relationship Marketing on Performance Under Cooperation and Competition Strategies,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Cangioni, Carole Louise (2011), “Three Essay Dissertation on Immigrant Entrepreneurs,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

McNicol, Jason (2010), “A Three-Essay Dissertation on: Do Strategic Committees Matter?” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Za Gara, Alesia (2010), Department of Communication, The University of Texas at El Paso (Master’s Thesis Committee Member)

Gil, Adrian (2009), **“**Top Management Team Heterogeneity, Global Strategic Posture, and Firm Performance: Evidence from MNEs Headquartered Around the World,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Gao, Yan (2009), “Three Essays on Chinese Outward Investment,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Berthelot, Anne (2008), “The Impact of Entrepreneurial Motivation on Venture Performance,” College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Soroa-Koury, Sandra (2008), “Consumers’ Responses to Mobile Advertising: A Normative Social Behavior Perspective,” Department of Communication, The University of Texas at El Paso (Master’s Thesis Committee Member)

Jimenez, Marissa (2007), “Guilt Factors Influencing the Effectiveness of Green Advertising,” Department of Communication, The University of Texas at El Paso (Master’s Thesis Committee Member)

1. **RESEARCH**

**Google Scholar Citations** (June 18, 2018): 1370

**JOURNAL ARTICLES**

Laffranchini, Giacomo, John Hadjimarcou, and Si Hyun Kim (forthcoming), “The Impact of Socioemotional Wealth on Decline-Stemming Strategies of Family Firms,” *Entrepreneurship Theory and Practice*

Leonidou, Leonidas C., Bilge Aykol, John Hadjimarcou, and Dayananda Palihawadana (2018), “Betrayal in buyer-seller relationships: Its causes, symptoms, forms, effects, and therapies,” *Psychology and Marketing*, 35, 341-356

Ramirez, Edward, Roland Gau, John Hadjimarcou, and Zhenning Xu (2018), “User-Generated Content as Word-of-Mouth,” *Journal of Marketing Theory and Practice, 26 (1-2), 90-98.*

Hadjimarcou, John, Jessica Herrera, and Dalila Salazar (2017), “Inward Internationalization and Exogenous–based Outshopping in Cross-border Retailing,” *Review of International Business and Strategy*, 27 (4), 434-449.

Laffranchini, Giacomo, John Hadjimarcou, Si Hyun Kim, and Michael R. Braun (2016), “The Internationalization of Family Firms: A Signal Detection Approach,” *Journal of Family Business Management*, 6 (3), 291-309.

Leonidou, Leonidas C., Constantinos N. Leonidou, John Hadjimarcou, and Irina Lytovchenko (2014), “Assessing the greenness of environmental advertising claims made by multinational industrial firms,” *Industrial Marketing Management*, 43 (4), 671-684.

Jimenez, Fernando, John Hadjimarcou, Maria Barua, and Donald Michie (2013), “A Cross-  
National and Cross-Generational Study of Consumer Acculturation to Advertising Appeals,”   
*International Marketing Review,* 30 (5), 418-439.

White, George O. III, John Hadjimarcou, Stan Fainshmidt, and Richard A. Posthuma (2013), “Home Country National Culture and Conflict Strategy Fit in Transnational Business Contract Disputes,” *International Business Review*, 22, 554-567.

Hadjimarcou, John, Lance E. Brouthers, Jason McNicol, and Donald Michie (2013), “Six Strategies for the Growth of the Maquiladoras,” *Business Horizons*,56 (2), 207-217.

Hadjimarcou, John (2012), “An Investigation of Advertising Appeals during Life Transitions,” *International Journal of Management and Marketing Research,* 5 (1), 55-65.

Brouthers, Lance E., George Nakos, John Hadjimarcou, and Keith E. Brouthers (2009), “Key Factors for Successful Export Performance for Small Firms,” *Journal of International Marketing*, 17 (3), 21-38.

Brouthers, Lance E., Edward O’Donnell and John Hadjimarcou (2005), Generic Product Strategies for Emerging Market Exports into Triad Nation Markets: A Mimetic Isomorphism Approach,”*Journal of Management Studies*, 42 (1), 225-245.

Brouthers, Lance E., John W. Story, and John Hadjimarcou (2005), “Three Strategies for China to Gain Competitiveness in Triad Nation Markets,”*Peking University Business Review*, 24-29. [by invitation]

Leonidou, Leonidas C., John S. Kaminarides, and John Hadjimarcou (2004), “Exploring Manufacturer-Customer Relationships: Domestic Versus Foreign Business,” *Thunderbird International Business Review*, 46 (5), 545-573

Leonidou, Leonidas C., Constantine S. Katsikeas, and John Hadjimarcou (2002), “A Behavioral Analysis of U.S. Export Business: Harmonious versus Problematic Relationships,” *Journal of International Marketing*, 10 (3), 96-115.

