

Susan M. Mudambi

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EDUCATION

University of Warwick, Warwick Business School, United Kingdom
Ph.D., 1999, Business Studies / Marketing. Committee: Peter Doyle & Veronica Wong
Dissertation: *The Importance of Branding in Industrial Markets*

Cornell University, Ithaca, New York
M.S., 1985, Agricultural Economics. Concentrations in Marketing & Public Policy

Miami University, Oxford, Ohio
B.A. magna cum laude, 1980, Public Administration & Sociology

ACADEMIC EXPERIENCE

- 7/17 to date **PROFESSOR of MARKETING**
TEMPLE UNIVERSITY, Fox School of Business, Philadelphia PA, USA
Marketing and Supply Chain Management Department - *Primary appointment*
Management Information Systems (MIS) - *Affiliated faculty since 01/09*
- 7/10 to 6/17 **RESEARCH ASSOCIATE PROFESSOR of MARKETING**
TEMPLE UNIVERSITY, Fox School of Business, Philadelphia PA, USA
- 7/08 to 7/10 **ASSOCIATE PROFESSOR OF MARKETING** (Instructional/Teaching)
TEMPLE UNIVERSITY, Fox School of Business, Philadelphia PA, USA
- 8/00 to 6/08 **VISITING ASSISTANT PROFESSOR of MARKETING**
TEMPLE UNIVERSITY, Fox School of Business, Philadelphia PA, USA
- 8/98 - 8/00 **ASSISTANT PROFESSOR of MARKETING**
JOHN CARROLL UNIVERSITY, University Heights, Ohio, USA
- 8/96 - 7/98 **SENIOR LECTURER**
THE OPEN UNIVERSITY BUSINESS SCHOOL, Milton Keynes, UK
- 9/94 - 7/96 **SENIOR LECTURER**
OXFORD BROOKES UNIVERSITY, Oxford, UK

RESEARCH IMPACT

Research on marketing strategy, with special interests in the role of technology in marketing and international business. Expertise in business relationship strategies, digital marketing, and branding. 6500+ citations in [Google Scholar](https://scholar.google.com/). 1 article with 3000+ citations. 12 articles with 100+ citations. Top 10% of Authors on SSRN by downloads. 10 Most Highly Cited Fox School Faculty, 2010-2014

ACADEMIC LEADERSHIP

Senior leadership of Executive DBA program 2013-present, and Marketing PhD program 2012-2017. Mentor of doctoral students and junior faculty, with extensive editorial review board leadership.

TEACHING EXPERTISE

Teaching expertise at undergraduate, MBA, PhD, and DBA levels, including marketing management, digital marketing, sales management, buyer behavior, marketing communications, and scientific inquiry.

Blessley, Misty and Susan M. Mudambi (2022), "A Trade War and a Pandemic: Disruption and Resilience in the Food Bank Supply Chain," *Industrial Marketing Management*, 102 (April), 58-73.

Brown, Brian P., Kunal Swani, and Susan M. Mudambi (2020), "Introduction to the Special Issue: B2B Advertising," *Industrial Marketing Management*, 89 (August), 578-580. Available online 16 February 2020. Citations: 4

Swani, Kunal, Brian P. Brown and Susan M. Mudambi (2020), "The Untapped Potential of B2B Advertising: A Literature Review and Future Agenda," *Industrial Marketing Management*, 89 (August), 581-593. Available online 25 May 2019. Citations: 22

Barbro, Patrick, Susan M. Mudambi and David Schuff (2020), "Do Country and Culture Influence Online Reviews? An Analysis of a Multinational Retailer's Country-Specific Sites," *Journal of International Consumer Marketing*, 32(1), 1-14. Available online 09 July 2019. Citations: 10

Mudambi, Susan M., Jay I. Sinha and Dori Shae Taylor (2019), "Why B-to-B CEOs Should be More Social on Social Media," *Journal of Business-to-Business Marketing*, 26(1), January, 103-105. Citations: 10

Mudambi, Ram, Susan M. Mudambi, Debmalya Mukherjee and Vittoria G. Scalera (2017), "Global Connectivity and the Evolution of Industrial Clusters: From Tires to Polymers in Northeast Ohio," *Industrial Marketing Management*, 61 (February), 20-29. Citations: 45

Makarem, Suzanne C., Michael F. Smith, Susan M. Mudambi and James M. Hunt (2014), "Why People Don't Always Follow the Doctor's Orders: The Role of Hope and Perceived Control," *Journal of Consumer Affairs*, 48(3), Fall, 457-485. Citations: 22

Haakonsson, Stine, Jensen, Peter Ørberg, and Susan M. Mudambi (2013), "A Co-Evolutionary Perspective on the Drivers of International Sourcing of Pharmaceutical R&D to India," *Journal of Economic Geography*, 13(4), July, 677-700. Citations: 40

Graf, Michael, Susan M. Mudambi, Bodo Schlegelmilch, and Stephen Tallman (2013), "Outsourcing of Customer Relationship Management: Implications for Customer Satisfaction," *Journal of Strategic Marketing*, 21(1), February, 68-81. Citations: 31

Mudambi, Ram, Susan M. Mudambi, Arif Khurshed, and Marc Goergen (2012), "Multinationality and the Performance of IPOs," *Applied Financial Economics*, 22(10), May, 763-776. Lead article. Citations: 22

DiRusso, David, Susan M. Mudambi, and David Schuff (2011), "Determinants of Prices in an Online Marketplace," *Journal of Product and Brand Management*, 20(5), September, 420-428. Citations: 23

Chelekis, Jessica and Susan M. Mudambi (2010), "MNCs and Micro-Entrepreneurship in Emerging Economies: The Case of Avon in the Amazon," *Journal of International Management*, 16(4), December, 412-424. Citations: 55

Mudambi, Susan M. and Stephen Tallman (2010), "Make, Buy or Ally? Theoretical Perspectives on Knowledge Process Outsourcing Through Alliances," *Journal of Management Studies*, 47(8), December, 1434-1456. Citations: 331

Mudambi, Susan M. and David Schuff (2010), "What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com," *MIS Quarterly*, 34(1), March, 185-200. Citations: 3001
SSRN All Time Top 10 Download list for Computer Mediated Communication, September 2015

Makarem, Suzanne C., Susan M. Mudambi, and Jeffrey S. Podoshen (2009), "Satisfaction in Technology-Enabled Service Encounters," *Journal of Services Marketing*, 23(3), 134-144. Citations: 170

Lead article. Highly Commended Award Winner at the Literati Network Awards for Excellence 2010

Mudambi, Susan M., Terence A. Oliva, and Ellen F. Thomas (2009), "Industrial Marketing Firms and Knowledge Transfer: Toward a Basic Typology of Community Structures," *Industrial Marketing Management*, 38(2), February, 181-190. Citations: 17

Contractor, Farok J. and Susan M. Mudambi (2008), "The Influence of Human Capital Investment on the Exports of Services and Goods: An Analysis of the Top 25 Services Outsourcing Countries," *Management International Review*, 48(4), 433-445. Citations: 132

Mudambi, Ram, Susan M. Mudambi, and Pietro Navarra (2007), "Global Innovation in MNCs: The Effects of Subsidiary Self-Determination and Teamwork," *Journal of Product Innovation Management*, 24(5), September, 442-455. Citations: 215