Leonidou, Leonidas C., John S. Kaminarides, and John Hadjimarcou (2002), “Doing Business with Major U.S. Trading Partners: Background, Influence Strategies, and Performance,” *Journal of Global Business*, 13(24), 5-14.

Hadjimarcou, John, John W. Barnes, Somnath Bhattacharya, Patrick Traichal, and Frank Hoy (2000), “International Strategic Alliances: A Tale of Two Firms,” *Journal of Small Business Strategy*, 11 (2), 77-91.

Bang, Hae-Kyong, Alexander E. Ellinger, John Hadjimarcou, and Patrick Traichal (2000), “Consumer Concern, Knowledge, Belief and Attitude Toward Renewable Energy: An Application of the Reasoned Action Theory,” *Psychology & Marketing*, 17 (6), 449-468.

Miller, Darryl W., John Hadjimarcou, and Alan R. Miciak (2000), “A Scale for Measuring Advertising-Evoked Mental Imagery,” *Journal of Marketing Communications*, 6 (1), 1-20.

Hadjimarcou, John and Michael Y. Hu (1999), “Global Product Stereotypes and Heuristic Processing: The Impact of Peripheral Task Complexity,” *Psychology & Marketing*, 16 (7), 583-612.

Barnes, John W., John Hadjimarcou, and Richard S. Jacobs (1999), “Assessing the Role of the Customer in Dyadic Service Encounters,” *Journal of Customer Service in Marketing & Management*, 5 (2), 1-22.

Hadjimarcou, John and Michael Y. Hu (1999), “An Examination of Categorization and Stereotyping Heuristics in Global Product Evaluations,” *Journal of Marketing Management*, 15 (5), 405-433.

Leonidou, Leonidas C., John Hadjimarcou, Anna Kaleka, and Gergana Stamenova (1999), “Bulgarian Consumers’ Perceptions of Products Made in Asia Pacific,” *International Marketing Review*, 16 (20), 126-142.

Barnes, John W. and John Hadjimarcou (1999), “A Qualitative Investigation of the Perceptions of Marketing Students Regarding Non-Traditional Business Education Formats,” *Journal of Marketing for Higher Education*, 9 (2), 59-81.

Hadjimarcou, John and John W. Barnes (1998), “Retailing to Foreign Consumers in the Border Zone: The Impact of Currency Devaluation and Cross-Border Competition,” *Journal of Global Marketing*, 11(3), 85-106.

Hadjimarcou, John and John W. Barnes (1998), “Strategic Alliances in International Franchising – The Entry of Silver Streak Restaurant Corporation into Mexico,” *Journal of Consumer Marketing*, 15 (6), 598-607.

**BOOKS/BOOK CHAPTERS/ESSAYS/OTHER**

Hadjimarcou, John (2015), “Build it and they will come,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.

Hadjimarcou, John (2015), “Imitation,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.   
   
Hadjimarcou, John (2015), “Change before you have to,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.

Brouthers, Lance E., John W. Story, and John Hadjimarcou (2008), “A Signaling Theory Investigation of How to Overcome Negative Country of Origin Effects,” in Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith (Eds.), ***Thought Leadership in Advancing International Business Research***, New York, NY: Palgrave McMillan, 134-152.

Hadjimarcou, John and John W. Barnes (2001), “Strategic Alliances in International Franchising – The Entry of Silver Streak Restaurant Corporation into Mexico,” in Dianne Welsh and Alon Ilan (Eds.), ***International Franchising in Emerging Markets: Central and Eastern Europe and Latin America***, Chicago, IL: CCH Incorporated, 293-306.

**RESEARCH** **IN PROGRESS**

Salazar, Dalila, John Hadjimarcou, Edward Ramirez, and Gary L. Frankwick (to be submitted in Summer 2018), “Taking the Show on the Road: Analyzing Movie Signals Responsible for Global Blockbusters,” *International Marketing Review*

Laffranchini, Giacomo, John Hadjimarcou, Frank Hoy, and Si Hyun, “Turnaround in Family Firms: A Review of the Literature and Research Agenda” – to be submitted in Summer 2018

Practice Makes Perfect in Technology-Enhanced Courses: The Impact of Online Study Plans on Exam Performance Target; Target journal: *Marketing Education* Review - to be submitted in Fall 2018)

Reverse International Product Cycle (with L. Brouthers); Target journal: *Journal of World Business* - to be submitted in Fall 2018

Inward Internationalization: A Review and Directions for Future Research; Target journal: *International Marketing Review* - to be submitted Fall 2018

**PROCEEDINGS/PRESENTATIONS AT SEMINARS, CONVENTIONS, MEETINGS**

Leonidas Leonidou, Bilge Aykol, John Hadjimarcou and Dayananda Palihawadana (2018), “Infidelity in Inter-organizational Marketing Relationships,” IMP Group Conference, Marseille, France

Laffranchini, Giacomo, Si-Hyun Kim, and John Hadjimarcou (2018), “Turnaround in Family Firms: A Review of the Literature and Research Agenda,” United States Association for Small Business and Entrepreneurship (USASBE) Conference, Hollywood, CA

Leonidas Leonidou, Bilge Aykol, John Hadjimarcou and Dayananda Palihawadana (2017), “Betrayal dynamics in buyer-seller relationships,” IMP Group Conference, Kuala Lumpur, Malaysia

Laffranchini, Giacomo, John Hadjimarcou, and Si-Hyun Kim (2016), “First Response to Organizational Decline in Family Firms,” United States Association for Small Business and Entrepreneurship (USASBE) Conference, San Diego, CA.