Graf, Michael and Susan M. Mudambi (2005), "The Outsourcing of IT-Enabled Business Processes: A Conceptual Model of the Location Decision," *Journal of International Management*, 11(2), 253-268. Citations: 335

Most cited *Journal of International Management* article in last 5 years (Oct. 2009 to March 2010)
Science Direct Top 25 Hottest Article (most downloaded) July 2005 to June 2007; and July to September 2009

Mudambi, Ram and Susan M. Mudambi (2005), "Multinational Enterprise Knowledge Flows: The Effect of Government Inward Investment Policy," *Management International Review*, 45 (Sp Issue 2), 155-178. Citations: 42

Aggarwal, Raj and Susan M. Mudambi (2004), "Strategic Repositioning in Industrial Distribution: A Framework and U.S. Case Study," *Journal of Marketing Channels*, 12 (2), 27-51. Citations: 1

Mudambi, Susan and Raj Aggarwal (2003), "Industrial Distributors: Can They Survive in the New Economy?," *Industrial Marketing Management*, 32 (4), 317-325. Citations: 102

Mudambi, Susan (2002), "Branding Importance in Business-to-Business Markets: Three Buyer Clusters," *Industrial Marketing Management*, 31 (6), 525-533. Citations: 704

Science Direct Top 25 Hottest Article (most downloaded) April to June 2009; October 2009 to September 2010; January to December 2011; January to December 2012; January to December 2013; January to March 2014; April to June 2014; July to September 2014

Mudambi, Ram and Susan Mudambi (2002), "Diversification and Market Entry Choices in the Context of Foreign Direct Investment," *International Business Review*, 11(1), 35-55. Citations: 152

Mudambi, Susan McDowell, Peter Doyle and Veronica Wong (1997), "An Exploration of Branding in Industrial Markets," *Industrial Marketing Management* (26), 5, 433-446. Citations: 587

Reprinted in: *Brand Management: An Edited Text*, Leslie de Chernatony, ed. Aldershot, UK: Ashgate, 1998.

Mudambi, Susan McDowell (1996), "The Games Retailers Play," *Journal of Marketing Management*, 12 (8), November, 695-706. Citations: 23

Mudambi, Susan McDowell (1996), "More Than Language: An Exploratory Study of Multinational Diversity," *Journal of European Business Education*, 5(2), 45-55.

Mudambi, Ram and Susan McDowell Mudambi (1995), "From Transaction Costs to Relationship Marketing: A Model of Buyer-Supplier Relations," *International Business Review*, 4(4), 419-33.
Citations: 60

Mudambi, Susan McDowell (1994), "A Topology of Strategic Choice in Retailing," *International Journal of Retail and Distribution Management*, 22(4), 33-41. Citations: 40

McDowell, Susan and William Lesser (1987), "The Effects of Unions on Labor Productivity," *Agribusiness: An International Journal*, 3(3), 273-80. Citations: 2

BOOKS AND BOOK CONTRIBUTIONS

Chitturi, Pallavi and Susan M. Mudambi (2018), "Building Brand Value in Business Markets," in *B-to-B Marketführung: Grundlagen, Konzepte und Best Practices [B-to-B Brand Management: Fundamentals, Concepts, and Best Practices]*, 2nd edition, edited by Carsten Baumgarth. Springer. ISBN 978-3-658-05096-2

Chitturi, Pallavi and Susan M. Mudambi (2009), "Building Brand Value in Business Markets," in *Optionen der B-to-B-Markenpositionierung – Generierung von Wert für den Kunden durch Marken [B-to-B Brand Management: Fundamentals, Concepts, and Best Practices]*, edited by Carsten Baumgarth. Istanbul: Gabler Verlag Publishing. Citations: 8

Graham, Johnny and Susan M. Mudambi (2016), "Looking to the Future of B2B Branding," Chapter 18 in *The Routledge Companion to Contemporary Brand Management*, edited by Francesca Dall'Olmo Riley, Jaywant Singh, and Charles Blankson. Routledge, July. Citations: 5

Burch, Gordon, C. Anthony Di Benedetto and Susan M. Mudambi (2014), "Leveraging Information Systems for Enhanced Product Innovation," in *Handbook of Strategic e-Business Management*. Springer, March, pp. 211-216. Citations: 30

Chelekis, Jessica and Susan M. Mudambi (2013), "Case Study: Direct Selling at the Base of the Pyramid," in *Global Business*, 3rd edition, by Mike Peng. South-Western Cengage Learning.

Mudambi, Susan M. and Jonathan Doh (2012), "Broadening the Conceptual and Phenomenological Scope of Offshoring," in *The Offshoring Challenge: Strategic Design and Innovation for Tomorrow's Organization*, edited by Torben Pedersen, Lydia Bals, and Peter Ørberg Jensen. Springer Design Engineering Series. Citations: 2

Tallman, Stephen and Susan M. Mudambi (2012), "Offshoring and Outsourcing of Customer-Oriented Business Processes: An International Transaction Value Model," in *The Offshoring Challenge: Strategic Design and Innovation for Tomorrow's Organization*, edited by Torben Pedersen, Lydia Bals, and Peter Ørberg Jensen. Springer Design Engineering Series. Citations: 2

Mudambi, Ram and Susan M. Mudambi (2001), "Product Diversification and Foreign Market Entry Choices by Multinational Firms," in *Globalization, Technology and Trade*, edited by Hans Singer, Neelambar Hatti and Rameshwar Tandon, New World Order Series, Volume 19. New Delhi: B.R. Publishing.

DeChernatony, Leslie, Susan Mudambi, and Francesca Dall'Olmo Riley (1999), *Brands as an Application of Knowledge Management*. Milton Keynes UK: The Open University Business School. (ISBN 0 7492 9582 1). Textbook used in worldwide programs.

Mudambi, Susan McDowell, Peter Doyle and Veronica Wong (1997), "An Exploration of Branding in Industrial Markets," *Industrial Marketing Management* (26), 5, 433-446. Reprinted in *Brand Management: An Edited Text*, Leslie de Chernatony, ed., Aldershot, UK: Ashgate, 1998.

Mudambi, Ram and Susan McDowell Mudambi (1998), "A Model of Buyer-Supplier Relations with Implications for the Multinational Firm," in *The Organisation of the Firm: International Business Perspectives*, edited by Ram Mudambi and Martin Ricketts. London: Routledge, 126-144. Citations: 8

RESEARCH GRANTS

Temple CIBER International Business Research Award, 2020. December. Grant of **\$4250** for the project, "The Effect of the U.S.-China Trade War and the COVID-19 Pandemic on the Effectiveness of the Promotion of U.S. Agricultural Exports", with Misty Blessley.

Temple Interdisciplinary Young Scholars Program, 2019. November. Grant of **\$600** for the project, "Hard as a rock: How packaging rigidity influences product perceptions and purchase intentions", with Patricia Ciavarello and Maureen Morrin.

Temple Interdisciplinary Young Scholars Program, 2019. November. Grant of **\$1500** for the project, "Do fake news disclaimers correct brand impressions? An investigation," with Debashish Ghose and Joydeep Srivastava.

Temple Interdisciplinary Young Scholars Program, 2018. November. Grant of **\$500** for the project, "The role of social media in B2B CEO thought leadership," with Pallavi Chitturi and Dori Shae Taylor.