Leonidou L.C., Leonidou C.N., Hadjimarcou J.S., Lytovchenko I. (2015) An Analysis of

the Environmental Claims Made in International Industrial Advertisements. In: Kubacki

K. (eds) Ideas in Marketing: Finding the New and Polishing the Old. Developments in

Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham

Hadjimarcou, John (2014), “Journal Rankings in Business,” Chairs’ Meeting with the Provost, The University of Texas at El Paso

Laffranchini, Giacomo, John Hadjimarcou, and Michael R. Braun (2013), “The internationalization of small family-owned businesses: a signal detection approach,” United States Association for Small Business and Entrepreneurship (USASBE) Conference, San Francisco, CA.

Hadjimarcou, John (2012), “Strategic Planning in Action,” Presentation at the UTEP Leadership Development Institute, The University of Texas at El Paso, El Paso, TX.

Yang, Shuang, Fernando Jimenez, John Hadjimarcou, and Gary Frankwick (2012), “How do market characteristics influence brand country of origin effects? Academy of Marketing Science Conference, New Orleans, LA.

Hadjimarcou, John (2011), “Strategic Planning,” Presentation at the UTEP Leadership Development Institute, The University of Texas at El Paso, El Paso, TX.

Barua, Maria, John Hadjimarcou, Fernando Jimenez, and Don Michie (2010), “Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World,” AMA Summer Educators’ Conference, Boston, MA.

White, George, Richard A. Posthuma, and John Hadjimarcou (2009), “Culture’s Influence on Conflict Resolution Strategy Choice and Performance in Foreign Venture Contract Disputes,” Academy of International Business Annual Conference, San Diego, CA.

White, George O., Richard A. Posthuma, and John Hadjimarcou (2007), “Culture and Conflict Strategy Fit Among Firms in Transnational Business Contract Disputes,” Academy of Management Annual Meeting.

Brouthers, Lance E., O’Donnell, Edward, and Hadjimarcou, John (2007), “To Imitate or Not to Imitate: Emerging Market Services’ Export Strategies and Triad Nation Performance,” Academy of International Business Annual Conference, Indianapolis, IN.

White, George O. and Hadjimarcou, John (2006), “Culture’s Influence on Conflict Resolution Strategy Performance in Foreign Venture Contract Disputes,” *Academy of Management Annual Meeting* (International Management Division).

Hadjimarcou, John (2006), “Cross – Border Retailing and the Impact of Currency Devaluation and Cross-Border Competition: Contingency and Long – Term Strategies,” Invited presentation at the Cross Border Shopping Activity Conference – Federal Reserve Bank of Dallas, San Antonio, Texas

Hadjimarcou, John (2006), “New Product Development and Commercialization – Consumer/Client Issues,” Invited presentation at the Invention to Venture Workshop, El Paso, Texas

Hadjimarcou, John (2006), “Cross – Border Retailing and the Impact of Currency Devaluation and Cross-Border Competition: Contingency and Long – Term Strategies – Central Business Association, El Paso, Texas

Brouthers, Lance, John W. Story, John Hadjimarcou, and Keith Brouthers (2005), “Can Developing Country Firms Overcome Negative Country of Origin Stereotypes?,” Paper presented at the Academy of International Business Conference, Quebec, Canada.

Michie, Donald and John Hadjimarcou (2005), “Maquiladoras: Mexico’s Pandora’s Box.” Paper presented at the Globalization Conference, San Antonio, Texas.

Brouthers, Lance E., John W. Story and John Hadjimarcou (2004), “An Investigation of Three Strategies for Overcoming Negative Country of Origin Stereotypes,” The 2nd Annual JIBS/AIB/CIBER Invitational Conference on Emerging Research Frontiers in International Business, East Lansing, Michigan.

Hadjimarcou, John and John W. Barnes (1998), “Currency Devaluation and Cross-Border Competition: Impacts on Retailing in El Paso,” Texas Centers for Border Economic Development, Technical Report 98-2

Hadjimarcou, John (1998), “Product Evaluations in Complex Task Situations,” Paper presented at the Department of Public and Business Administration of the University of Cyprus Seminar Series.