Temple Interdisciplinary Young Scholars Program, 2017. December. Grant of **\$1250** for the project, "Split by satire: An examination of brand stories in social media," with Debashish Ghose, Joydeep Srivastava, and Subodha Kumar.

Temple CIBER International Business Research Award. 2016. December. Grant of **\$4375** for the project, "Fighting fakes: Consumer co-creation of counterfeit risk reduction," with Nina Huang.

Temple Interdisciplinary Young Scholars Program, 2016. December. Grant of **\$1500** for the project "Dispose or re-use? Consumer perspectives on the sustainability of medical supplies," with Amy Sheikh.

Amazon Cloud Credits for Research Program, 2016. July. Grant of approximately **\$10,000** in computational resources for the project, "Analyzing book to film adaptations," with Nina Huang.

Temple Interdisciplinary Young Scholars Program, 2015. December. Grant of **\$1000** for the project: "How film adaptations affect book sales and book reviews: The hidden costs of fame and fortune," with Nina Huang.

Temple Interdisciplinary Young Scholars Program, 2014, May and November. Grants of **\$775** and **\$1550** for the project: "The effects of post-entry changes in retail format and ownership on firm performance," with Izzet Darendeli and Rob Hamilton.

Temple Interdisciplinary Young Scholars Program, 2014, January. Grant of **\$2000** for the research project: "An analysis of online review content and star ratings," with David Schuff and Zhewei Zhang.

Visiting Scholar, 2011. University of Sydney, Australia, Department of International Business, June.

Temple Interdisciplinary Young Scholars Program. 2011. Grant of **\$1810** for researching customer engagement with online product reviews, with David Schuff.

Temple CIBER Faculty Fellows Program. 2004-2005. Grant of **\$1000** for researching the policy implications of the international outsourcing of business processes.

SAP Innovation Institute. 2002-2003. Grant of **\$181,000** to Susan Mudambi and Rosalie Ocker for assessing organizational barriers and readiness for the implementation of Customer Relationship Management (CRM) systems.

DoubleChain Consulting Company. 2001-2002. Grant of **\$50,000** to Susan Mudambi and Rosalie Ocker for research on customer satisfaction and e-business in the chemical industry.

CONFERENCE PAPERS AND PANELS

Ghose, Debashish, Susan M. Mudambi and Subodha Kumar (2021), "Brands in News Headlines: The Effect on Social Media Engagement," *Production and Operation Management Society (POMS) 31st Annual Conference*, May.

Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2020), "Brands in News Headlines: The Effect on Social Media Engagement," *2020 American Marketing Association (AMA) Winter Educators' Conference*, San Diego, February, poster.

Chabowski, Brian, Daekwan Kim, Susan M. Mudambi, and Narongsak (Tek) Thongpapanl, (2020), "The Intersection of International Marketing and Technology Special Session," *2020 American Marketing Association (AMA) Winter Educators' Conference*, San Diego, February, refereed panel.

Graham, Johnny and Susan M. Mudambi (2019), "Approval and Accomplice: Towards a Better Understanding of Brands in Subcultures," *2019 Association for Consumer Research (ACR) Conference*, October, Atlanta, competitive paper.

Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2019), "The Impact of Brand Mentions in News Headlines on Social Media Engagement," *2019 INFORMS Annual Meeting*, October, Seattle.

Darendeli, Izzet, Masaaki Kotabe and Susan M. Mudambi (2019), "A Dynamic View of Post-Entry Ownership Choices of MNEs: Evidence from Retailing Industry 1990-2015," *2019 Annual Conference of the Academy of International Business (AIB)*, Copenhagen, June.

Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2019), "An Examination of Engagement of Satirical and Traditional News Stories in Social Media," *Production and Operation Management Society (POMS) 30th Annual Conference*, Washington, D.C., May.

Mahoney, Kevin, Eric Eisenstein and Susan M. Mudambi (2018), "What Determines the Patient Experience? Comparing Yelp Reviews of Urgent Care Centers and Emergency Rooms," *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., October.

Eisenstein, Eric, Jessica Keech, Neha Mittal, and Susan M. Mudambi (2018), "Conflict Minerals and the Promotion of Socially Responsible Supply Chains," *2018 Annual Conference of the Academy of International Business (AIB)*, Minneapolis, June, competitive paper.

Mudambi, Susan M., Peter Magnusson, Saeed Samiee and Gary Knight (2018), "International Marketing and Consumer Behavior in a Digital Economy," **2018 Annual Conference of the Academy of International Business (AIB)**, Minneapolis, June, refereed panel.

Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2018), "An Investigation of the Sharing of Satirical News," **Production and Operations Management (POMS) 29th Annual Conference**, Houston, May.

Barbro, Patrick, Susan M. Mudambi, and David Schuff (2017), "Geography and Online Reviewing Behavior: An International Business Perspective," **2017 iBEGIN Conference**, Venice, December.

Eisenstein, Eric, Jessica Keech, Neha Mittal, and Susan M. Mudambi (2017), "MNE Promotion of Socially Responsible Supply Chains: The Case of Conflict Minerals," **2017 European International Business Academy (EIBA) Conference**, Milan, December.

Mittal, Neha, Susan M. Mudambi and Jessica Keech (2017), "Supply Chain Transparency Laws in Africa: The Complex Case of Conflict Minerals," **2017 International Academy of African Business and Development (IAABD) Conference**, Atlanta, May.

Huang, Ni (Nina) and Susan M. Mudambi (2017), "Consumer Co-Creation of Counterfeit Risk Reduction in an Online Marketplace," **2017 American Marketing Association (AMA) Winter Educators' Conference**, Orlando, February, competitive paper.

Koeck, Eric, David Schuff and Susan M. Mudambi (2017), "Tweets, Retweets and the Brand Positioning of the 2016 U.S. Presidential Candidates," **2017 American Marketing Association (AMA) Winter Educators' Conference**, Orlando, February, competitive paper.

Mudambi, Susan M., David Schuff and Ermira Zifla (2016), "What's "Funny" about Technology Adoption? Humorous Appropriation of Online Review Platforms," **International Conference on Information Systems (ICIS)**, Dublin, December. Citations: 2

Huang, Ni (Nina), Susan M. Mudambi and Rongrong Xu (2016), "Fighting Fakes: Consumer Co-Creation of Counterfeit Risk Reduction," **2016 Annual Conference of the Academy of International Business (AIB)**, New Orleans, June.

Barbro, Patrick, Susan M. Mudambi, and David Schuff (2016), "A Cross-Border Examination of Consumer Differences in Online Reviewing Behavior," **2016 Annual Conference of the Academy of International Business (AIB)**, New Orleans, June.

Mudambi, Susan M. (2016), "How to Generate an Interesting Research Question," Panel on Research Methods, **2016 Annual Conference of the Academy of International Business (AIB)**, New Orleans, June.

Mudambi, Ram, Susan M. Mudambi, Debmalaya Mukherjee and Vittoria G. Scalera (2016), "Global Collaboration and the Evolution of an Industry Cluster," **2016 Academy of International Business United Kingdom and Ireland Conference (AIB-UKI)**, London, April.

Mudambi, Susan M., David Schuff and Zhewei Zhang (2016), "Does the Fault Lie in the Stars? Comparing Distributions of Star-Ratings and Review Text for Online Reviews," **2016 American Marketing Association (AMA) Winter Educators' Conference**, Las Vegas, February.