Hadjimarcou, John, John W. Barnes, and Melinda Urteaga (1997), “Primary Life Changes and Expectant Parents as Consumers: Informational vs. Emotional Appeals,” Proceedings of the Southern Marketing Association, Elnora W. Stuart and Ellen M. Moore, eds., Atlanta, GA: Southern Marketing Association, pp. 74-76. Summary Brief) - ***OUTSTANDING PAPER AWARD IN CONSUMER/ BUYER BEHAVIOR TRACK***

Miller, Darryl W., John Hadjimarcou, and Alan R. Miciak (1997). “The Development of a Mental Imagery Scale,” Developments in Marketing Science, Elizabeth J. Wilson and Joseph F. Hair, Jr., eds., Coral Gables, FL; Academy of Marketing Science, Vol. XX, p. 9 (Abstract)

Hadjimarcou, John and John W. Barnes (1997), “Retailing to Foreign National Consumers in the Border Zone: The Impact of Currency Devaluation and Cross-Border Competition,” presented as part of the UTEP COBA Brown Bag Research Seminar Series (February 27, 1997).

Barnes, John W. and John Hadjimarcou (1996), “An Exploratory Study of Retailing to the Mexican National Consumer in the Border Zone,” Developments in Marketing Science, Elizabeth J. Wilson and Joseph F. Hair, Jr. (eds.), Vol. 29, 170. (Abstract)

Hadjimarcou, John, John W. Barnes and Richard S. Jacobs (1996), “The Effects of Context-Induced Mood States on Initial and Repeat Product Evaluations: A Preliminary Investigation,” ***Advances in Consumer Research***, Kim Corfman and John Lynch (eds.) Vol. 23, Ann Arbor, MI: Association for Consumer Research, 337-341

Miciak, Alan R., Douglas C. West and John Hadjimarcou (1996), “Brand Equity and Value: An Empirical Investigation,” Proceedings of the Atlantic Marketing Association Conference.

Barnes, John W., Richard S. Jacobs, and John Hadjimarcou (1996), “Customer Satisfaction with Dyadic Service Encounters: The Customer’s Contribution,” 1996 AMA Educators’ Conference Proceedings, Cornelia Droge and Roger Calantone (eds.), Chicago, IL: American Marketing Association, 549-554

Hadjimarcou, John, Darryl W. Miller, and Alan Miciak (1996), “The Impact of Consumer Ethnocentrism on Consumer Evaluations of Bi-National Products,” Developments in Marketing Science, Elizabeth J. Wilson and Joseph F. Hair, Jr., (eds.), Vol. 29, 129-135. ***BEST-IN-TRACK PAPER AWARD: INTERNATIONAL MARKETING TRACK***

Hadjimarcou, John and John W. Barnes, 1995. “The Effect of Context-Induced Mood States on Initial and Repeat Product Evaluations: A Preliminary Investigation,” presented as Part of the UTEP COBA Brown Bag Research Seminar Series (October 13, 1996).

Hadjimarcou, John and Lawrence J. Marks (1994), “An Examination of the Effects of Context-Induced Mood States on the Evaluation of a ‘Feel-Good’ Product: The Moderating Role of Product Type and the Consistency Effects Model.” ***Advances in Consumer Research***, Chris T. Allen and Deborah Roedder John (eds.), Vol. 21, Ann Arbor, MI:

Association for Consumer Research, 509-513.

Hadjimarcou, John and Michael Y. Hu (1993), “Assessing the Dimensionality and Reliability of Outgroup-Specific Versions of the CETSCALE.” 1993 AMA Educators’ Conference Proceedings, David W. Cravens and Peter R. Dickson (eds.), Chicago, IL: American Marketing Association, 330-335.

Hadjimarcou, John and Michael Y.Hu, 1993. “Assessing the Dimensionality and Reliability of Outgroup-Specific Versions of the CETSCALE.” The 1993 American Marketing Association Summer Educators’ Conference, Boston, MA.

Bruning, Edward R., Michael Y. Hu and John Hadjimarcou (1991). “The Role of

Ethnocentrism in Consumer Choice: An Integrative Analysis.” 1991 Administrative Sciences Association of Canada Proceedings, Niagara Falls.

**OTHER PUBLICATIONS**

Hadjimarcou, John (1998), “Book Review: Global Perspectives in Cross-Cultural and Cross-National Consumer Research by Ajay Manrai and Lalita Manrai,” *Journal of the Academy of Marketing Science*, Vol. 26, No. 2 [non-peer reviewed]

**RESEARCH AWARDS**

2010 Department Best Paper Award: presented by the College of Business Faculty

and the Business College Council

2006 Department Best Paper Award: presented by the College of Business Faculty

and the Business College Council

2005 Outstanding Research Award: presented by the College of Business Faculty

and the Business College Council

2003 Outstanding Research Award: presented by the College of Business Faculty

and the Business College Council

2000 Outstanding Research Award: presented by the College of Business Faculty

and the Business College Council

1997 Outstanding Paper Award: Consumer/Buyer Behavior Track. The 1997 Annual

Society for Marketing Advances Conference

1996 Best-In-Track Paper Award: International Marketing Track. The 1996 Annual

Academy of Marketing Science Conference

1994 Kent State University Graduate Research Fellowship (Spring Semester)

1. **GRANTS/REPORTS FROM SPONSORED RESEARCH**

2001 Hispanic Marketing Institute (in Frito-Lay/PepsiCo Marketing and Manufacturing Initiative) with Gary L. Sullivan ($10 million – not funded)