Mudambi, Ram, Susan M. Mudambi, Debmalaya Mukherjee and Vittoria G. Scalera (2015), "Collaborate Globally and Invent Locally? An Exploration of Cluster Evolution in the Industrial Heartland," **2015 iBEGIN Conference**, Philadelphia, November.

Mudambi, Susan M. (2015), "Business Perspectives on Environmental Sustainability: Challenges and Opportunities," panelist at *2015 Annual Conference of the Academy of International Business (AIB)*, Bangalore, June.

Akaka, Melissa Archpru, Daniel W. Baack, Susan M. Mudambi and Ange Nariswari (2014), "Skin Lightening Practices and Local, Regional and Global Structures of Beauty," *Proceedings of the 2014 Association for Consumer Research Conference*, Baltimore, October.

Mudambi, Susan M. and Vittoria Giada Scalera (2014), "Collaborate Globally and Invent Locally? An Exploration of Innovation in the Industrial Heartland," *2014 Annual Conference of the Academy of International Business (AIB)*, Vancouver, July.

Mudambi, Susan M., David Schuff and Zhewei Zhang (2014), "Why Aren't the Stars Aligned? Analysis of Online Review Content and Star Ratings," *Proceedings of the 2014 Hawaii International Conference on Systems Sciences (HICSS)*, January. Citations: 56

Akaka, Melissa, Daniel Baack and Susan M. Mudambi (2013), "Consumer-Driven Adaptation in International Markets: A Practices Perspective on Beauty Product Consumption," *2013 Annual Conference of the Academy of International Business (AIB)*, Istanbul, June.

Mudambi, Susan M., Thomas Reardon and Bart Minten (2012), "MNCs and Food Security in Emerging Markets: Provocations from India," *2012 American Marketing Association (AMA) Summer Educators' Conference*, Chicago, August.

Winner of the **Best Paper Award**, Emerging Markets Track. Recipient of \$1000 Sheth Foundation prize

Mudambi, Susan M. and Jonathan Doh (2012), "Rethinking the Nature of Offshoring," *Australia and New Zealand International Business Academy (ANZIBA) Annual Conference*, Adelaide, April.

Mudambi, Susan M., Thomas Reardon and Bart Minten (2012), "Entrepreneurship and Food Security in India," *Conference on Leveraging India: Strategies for Global Competitiveness*, Sydney, April.

Mudambi, Susan M. and David Schuff (2011), "An Exploration of the Drivers of Online Customer Review Engagement," *2011 Annual Conference of the Academy of Management (AOM)*, San Antonio, August.

Mudambi, Susan M. and David Schuff (2011), "Cross-Border Perspectives on Consumer Online Reviews," *2011 Annual Conference of the Academy of International Business (AIB)*, Nagoya, June.

Connors, Laura, Mudambi, Susan M. and David Schuff (2011), "Is it the Review or the Reviewer? A Multi-Method Approach to Determine the Antecedents of Online Review Helpfulness," *Proceedings of the 2011 Hawaii International Conference on Systems Sciences (HICSS)*, January. Citations: 165

DiRusso, David, Mudambi, Susan M. and David Schuff (2010), "Price Dispersion in an Online Marketplace," *2010 Annual Conference of the Academy of Management (AOM)*, Montreal, August.

Haakonsson, Stine, Jensen, Peter D. Ørberg, and Susan M. Mudambi (2010), "Drivers and Dynamics of the International Sourcing of Pharmaceutical R&D," *2010 Annual Conference of the Academy of International Business (AIB)*, Rio de Janeiro, June.

Chelekis, Jessica and Susan M. Mudambi (2010), "Direct Sales, Gender and Micro-Entrepreneurship in Amazonian Brazil," *2010 Annual Conference of the Academy of International Business (AIB)*, Rio de Janeiro, June. Winner of the *IJGE/WAIB* 2nd Annual Emerging Scholar Award in Women's Entrepreneurship

Mudambi, Susan M. and David Schuff (2009), "What Makes a Helpful Online Review?" *INFORMS Marketing Science Conference*, Ann Arbor MI, June.

Tallman, Stephen and Susan M. Mudambi (2009), "Offshoring, Outsourcing and Alliances in the Multinational Context," *Third Annual Offshoring Research Conference*, Duke University, March.

Doh, Jonathan and Susan M. Mudambi (2009), "Broadening the Conceptual and Phenomenological Scope of Offshoring", *Third Annual Offshoring Research Conference*, Duke University, March.

Mudambi, Susan M. and David Schuff (2009), "An Elaboration Likelihood Perspective on Online Customer Reviews," *2009 American Marketing Association (AMA) Winter Educators' Conference*, Tampa, February.

Mudambi, Susan M. and Stephen Tallman (2008), "The Outsourcing and Offshoring of Customer-Facing Business Processes," *2008 American Marketing Association (AMA) Summer Educators' Conference*, San Diego, August.

Winner of the **Best Paper Award**, Global and Cross-Cultural Marketing Track

Mudambi, Susan M. and Stephen Tallman (2008), "Theoretical Perspectives on the Sourcing of Knowledge-Based Activities," *Conference on Offshoring & Outsourcing: The Organizational and Geographical Relocation of High-Value Company Functions*, SDA Bocconi, Milan, Italy, April 23-24.

Contractor, Farok J. and Susan M. Mudambi (2007), "The Effect of Human Capital Investment on the Offshoring of Commercial Services," *2007 Annual Conference of the Academy of Management (AOM)*, Philadelphia, August.

Contractor, Farok J. and Susan M. Mudambi (2007), "Do Local Differences in Human Capital Investment Affect Exports?" *2007 Annual Conference of the Academy of International Business (AIB)*, June.

Jiang, Crystal, Kotabe, Masaaki and Susan M. Mudambi (2007), "What Drives Firms' Marketing Outsourcing Decision? An Empirical Analysis of Organizational and Environmental Factors," *2007 Annual Conference of the Academy of International Business (AIB)*, Indianapolis, June.

Mudambi, Susan M. and Stephen Tallman (2007), "The Outsourcing and Offshoring of Customer Relationship Management: A Transactional Value Model," *2007 Outsourcing Research Network Annual Research Conference and Workshop on Offshoring*, Duke University, April.

Contractor, Farok J. and Susan M. Mudambi (2007), "The Offshoring of Commercial Services," *2007 Outsourcing Research Network Annual Research Conference and Workshop on Offshoring*, Duke University, April.

Mudambi, Susan M. (2006), "Business Customer Perspectives on Branding," *2006 American Marketing Association (AMA) Winter Educators' Conference*, February.

Contractor, Farok J. and Susan M. Mudambi (2005), "Global Outsourcing of Services: The Location Decision," *2005 Annual Conference of the Academy of Management (AOM)*, Honolulu, August.

Contractor, Farok J. and Susan M. Mudambi (2005), "The International Outsourcing of Business Services: An Examination of the Location Decision," *2005 Annual Conference of the Academy of International Business (AIB)*, Quebec City, July.

Mudambi, Susan M., Podoshen Jeffrey P. and Suzanne C. Makarem (2005), "The Role of Technology and the Human Touch in Customer Service," *2005 European Marketing Academy (EMAC) Conference*, University of Bocconi, Milan, May.

Mudambi, Susan M. and Michael Graf (2004), "CRM Outsourcing in the B-to-B Global Marketplace," *2004 American Marketing Association (AMA) Summer Educators' Conference*, Boston, August.