2000 UTEP Digital Media Center Summer Academy Grant. Development of

multimedia materials for the Principles of Retailing course ($2,000**)**

2000 Robert Bondi Endowment. Development of a Case Study for CalTV Appliance Chain ($1,500)

1997 The Center for the Study of Western Hemispheric Trade. Development of a Case Study for Silver Streak Restaurants. Co-Investigator with John W. Barnes ($10,000)

1997 The Center for the Study of Western Hemispheric Trade. Development of a Case Study for Action West Jeans. Co-Investigator with John W. Barnes ($10,000)

1996 The University of Texas at El Paso, Office of Sponsored Projects. Research Enhancement Fund Grant. Development of Survey for Cost-Benefit Study of the Inclusion of Wind-Generated Electricity in El Paso County (subcontracted from an EPA grant to UTEP CERM). Co-Investigator with John W. Barnes and Patrick Traichal ($2,000)

1995 The University of Texas at El Paso, Office of Sponsored Projects. University Research Institute (URI) Grant awarded to fund initial research activities for a project entitled “Country-of-Origin Effects within NAFTA Countries.” ($2,500)

1995 The University of Texas at El Paso, College of Business Administration, Summer Faculty Research Award (one course)

1994 Kent State University, Dissertation Research Award ($5,000)

1. **SERVICE**

**ACADEMIC/PROFESSIONAL**

2004-18 Member, Editorial Board, *Psychology & Marketing*

2017 Ad Hoc Reviewer, *Journal of Product & Brand Management*

2017 Ad Hoc Reviewer, *Journal of Global Marketing*

2016-17 The University of Texas System Academy of Distinguished Teachers, Chair of Publications Committee

2014-17 Fellow, The University of Texas System Academy of Distinguished Teachers

2014 Ad Hoc Reviewer, *Asia Pacific Journal of Marketing and Logistics*

2007-13 Ad Hoc Reviewer, *Journal of International Marketing*

2011-12 Ad Hoc Reviewer, *Journal of Management Studies*

2006, 2010,

2011, 2015 Ad Hoc Reviewer, *International Journal of Conflict Management*

2013 Reviewer, Academy of Marketing Science Conference

2010-12 Session Chair, SUN Conference on Teaching and Learning at UTEP

2006-10 Member, Editorial Board, *Journal of Global Business Advancement*

2006 Ad Hoc Reviewer, *Asia Pacific Journal of Management*

2006-08 Reviewer, Academy of International Business Conference

2006 Reviewer, AMA Summer Educators’ Conference

2006 Reviewer, AMA Winter Educators’ Conference

2005 Session Chair, SUN Conference on Teaching and Learning at UTEP

2005 Reviewer, Association for Consumer Research Conference

2005 Reviewer, 2005 American Marketing Association Summer Marketing Educators’ Conference

2005 Reviewer, Academy of International Business Conference

2004 Reviewer, Academy of International Business Conference

2004 Session Chair, SUN Conference on Teaching and Learning at UTEP

2004 Reviewer, 2005 American Marketing Association Winter Marketing Educators’ Conference

2004 Session Chair, SUN Conference on Teaching and Learning at UTEP

2003 Reviewer, Academy of International Business 2004 Conference

2002 Session Chair, 2002 Society for Consumer Psychology Conference

2001 Ad Hoc Reviewer, *Journal of World Business*

2001 Reviewer, 2002 Society for Consumer Psychology Conference.

2001 Discussion Leader, 2001 Association for Consumer Research (ACR) Conference.

2001 Session Chair, 2001 Association for Consumer Research (ACR) Conference.

2001 Reviewer, 2001 Association for Consumer Research Conference

2001 Program Committee Member, The Second Annual E-Commerce Conference, International Academy of E-Business.

2000 Program Committee Member, The First Annual E-Commerce Conference, International Academy of E-Business.

2000 Reviewer, 2000 Association of Consumer Research (ACR) Conference.

2000 Reviewer, 2000 Society for Marketing Advances (SMA) Conference: E-Commerce and Buyer Behavior Tracks.

1999 Reviewer, 2000 Academy of Marketing Science Conference: Buyer Behavior Track.

1999 Textbook Review: International Marketing, 10th Edition by Philip R. Cateora and John L. Graham, Irwin McGraw-Hill. My contribution is acknowledged in the 11th Edition (2002) of the textbook.

1997 Reviewer, 1997 American Marketing Association International Collegiate Conference. William G. Wolfe (Conference Chair).

1997 Discussant, 1997 Academy of International Business - Southwest Conference.

1997 Panel Moderator, 1997 Academy of Marketing Science Conference.

1997 Discussion Leader, 1997 Academy of Marketing Science Conference.

1996 Reviewer, 1997 Academy of Marketing Science Conference, Internet Marketing Track.

1996 Reviewer, Academy of International Business-Southwest Annual Conference, Latin America Track.

1996 Reviewer, 1996 Multicultural Marketing Conference (Sponsored by the Academy of Marketing Science), Ethnocentrism and Acculturation Track.

1996 Ad Hoc Reviewer, *Journal of Business Venturing*.

1996 Reviewer, 1996 Academy of Marketing Science Conference, Consumer Behavior and Consumer Marketing Track.

1996 Discussant, 1996 Academy of Marketing Science Conference. Session 1.1: Affect, Belief, and Attitude Research.

1996 Invited participation in in-depth interview regarding the use of the World Wide Web in classroom instruction and its inclusion in marketing textbooks, with Houghton-Mifflin Senior Editor for Marketing (1996 Academy of Marketing Science Conference).

1996 Proposal Review: Casebook in International Marketing, entitled “Marketing in Emerging Markets,” by John Quelch. IRWIN.

1996 Textbook Review: *Basic Marketing; A Global-Managerial Approach* by William D. Perrault, Jr. and E. Jerome McCarthy. IRWIN. My review dealt with the evaluation of the international marketing content of the textbook.

1995 Member, Special Interest Group (SIG) for Global Marketing, Consumer Behavior and Marketing Education.

1995 Textbook Review: *Global Marketing* by Johnny Johansson. Irwin McGraw-Hill. My contribution was acknowledged in the textbook.

**UNIVERSITY**

2017 Member, The University of Texas at El Paso Tuition and Fees Committee

2017 Member, Faculty Leadership Community, The University of Texas at El Paso

2017 Member, Faculty Onboarding Working Group, The University of Texas at El Paso

2017 Member, Ad Hoc Review Committee for Endowed Chairs and Professorships, The University of Texas at El Paso

2017 American Academy of Arts and Sciences, Faculty Focus Group Participation, The University of Texas at El Paso (February 6, 2017)

2017 The University of Texas System, Dual Credit Faculty Focus Group Participation, The University of Texas at El Paso (March 3, 2017)

2005-17 Member, UTEP Intellectual Property Committee, The University of Texas at El Paso

2015- The University of Texas System Academy of Distinguished Teachers Selection Committee at The University of Texas at El Paso

2014-16 Member, University Fees Committee, Vice President of Student Affairs Office, The University of Texas at El Paso

2016 Key stakeholder discussion, Center for Faculty Leadership and Development, The University of Texas at El Paso (November 2, 2016)

2013-15 21st Century Scholars Program, Faculty-In-Residence and Program Chair, Division of Student Affairs, The University of Texas at El Paso

2014 Member, CETaL Director Search Committee, Provost’s Office, The University of Texas at El Paso

2014 Member, Academic Analytics Chairs’ Ad-hoc Committee, Provost’s Office, The University of Texas at El Paso

2014 Center for Excellence in Teaching and Learning (CETaL) Strategic Plan Committee, The University of Texas at El Paso

2010-14 Marketing Committee Co-Chair, Executive Committee Member, 1914-2014 Centennial Commission, The University of Texas at El Paso

2009-13 Mentor, Collaborative Faculty Mentoring Program, The University of Texas at El Paso

2012 Member, Senior Vice Provost Search Committee, The University of Texas at El Paso

2012 Discussion Facilitator, Opportunity Nation, Building Opportunity and Social Mobility through Collaboration: The El Paso Model, The University of Texas at El Paso

2009-12 Taskforce Member, Accountability Partner, Leadership Development Institute, The University of Texas at El Paso

2007-09 UTEP IMPACT Seminar Coordinator – Coordinated and conducted an intensive

weeklong faculty development workshop dealing with the integration of teaching, research, and service every May for a group of faculty specifically

selected to participate in the Seminar; led monthly meetings following the

completion of the workshop.

2006-10 Mentor, College Assistance Migrant Program (CAMP) Mentor

2006-08 UTEP National Science Foundation ADVANCE Institutional Transformation

for Faculty Diversity Fellow (College of Business Administration representative)

2007 Member, Promotion and Tenure Committee for Dr. Sergio Pena (Graduate

School)

2006 Member, University Strategic Thinking Committee

2004-06 Secretary, Faculty Senate

2004-06 Member, Faculty Senate Executive Council

2005-06 Member, Tuition and Fees Master Planning Committee

2005-06 Member, University Fees Advisory Committee

2005 Discussion Leader, Teachers for a New Era Conference (UTEP)

2001-04 Member, Faculty Senate Executive Council

2003 Member, Faculty Senate Teaching Effectiveness Committee

2002 Member, University Committee on Senior Experience

2001-02 Member, Faculty Senate Information Technology Committee

2001-02 Member, Dean of the College of Business Administration Search Committee – Appointed by the University President

2001 Member, IPED Advisory Council

2001 Member, Faculty Senate Union and Bookstore Committee

2001 Panel Member, Tenure Portfolio Workshop, CETaL

2000 Member, University of Texas System Telecommunications and Information

Technology Committee (UT Telecampus)