Mudambi, Susan M. and Rosalie Ocker (2004), "Evaluating Investments in Customer Relationship Management: Voices of Managers on CRM Objectives and Metrics," *ISBM 2004 Business Marketers Academic Conference*, Harvard Business School, August.

Mudambi, Ram, Susan M. Mudambi, Arif Khurshed, and Marc Goergen (2004), "Going Global and Going Public: The Effect of Multinationality on the Performance of Newly Public Firms," *2004 Annual Conference of the Academy of International Business (AIB)*, Stockholm, July.

Mudambi, Susan M. and Michael Graf (2004), "International Outsourcing of IT-Enabled Business Processes," *5th Annual International Business Research Forum*, Temple University, Philadelphia.

Mudambi, Susan M. and Jeffrey S. Podoshen (2003), "Customer Satisfaction in Telephone-Based Service Encounters: The Role of Technology and the Human Touch," *2003 American Marketing Association (AMA) Summer Educators' Conference*, Chicago, August.

Ocker, Rosalie and Susan M. Mudambi (2003), "Assessing the Readiness of Firms for CRM: A Literature Review and Research Model," *Proceedings of the 2003 Hawaii International Conference on Systems Sciences (HICSS)*, January. Citations: 105

Mudambi, Susan and Ram Mudambi (2002), "Crossing Geographic Boundaries: An Exploration of Call Center Foreign Direct Investment," *Proceedings of the Annual Conference of the Academy of International Business (AIB)*, San Juan, Puerto Rico, June.

Mudambi, Susan (2002), "Salesforce Compensation and the Web: Managing Change in the Information Age," *Proceedings of the American Marketing Association (AMA) Winter Educators' Conference*, Austin, Texas, February.

Mudambi, Susan and Raj Aggarwal (2001), "The Viability of Industrial Distributors in the New Economy," *Proceedings of the Academy of Marketing Science/World Marketing Congress*, Cardiff, Wales, June.

Mudambi, Susan and Raj Aggarwal (2000), "The Global Viability of Industrial Distributors," *Proceedings of the Annual Conference of the Academy of International Business*, Phoenix, Arizona, November 2000.

Mudambi, Ram and Susan McDowell Mudambi (1999), "Product Diversification and Market Entry Choices in the Context of Foreign Direct Investment," *Proceedings of the Annual Conference of the Academy of International Business*, Charleston, South Carolina, November 20-23.

Mudambi, Ram, and Susan McDowell Mudambi (1999), "Product Diversification and Foreign Market Entry Choices by Multinational Firms," *Academy of International Business Northeast Regional Meeting Best Papers and Abstracts*, abstract, Temple University, Philadelphia, June 4-6.

Reprinted in: Singer, Hans, Neelambar Hatti and Rameshwar Tandon, eds. (2001), *Globalization, Technology and Trade*, New World Order Series, Volume 19. New Delhi: B.R. Publishing.

Mudambi, Susan McDowell (1998), "Strategic Segmentation and Cluster Analysis in Industrial Markets," *American Marketing Association (AMA) 1998 Summer Educators' Conference Proceedings*, abstract, Boston, August.

Mudambi, Susan McDowell (1997), "Choice Models in Theory and Practice in Industrial Markets," *American Marketing Association (AMA) 1997 Summer Educators' Proceedings*, abstract, Chicago, August.

Mudambi, Susan McDowell, Peter Doyle and Veronica Wong (1997), "An Analysis of Situational and Decision Factors Affecting Industrial Purchases," *Academy of Marketing Annual Conference Proceedings*, Manchester Metropolitan University, Manchester, UK, July.

Mudambi, Susan McDowell, Peter Doyle and Veronica Wong (1997), "The Value of Branding to the Industrial Customer," *The 26th European Marketing Academy Conference (EMAC) Proceedings*, pp. 1869-1878, Warwick Business School, Coventry, UK, May.

Mudambi, Susan McDowell (1996), "Retail Games," *American Marketing Association (AMA) 1996 Summer Educators' Proceedings*, abstract, San Diego, August.

Mudambi, Susan McDowell (1996), "Choice Models in Theory and Practice," *Marketing Education Group (MEG) Conference Proceedings*, abstract, University of Strathclyde, Glasgow, UK, July.

Mudambi, Susan McDowell, Peter Doyle and Veronica Wong (1996), "A Critical Examination of Branding in Industrial Markets," *The 25th European Marketing Academy Conference (EMAC) Proceedings*, 849-866, Budapest, May.

Mudambi, Susan McDowell (1995), "Rethinking Industrial Branding Research," *American Marketing Association (AMA) 1995 Summer Educators' Proceedings*, Vol. 6, pp. 115-120, Washington, D.C., August.

Mudambi, Susan McDowell (1995), "More than Language: Measuring Learning Experiences and Expectations in a Multinational Marketing Classroom," *Marketing Education Group (MEG) Conference Proceedings*, abstract, p. 954, University of Bradford, UK, July.

Mudambi, Susan McDowell, and Ram Mudambi (1995), "Synthesizing Transaction Cost Economics and Marketing: A Model of a Buyer's Switching Decision," *The 24th European Marketing Academy Conference (EMAC) Proceedings*, Vol. I, pp. 831-846, ESSEC, Paris, France, May.

Mudambi, Susan McDowell, and Ram Mudambi (1994), "Switching to a Backup Supplier," *10th Annual Industrial Marketing & Purchasing (IMP) Conference Proceedings*, Vol. II, pp. 71-94, University of Groningen, The Netherlands, September.

Mudambi, Susan McDowell (1994), "Strategic Choices in Hotel Marketing", *Hospitality Marketing Conference Proceedings*, pp.127-152, Cheltenham, UK, September.

Mudambi, Susan McDowell (1994), "Strategic Games on the Information Superhighway", *Marketing Education Group (MEG) Conference Proceedings*, pp. 646-655, University of Ulster, Coleraine, UK, July.

SUMMARY OF CONFERENCE PRESENTATIONS

American Marketing Association (AMA) – Summer AMA 1995-1998, 2003, 2004, 2007-2009, 2012;
Winter AMA 2002, 2006, 2009, 2016, 2020

Academy of International Business (AIB) – 1999, 2000, 2002, 2004, 2005, 2007-2016, 2018-2021

iBEGIN Conference – 2015, 2016, 2017, 2019

Production Operations Management Society (POMS) – 2018, 2019, 2020, 2021
European International Business Academy (EIBA) - 2017
Association of Consumer Research – 2014
INFORMS Marketing Science – 2009
Academy of Management (AOM) – 2005, 2007, 2010, 2019
International Conference on Information Systems (ICIS) - 2016
Hawaii International Conference on Systems Sciences (HICSS) – 2003, 2011, 2014, 2020
European Marketing Academy (EMAC) – 1995-1997, 2005
Academy of Marketing Science/World Marketing Congress – 2001
Business Marketing Academic Consortium (ISBM/CBIM) – 2000, 2003, 2004
Academy of Marketing (UK) – 1994-1997
Industrial Marketing and Purchasing (IMP) – 1994

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
INFORMS Marketing Science
Academy of International Business (AIB)
Women of the Academy of International Business (WAIB)
Academy of Management (AoM)
Association for Information Systems (AIS)
Executive Doctorate in Business Administration Council (EDBAC)

VISITING ACADEMIC POSITIONS

Visiting Professor, University of Linz, Austria, 2013-2014
Visiting Scholar, University of Sydney, Sydney, Australia, 2012
Visiting Professor, Vienna University of Economics & Business (WU-Vienna), Austria, 2007-2010

RESEARCH HONORS AND AWARDS

Top Researcher Honor, October 2020. Named in PLOS Biology [article](#) as among the top 100,000 researchers worldwide (and/or the top 2% researchers in their fields) in 2019.