2000 Member of the Faculty Senate Union and Bookstore Committee

1999-2000 Faculty Senate Representative for the Department of Marketing and

Management

1999 Graduate Council Representative for the College of Business

1996 Member, Editorial Advisory Board, *The Honors Journal*

1995-97 Member, Faculty Senate Research Committee

1995-97 Member, The University Honors Program Committee

1995-97 Member, University Style Committee for the World Wide Web (WWW)

1995-97 Participated in the Annual UTEP Alumni Phone-a-Thon

**COLLEGE**

2016 Chair, College Honors Program Ad Hoc Committee

2014-15 Member, Search Committee for Chair, Department of Accounting and Information Systems

2011 Advisor, Coca-Cola MBA Engagement Project

2009-10 Advisor, MBA Business Solutions Group, DeWalt Project

2004-07 Member, Doctoral Program in International Business Policy Committee   
  
2004 Member, College of Business Merit Policy Committee

2004 Interviewer at the 2004 AMA Summer Marketing Educators’ Conference for the International Business Position Search

2003-04 Member, International Business Search Committee

2002 Member, College of Business Scholarship Committee  
  
2000-01 Member, Committee for the development of a Ph.D. in International Business

2000 Developed Discussion Web for the College of Business 2020 Vision

2000 Department Representative on the College of Business’ Strategic Planning

Committee

1999 Member, College of Business Technology Committee

1995-97 Member, College of Business Administration Committee on Computer Planning

**DEPARTMENT**

2006- Chair, Department of Marketing and Management

2005 Chair, Undergraduate Curriculum Committee

2004-05 Chair, Faculty Development Committee

2003-04 Member, Marketing Search Committee

2004 Organizer and presenter, Faculty Curriculum Seminar (with R. Posthuma)

2003-04 Member, Faculty Development Committee

2003-04 Member, Undergraduate Curriculum Committee

2003-04 Member, Strategic Management Search Committee

2003 Member, Merit Review Committee

2002 Member, Strategic Management Search Committee

2002 Member, Merit Review Committee

2001 Member, Merit Review Committee

2001 Chair, Marketing Faculty Search Committee

2000 Conducted Peer Evaluation and Review of Teaching Presentation and Effectiveness for MKT 3300

2000 Chair, Marketing Faculty Search Committee

2000 Participated in the development of the Annual Program Review of the Department of Marketing and Management

1999-2000 Member, Marketing Faculty Search Committee

1995 Created Department of Marketing and Management Inaugural Home Page for the World Wide Web (WWW)

1995 Conducted Peer Evaluation and Review of Teaching Presentation and Effectiveness for MKT 3495 and MKT 3302

1995 Departmental Curriculum and Mission Planning Committee, Department of Marketing and Management, College of Business Administration

1995 Designed Department of Marketing and Management Promotional Brochure for incoming students

1995-1997 Faculty Advisor, The University of Texas at El Paso Chapter of the American Marketing Association (AMA). Chapter received the **1995-96 and 1996-1997 Performance Awards and the 1995-96 Outstanding Community Service Award from National AMA**. Also, it received **Certificates of Appreciation from Junior Achievement and Career Services**

**OTHER (COMMUNITY, INTERVIEWS, ETC.)**

2008 Provided guidance to the City of El Paso Economic Development Department regarding Cross-Border Retailing Study

1994- Interviewed by the *El Paso Times* and the *Dallas Morning News* on numerous topics in retailing and international business

2006 “Cross-Border Shoppers,” ***Value Retail News*** – A Publication of the International Council of Shopping Centers (published interview)

2001-2002 Member, El Paso Chamber of Commerce Entrepreneurship Acculturation Sub-Committee

1997 Reviewed the 1997 Greater El Paso YMCA Marketing Plan

1997 Served on the Judging Committee for new slogan of the United States Postal Service’s new El Paso Distribution Center

1996 Served as Faculty-In-Residence at the World Trade Center El Paso/Juarez. Developed a comprehensive marketing plan, created database of current and prospective members, and designed promotional materials including a WWW home page, newsletters, and direct mailings

1996-1997 Served as consulting editor of the World Trade Center El Paso/Juarez’s Newsletter, *The Internationalist*

1. **MEMBERSHIPS**

1994- Member, American Marketing Association (AMA)

1999- Member, Association of International Business (AIB)

1992 Lifetime Member, The International Honor Society in Economics of Omicron Delta Epsilon

1987 Lifetime Member, The Business Honor Society of Beta Gamma Sigma

1987 Lifetime Member, Golden Key National Honor Society

1987 Lifetime Member, The Honor Society of Phi Kappa Phi

1. **OTHER PRESENTATIONS/SPEECHES**

2013 Conducted Workshops on Value Chain and Organizational Strategy at Texas Tech University – Paul L. Foster School of Medicine

2001 Conducted Seminar for Continuing Education on Global Trade

2001 Conducted two seminars (e-commerce and strategic marketing) for the 3rd Small Business Executive Education Program

2001 Presented a seminar on Marketing Segmentation to the Sierra-Providence Health Network (Marketing Department)

2000 Conducted two seminars (e-commerce and global marketing) for the 2nd Small Business Executive Education Program

2000 Conducted seminar on Privacy in the Internet Era for the Center for Lifelong Learning at the University of Texas at El Paso

2000 Presentation at the Family Business Forum on Marketing on the World Wide Web

2000 Presentation to UTEP AWARE Program Participants on the Use of Multimedia Technology in the Classroom

1999 Presentation during COBA Business Advisory Council Progressive Dinner for the opening of new computer-equipped classrooms

1996 Presentation at COBA Business Advisory Council meeting on Student Participation in College-Company Collaborative Programs (World Trade Center El Paso/Juarez)

1996 Invited presentation at the El Paso University Presbyterian Church on the *“Impact of NAFTA on the El Paso Economy*.”

1995&1999 Conducted Seminars on International Franchising at the University of Texas at El Paso Franchise Center

1995 Participated as a speaker in the 1-Day MBA program offered by the College of Business Administration to company executives.

Topic: The Global Marketing of Products and Services

1995 Made presentations on International Marketing Opportunities in Mexico and Latin America at the Downtown and Westside Branches of El Paso Chamber of Commerce

1. **FACULTY DEVELOPMENT: OTHER EVIDENCE OF MAINTENANCE OF RELEVANCE AND CURRENCY**

2009-14 Participated in the Sun Conference for Teaching and Learning, El Paso, Texas

2015 Participated in the 2015 AMA Summer Educators’ Conference in Chicago, IL

2013 Participated in the 2013 AMA Summer Educators’ Conference in Boston,

Massachusetts

2011 Participated in the 2011 AMA Summer Educators’ Conference in San   
Francisco, California

2010 Participated in the 2010 AMA Summer Educators’ Conference in Boston,

Massachusetts

2009 Participated in the 2009 AMA Summer Educators’ Conference in Chicago,

Illinois

2008 Participated in the 2008 AMA Summer Educators’ Conference in San Diego,

California

2006 Participated in the 2006 AMA Summer Educators’ Conference in Boston,

Massachusetts

2004 Participated in the 2004 AMA Summer Educators’ Conference in Boston, Massachusetts

2004 Participated in week-long workshop (IMPACT Seminar) on integrating teaching, research and service as well as leadership development

2002 Participated in the 2002 AMA Summer Educators’ Conference in San Diego, California

2001 Participated in the 2001 Association for Consumer Research (ACR) Conference in Austin, Texas

2001 Participated in IDEA Workshop on Assessing Student Learning: Practical Solutions for Difficult Problems in San Antonio, Texas (funded through CETal)

2000 Participated in the University of Texas at El Paso Digital Media Center’s Summer Academy for Professors

2000 Attended the 2000 Direct/Interactive Marketing Institute for Professors in San Francisco, California

2000 Attended the 2000 Initiative for a Competitive Inner-City (ICIC) Conference in Kansas City, Missouri

1999-2000 Attended/participated in “Teaching Portfolio Series” seminars offered by the Center for Effective Teaching and Learning at the University of Texas at El Paso

1999 Attended “NAFTA: The First Five Years,” An International Economic Conference, El Paso, Texas

1999 Attended the American Marketing Association Summer Educators’ Conference, San Francisco, California

1997 Attended the Academy of Marketing Science Conference, Coral Gables, Florida

1997 Attended the Academy of International Business – Southwest Annual Conference, New Orleans, Louisiana

1996 Attended the American Marketing Association Summer Educators’ Conference, San Diego, California

1996 Attended the Annual Academy of Marketing Science Conference, Phoenix, Arizona

1996 Attended the “NAFTA Symposium” at Texas A&M University, College Station, Texas

1995 Attended Association for Consumer Research Conference, Minneapolis, Minnesota

1995 Attended American Marketing Association International Collegiate Conference, New Orleans, Louisiana

1995 Participated in “The Challenge of NAFTA,” workshop sponsored by the El Paso Branch of the Federal Reserve Bank of Dallas, El Paso, Texas

1995 Participated in “State of the Region,” workshop, sponsored by the Economic Development Council and the College of Business Administration, University of Texas at El Paso, El Paso, Texas

1994 Attended Academy of International Business Conference, Boston

1993 Attended American Marketing Association Summer Educators’ Conference, Boston, Massachusetts

1993 Attended Association for Consumer Research Conference, Nashville, Tennessee

1993 Attended the Canada/U.S. Law Institute Conference on “An Industrial Policy for North America (Canada/U.S.): Legal and Economic Considerations,” Eastlake, Ohio

1. **OTHER HONORS AND AWARDS**

1992 Graduate Student Award for Scholastic Excellence at Kent State University

1985-1987 Recipient of a Fulbright/Cyprus-America Scholarship Program (CASP) Scholarship at West Virginia University