Top 10 Most Highly Cited Fox Faculty Member Award, 2010-2014. Fox School Research Award, October 2015.

Best Reviewer Award, 2014 Academy of International Business (AIB), June, Vancouver

Most Highly Cited Article Award, 2010-2014. Fox School Research award, “What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com,” *MIS Quarterly*, co-authored with David Schuff. The article has more than 900 Google Scholar citations.

Best Paper Award, 2012, for the Emerging Markets Track of the 2012 American Marketing Association (AMA) Summer Educators’ Conference, August, Chicago, for the paper, “MNCs and Food Security in Emerging Markets: Provocations from India,” co-authored with Thomas Reardon and Bart Minten. \$1000 prize.

Emerging Scholar Award in Women’s Entrepreneurship, 2010, sponsored by the *International Journal of Gender and Entrepreneurship (IJGE)* and Women in the Academy of International Business (WAIB), for the paper, “Direct Sales, Gender and Micro-Entrepreneurship in Amazonian Brazil”, co-authored with Jessica Chelekis.

Literati Network Award for Excellence, 2010, Highly Commended Award Winner, for the article, "Satisfaction in Technology-Enabled Service Encounters," co-authored with Suzanne C. Makarem and Jeffrey Podoshen (2009), *Journal of Services Marketing*, 23(3), 134-144.

Best Paper Award, 2008, for the Global and Cross-Cultural Marketing Track of the 2008 American Marketing Association (AMA) Summer Educators' Conference, August, San Diego, for the paper, "The Outsourcing and Offshoring of Customer-Facing Business Processes," co-authored with Stephen Tallman.

Best Reviewer Award, 2008 Academy of International Business (AIB), July, Milan

Most Cited Article in the Last 5 Years award, October 2009-March 2010, *Journal of International Management*, for the article, "The Outsourcing of IT-Enabled Business Processes: A Conceptual Model of the Location Decision."

Top 25 Hottest Article Award, April-June 2009, *Industrial Marketing Management*, for the article, "Branding Importance in Business-to-Business Markets: Three Buyer Clusters," awarded July 2009.

Top 25 Hottest Article award, October-December 2007, *Industrial Business Review*, for the article, "Diversification and Market Entry Choices in the Context of Foreign Direct Investment."

Top 25 Hottest Article award, July 2005 to June 2007 (8 continuous quarters), *Journal of International Management*, for the article, "The Outsourcing of IT-Enabled Business Processes: A Conceptual Model of the Location Decision."

SERVICE HONORS

Musser Excellence in Leadership Award for Faculty Service, Fox School of Business, 2017

Outstanding Service Award, Marketing & Supply Chain Management Department, 2010, 2014, 2015

TEACHING HONORS

Executive DBA Faculty of the Year, 2018-2019.

Roundtable Member, Center for Innovation in Technology and Learning, Fox School of Business, Temple University, 2013-2014

Crystal Apple Outstanding Teaching Award, Fox School of Business, 2013

American Marketing Association (AMA) Professor of the Year (2010), awarded by the AMA Chapter of the Fox School of Business, Temple University

Featured faculty, Temple University Faculty Fieldwork program, for teaching excellence, Nov. 2008

Earned Certificate in the Teaching of Higher Education, 1995, Oxford Brookes University

OTHER ACADEMIC HONORS

Selected for the American Marketing Association (AMA) Doctoral Consortium, Univ. of Cincinnati, 1997

Herbert Lehmann Graduate Fellowship at Cornell University

Miami University Alumni Merit Scholarship

RESEARCH REVIEWER SERVICE

Editorial Review Board service

- *Global Strategy Journal*, 2011-present
- *Industrial Marketing Management*, 2019-present
- *Journal of Business Research*, 2019-present
- *Journal of International Business Studies*, 2013-present
- *Journal of International Management*, 2010-present
- *Journal of International Marketing*, 2019-present
- *Journal of Management Studies*, 2011-2017

GUEST EDITING

Editor, Invited Review Article on Cultural Industries, *Journal of International Business Studies*, Sept. 2018 - Dec. 2019

Co-Editor of Special Issue on B2B Advertising, *Industrial Marketing Management*, with Brian Brown and Kunal Swani, May 2019.

Track Co-Chair, Marketplace Access Track, 2019 Subsistence Markets Immersion Conference, Arusha, Tanzania, May.

Track Chair, 2018 Engaged Management Scholarship (EMS) Conference, Research Paper Sessions, Philadelphia, 2018, September.

Session Organizer, Production and Operations Management Society (POMS) 2018 Annual Conference, for Social Media and Internet of Things, Houston, 2018, May.

Track Chair, Academy of International Business Northeast (AIB-NE) 2017 Annual Conference, for International Marketing and Information Systems.

Track Chair, Academy of International Business Northeast (AIB-NE) 2016 Annual Conference, for International Marketing and Information Systems.

Track Chair, Academy of International Business (AIB) 2015 Annual Conference, for International Marketing, Cross-Cultural Marketing and Social Communities

RESEARCH MENTORING WORKSHOPS

Strategic Management Society (SMS), 2018 SMS Special Conference, Doctoral Workshop, Oslo, June.
Strategic Management Society (SMS), 2018 SMS Special Conference, *Global Strategy Journal* Paper Development Workshop, Oslo, June.

Industry Studies Association Conference, 2017 Paper Development Workshop, Washington, D.C.

Industry Studies Association Conference, 2016 Paper Development Workshop, Minneapolis

Academy of International Business (AIB) 2015 Annual Conference, Paper Development Workshop

Academy of International Business (AIB) 2014 Annual Conference, Paper Development Workshop

Australia and New Zealand International Business Association 2012 Annual Conference (ANZIBA),

Doctoral Research Colloquium

AD HOC REVIEWER FOR ACADEMIC JOURNALS (alphabetical)

Asia Pacific Journal of Management

British Journal of Management
Cornell Hospitality Quarterly
Electronic Commerce Research and Applications
European Journal of Information Systems
European Journal of Marketing
Global Strategy Journal
IEEE Transactions on Engineering Management
Industrial Marketing Management
Information and Management
Information Systems Research
International Journal of Production Economics
International Marketing Review
Journal of Business and Industrial Marketing
Journal of Business Research
Journal of Business Strategy
Journal of Computer-Mediated Communication
Journal of Economic Geography
Journal of Interactive Marketing
Journal of International Business Studies
Journal of International Management
Journal of International Marketing
Journal of Management Studies
Journal of Marketing Channels
Journal of Marketing Management
Journal of Marketing Research
Journal of Product Innovation Management
Journal of Purchasing and Supply Management
Journal of Retailing
Journal of Service Research
Journal of Systems Science and Systems Engineering
Journal of World Business
Management International Review
Management Science
Marketing Letters
MIS Quarterly
Organization Studies
PLOS ONE
Psychology and Marketing
Qualitative Market Research
Sociological Methods and Research
Strategic Management Journal

REVIEWER FOR BOOK PUBLISHERS

Oxford University Press (2012)
McGraw-Hill/Irwin (2010)
Sage Publications (2007)
Routledge (2004)
McGraw-Hill (2003)
John Wiley & Sons (2002)
Prentice-Hall (2001)

ACADEMIC CONFERENCE REVIEWER

Extensive reviewing services for more than a dozen annual academic conferences

REVIEWING HONORS

Best Reviewer Award, 2014 Academy of International Business (AIB), June, Vancouver

Best Reviewer Award, 2008 Academy of International Business (AIB), July, Milan

EXECUTIVE DOCTORATE IN BUSINESS ADMINISTRATION (DBA) LEADERSHIP

Academic Director, July 2017-present

- Academic leadership for a flagship program of the Fox School
- Set design and quality expectations for curriculum and research
- Oversee strategic management of the program and ongoing operations
- Identify, recruit, and support research faculty for mentoring DBA student research

Associate Academic Director of Mentorship, 2014-2017

- Created an innovative mentorship structure to facilitate research progress
- Manage the 4-part series of independent research projects each term for all DBA students
- Facilitate student identification and communication of dissertation research topics
- Identify, recruit, and support research faculty for mentoring the research of DBA students
- Support student and faculty research compliance with IRB

Steering Committee Member, June 2013-present

- Advise on student recruitment, admissions, and curriculum
- Collaborate on issues of research standards, student evaluation and program procedures

DBA COURSE INSTRUCTION AND RESEARCH COURSE MANAGEMENT

BA 9802 Scientific Inquiry Through Applied Research

- Innovative curriculum on the philosophy of science and applied business research
- Co-developed and co-delivered initial course, delivered Fall 2014
- Revised course and became primary instructor beginning in Fall 2019

BA 9806 Integrative Perspectives on Business Knowledge

- Innovative curriculum to foster an interdisciplinary approach to applied business research and to integrate ideas and data
- Co-developed and co-delivered initial course, delivered Spring 2015
- Significantly revised course in Spring 2016 and 2017

BA 9883, DBA Directed Reading/Study

- Research Project I, Draft Research Paper Proposal. Coordinate mentorship by DBA research faculty for 20-30 students in summer term of Year 1.
- Research Project II, Research Paper Proposal. Coordinate mentorship by DBA research faculty for 20-30 students in fall term of Year 2.
- Research Project III, Research Paper Proposal. Coordinate mentorship by DBA research faculty for 20-30 students in spring term of Year 2.

BA 9994, DBA Preliminary Examination Preparation

- Research Project IV, Draft Dissertation Proposal. Coordinate mentorship by DBA research faculty for 20-30 students in fall term of Year 3. Evaluation of RP IV serves as the preliminary

comprehensive exam of the DBA program.

BA 9998, DBA Predissertation Research

- Develop and implement guidelines for dissertation proposals
- Advise DBA research faculty on the dissertation proposal development and the dissertation proposal defense process
- Identify and approve the addition of committee members for the dissertation proposal defense.

BA 9999, DBA Dissertation Research

- Develop and implement guidelines for dissertations
- Advise DBA research faculty on the dissertation development and the defense process.
- Identify and approve the addition of external readers for the dissertation defense.

DBA DISSERTATION COMMITTEE SERVICE

Chair, DBA Dissertation Defense Committees

Marcus Collins, 2021
Patricia Ciavarello, 2021 (Co-Chair)
Maureen McGuinness, 2021 (Co-Chair)
Michelle Crouthamel, 2019
Dori Shae Taylor, 2019
Irene Graff, April 2018
Kevin Mahoney, April 2018
Dennis Martin, 2017

Member, DBA Dissertation Defense Committees

Michael Toussaint, 2021
Stephen Sammut, 2020
Michael Todd Tucker, 2020
Michael Chillino, 2020
Lisa Barbaccio, 2019
Samy Govindasamy, 2019
Duane Kirk Little, 2019
Sherri Williams, 2019
Shauna Yeldell, 2019
Jessica Thrasher, June 2018
Christopher Ayanruoah, 2018
Iris Burrell, 2018
Emiliano Finocchi, 2018
William Spudis, 2018
John Abt, 2017
Darrell Edwards, 2017
Leila Bouamatou, 2017
Tah Ahmed Meouloud, 2017
C. Jerry Miller, 2017

DBA Dissertation Proposal Committees

Marcus Collins, October 2020 (Chair)
Maureen McGuinness, October 2020 (Co-Chair)
Patricia Ciavarello, October 2020 (Co-Chair)
Michael James, September 2020
Michael Todd Tucker, November 2019
Michael Chillino, September 2019

Stephen Sammut, July 2019
Lisa Barbaccio, January 2019
Tamara Schwartz, October 2018
Michelle Crouthamel, September 2018 (Chair)
Dori Shae Taylor, September 2018 (Chair)
Irene Graff, January 2018 (Chair)
Kevin Mahoney, January 2018 (Chair)
Christopher Ayanruoah, January 2018
William Spudis, January 2018
Emiliano Finocchi, 2017
Jessica Thrasher, 2017
Dennis Martin, 2017 (Chair)
John Abt, 2016
Darrell Edwards, 2016
Leila Bouamatou, 2016
Tah Ahmed Meouloud, 2016
C. Jerry Miller, 2016

PHD PROGRAM LEADERSHIP

Marketing PhD Program Advisor, 2012-2017, Fox School of Business

- Managed student recruitment, mentoring, TA/RA assignments, PhD curriculum, annual evaluations, and preliminary comprehensive exams for the Marketing PhD program
- Implemented systematic improvements to admissions, curriculum, and student evaluation
- Worked with doctoral faculty for continuous improvement of mentoring and student training
- Mentored all first year students

Administrative Director, Marketing PhD Program, 2010-2012, Fox School of Business

- Tracked student progress. Developed doctoral program procedures and guidelines.
- Represented MSCM Department on Doctoral Programs Committee

Member, Fox School of Business Doctoral Program Committee, 2010-present

- Leadership and service in areas of curriculum and annual research evaluations

Mid-Atlantic Doctoral Symposium (MADS) Conference, Co-Organizer, 2013-2015

- Innovative event brought Marketing faculty and doctoral students from across the Mid-Atlantic region to Alter Hall
- Showcased Fox School's PhD program and student research
- Built regional research network for doctoral faculty, students and alumni

PHD COURSE INSTRUCTION

- Marketing Doctoral Proseminar, 2012-2016
- Co-taught doctoral seminar in Marketing Strategy, Spring 2014

PHD DOCTORAL DISSERTATION COMMITTEE SERVICE

Chair, Dissertation Defense Committees

Nina (Ni) Huang, 2017. Assistant Professor, Arizona State University.
Johnny Graham, 2016. Assistant Professor, Howard University.
Patrick Barbro, 2015. Assistant Professor, Rowan University.

Member, PhD Dissertation Defense Committees

Jessica Keech, April 2017

Ashley Goerke, 2016

Ryann Reynolds-McInay, 2016

Michelle Andrews, 2015

David DiRusso, 2010

Suzanne Makarem, 2010

PhD Dissertation Proposal Committees

Nur Onuklu, January 2021

Debashish Ghose, December 2020 (Co-Chair)

Ni (Nina) Huang, 2016 (Chair)

Johnny Graham, 2016 (Chair)

Jessica Keech, 2016

Ryann Reynolds-McInay, 2015

Patrick Barbro, 2014 (Chair)

Michelle Andrews, 2013

Ashley Goerke, 2013

David DiRusso, 2009

Suzanne Makarem, 2009

PhD Dissertation Defense Committee External Member/Reader

Izzet Darendeli, Strategic Management, Temple University, 2015

Ke Huang, Statistics, Temple University, 2015

Gordon Burtch, Management Information Systems, Temple University, 2013

Jing Chen, Statistics, Temple University, 2010

Anand Pore, International Business, Rutgers University, 2009

RESEARCH MENTORING OF MASTERS AND UNDERGRADUATE STUDENTS

Mentored student research, leading to conference publications

MS in Marketing Research

- Rongrong Xu, 2014-2015. Academy of International Business (AIB), 2016

Alter Research Scholars Program for Undergraduate Research

- Allora Heiberger, 2010-12. International Conference on Information Systems (ICIS), 2016
- Laura Connors, 2006-2010. Hawaii International Conference on Systems Sciences (HICSS), 2011

MARKETING AND SUPPLY CHAIN MANAGEMENT (MSCM) DEPARTMENT SERVICE

MSCM Faculty Promotion Committee, 2019, 2017, Spring. Evaluated applications for NTT promotion.

Outstanding Service Award, Marketing & Supply Chain Management Department, 2010, 2014, 2015

AMA Case Competition Judge, Fox School, November, 2016

Chair, Marketing Seminar Series Committee, 2002-2010. Coordinated the selection of seminar speakers, manage the invitation process, and organize the day-long visit with faculty and doctoral students.

Member, Marketing Department Recruiting Committee, 2010-2013. Assisted with the first-round screening of faculty applicants, and the process for identifying candidates for interviews.

FOX SCHOOL OF BUSINESS SERVICE

Musser Excellence in Leadership Award For Faculty Service 2017

Faculty NTT Promotion Committee, 2020, December. Evaluation of applications for non-tenure track faculty promotion.

Faculty NTT Renewals Committee, 2020, October. Evaluation of applications for non-tenure track faculty renewals.

Doctoral Programs Committee (DPC), 2019, March – present. Represent the DBA program and support areas of common interest. Monthly meetings.

Academic Integrity Workshops

- Developed and delivered interactive workshop on academic integrity, plagiarism, and ethics for entering students
- Fox School PhD orientation, 2009-present
- Fox School DBA orientation, 2015-2019
- MS in Statistics orientation, 2015-present

Team Leader, Translational Research Faculty Retreat, January 2018

Research Judge

- Research Judge, Fox School Annual PhD Student Research Competition
- Research Judge, Temple Interdisciplinary Young Scholars Program, semi-annual research competition, 2011-present

Junior Faculty Mentor, Fox School of Business, 2011-2017. Serve as mentor to new faculty on research, teaching and service responsibilities.

Faculty Search Committee, Tourism and Hospitality, 2013.

TEMPLE UNIVERSITY SERVICE

Selection Committee, Temple University Marketing and Branding, 2013. Provided input to Temple University on the selection of a media buying agency for the university.

Judge, Temple University Writing-Intensive Course Committee (WICC) Prize, 2013. Evaluated entries for contest to recognize student writing improvement and faculty guidance.

Essay Contest Committee Chair, Temple University League for Entrepreneurial Women, 2007-2010.

Temple University Alumni Speaker

- Los Angeles, 2011
- San Francisco, 2011

EXTERNAL ACADEMIC SERVICE

Board Member, Executive Doctorate in Business Administration Council (EDBAC), 2018-present
Faculty Mentor, Women of the Academy of International Business (WAIB), 2015-2016, 2020

Treasurer, International Management Division (3000 members), Academy of Management, 2008-2011

MEDIA COVERAGE

Featured in a variety of media outlets, including *Philadelphia Inquirer*, KYW-Radio, ABC TV-Philadelphia, CBS TV-Philadelphia, NBC TV-Philadelphia, *Footwear Plus*, *Office Line Magazine*, *Philadelphia Business Journal*, *Dinero Magazine*, *Temple News*

MARKETING & MANAGERIAL EXPERIENCE

- 1989 - 1991 **PRODUCT MANAGER**
BELL+HOWELL COMPANY, Allentown, Pennsylvania. Developed marketing strategies for new product development of electronic mail processing products. Created plans for international product launches.
- 1986 - 1988 **PROJECT COORDINATOR**
BELL+HOWELL COMPANY, Allentown, Pennsylvania. Monitored new product development project schedules and spending. Coordinated interdepartmental teams.
- 1986 **MARKET RESEARCH ANALYST** (temporary post)
IBM CORPORATION, Franklin Lakes, New Jersey. Analyzed competition in key sectors. Conducted segmentation analysis of the service industry. Researched opportunities and risks of single sourcing.
- 1985 **MARKET ANALYST**
CORNELL UNIVERSITY/U.S. DEPT. OF AGRICULTURE. Examined industry trends and explored product alternatives in the grape and wine industry. Created and implemented telephone surveys. Developed marketing strategies.
- 1980 - 1982 **LEGISLATIVE ASSISTANT**
THE NATIONAL GRANGE, Washington, D.C. Lobbyist on rural, agricultural and trade issues for a national farm organization. Testified before House and Senate committees.

COMMUNITY SERVICE

- 2020-present **ELECTION POLL WORKER**, Whitpain Township PA
Serve as part of a team of poll workers, machine operators, clerks and assistants to the judge of elections.
- 2010-present **PARK & OPEN SPACE BOARD**, Whitpain Township PA
Chairman, 2011-2018. Vice Chairman, 2010. BLeadership of a 9-person board to advise elected officials on resources, grants, and policies related to parks, open space and trails.
- 2020-present **ECOTOURISM ADVISOR**, Svasara Resorts, India
Advise on digital marketing and corporate social responsibility initiatives.
- 2017-2020 **WALKABILITY INITIATIVE ADVISORY GROUP**, Whitpain Township PA
Contribute to the policies, plans and implementation of walkability and biking initiatives in the Township

- 2014-2016 **COMPREHENSIVE PLAN ADVISORY GROUP**, Whitpain Township PA
 Contributed to the development of goals and specific plans for parks, open space and trails in the Township, in coordination with Montgomery County priorities.
- 2007-present **COMMUNITY ADVISORY GROUP**, Environmental Protection Agency (EPA)
 BoRit Asbestos SuperFund Site, Ambler PA
 Alternate Board Member, 2007-present. Chair, Rules Committee, 2010-2011.
- 2013-present **BOY SCOUTS OF AMERICA**, Cradle of Liberty Council
 Merit Badge Counselor and volunteer.
- 2015 **BOY SCOUTS OF AMERICA**, Venture Crew, Cradle of Liberty Council
 Venture Crew Advisor and participant, Philmont Scout Ranch 10-day trek.
- 2006-present **WHITPAIN RESIDENTS ORGANIZATION**, Blue Bell PA
 Founding member of community advocacy organization on open space and land development issues. Represent more than 1200 residents.
- 2006-2008 **MARKETING ADVISORY COMMITTEE**, Abington Memorial Hospital
 Advised hospital on advertising and marketing communications.