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## CURRICULUM VITAE MATTHEW B. MYERS

**ACADEMIC EXPERIENCE:**

- 2011- present      Nestlé USA Professor and  
Associate Dean of Executive Education  
Executive Director, Global Business Institute  
College of Business Administration, University of Tennessee
- 2008 - 2011      Nestlé USA Professor and  
Head, Department of Marketing & Logistics  
Executive Director, Global Business Institute  
College of Business Administration, University of Tennessee
- 2006 (Spring)      Visiting Professor, Graduate School of Management,  
St. Andrews University, Scotland
- 2004-2008      Nestlé USA Professor and Associate Professor  
Department of Marketing & Logistics  
Director, Global Business Institute  
College of Business Administration, University of Tennessee
- 2001-2004      Assistant Professor  
Department of Marketing and Logistics  
College of Business Administration, University of Tennessee
- 1997-2001      John and Mary Nichols Faculty Fellow  
Assistant Professor of Marketing  
The Michael F. Price College of Business, University of Oklahoma

**EDUCATION:***DEGREE PROGRAMS:*

- Ph.D. in Marketing and International Business**      1997  
The Eli Broad Graduate School of Management  
Michigan State University
- Master of International Business Studies**      1992  
Concentration in Latin American Markets and Spanish Language  
The Darla Moore College of Business  
The University of South Carolina
- Bachelor of Arts - College of Natural Sciences**      1986  
The University of Louisville  
Louisville, Kentucky
-

*CONTINUING:*

Harvard Graduate School of Education – Harvard Institute of Higher Education Management  
Development Program (June 2010)

**BUSINESS EXPERIENCE**

1991-1992     IBM Argentina, S.A. Buenos Aires, Argentina

1987-1990     Merrill, Lynch, Pierce, Fenner, and Smith Louisville, Kentucky

**MILITARY EXPERIENCE**

1979-1982     U.S. Army Airborne, Ft. Kobbe, Canal Zone, Republic of Panama and Hunter  
A.A.F., Georgia.

**RESEARCH AND PUBLICATIONS***Journal Articles*

Mee Shew Cheung, Matthew B. Myers, and J. Thomas Mentzer, "The Value of Relational Learning in Global Buyer-Supplier Exchanges: A Dyadic Perspective and Test of the Pie-Sharing Premise," *Strategic Management Journal* (forthcoming).

Christopher Blocker, Daniel J. Flint, Matthew B. Myers, and Stanley Slater, "Proactive Customer Orientation and its Role in Creating Customer Value in Global Markets," *Journal of the Academy of Marketing Science* (forthcoming).

Mee Shew Cheung, Matthew B. Myers, and J. Thomas Mentzer (2010), "Does Relationship Learning Lead to Relationship Value? A Cross National Supply Chain Investigation," *Journal of Operations Management*, 28 (6), 472-487.

Elizabeth Davis-Sramek, Cornelia Droge, J. Thomas Mentzer, and Matthew B. Myers (2009), "Creating Commitment and Loyalty Behavior among Retailers: What are the Roles of Service Quality and Satisfaction?" *Journal of the Academy of Marketing Science* 37 (4), 440-454.

Matthew B. Myers and Mee Shew Cheung (2008), "Sharing Global Supply Chain Knowledge" *Sloan Management Review*, 49 (Summer), 67-73.

Mee Shew Cheung and Matthew B. Myers (2008), "Managing Knowledge Sharing Networks in Global Supply Chains," *International Journal of Management and Decision Making*, 9(6), 581-599.

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Matthew B. Myers, Cornelia Droge, and Mee Shew Cheung (2007), "The Fit of Home to Foreign Market Environment: An Exploratory Study of the Relationship of Congruence to Performance" *Journal of World Business*, 42, 170-183.

David A. Griffith, Matthew B. Myers, and Michael G. Harvey (2006) "An Investigation of National Culture's Influence on Relationship and Knowledge Resources in Japan and U.S. Inter-Organizational Relationships," *Journal of International Marketing*, 14 (3), 1-32.

David A. Griffith and Matthew B. Myers (2005), "The Performance Outcomes of Strategic Fit of Relational Norm Inter-Organizational Governance Strategies," *Journal of International Business Studies*, 36 (3), 254-269.

Kenneth Kahn and Matthew B. Myers (2005), "Framing Marketing Effectiveness as a Process and Outcome," *Marketing Theory*, 5 (4), 457-470.

Matthew B. Myers, David A. Griffith, Patricia J. Daugherty, and Robert F. Lusch (2004), "Maximizing the Human Capital Equation in Logistics: Education, Experience, Skills," *Journal of Business Logistics*, 25 (1), 211-232. Portions reprinted in the *Warehouse Education and Research Council Bulletin*, October 2004.

Matthew B. Myers (2004), "Implications of Pricing Strategy-Venture Strategy Congruence: An Application Using Optimal Models in an International Context," *Journal of Business Research*, 57 (6), 591-690.

John T. Mentzer, Matthew B. Myers, and Mee Shew Cheung (2004), "Global Market Segmentation for Logistics Services," *Industrial Marketing Management* 33 (1), 15-21.

Lloyd M. Rhinehart, Matthew B. Myers, and James A. Eckert (2004), "Supplier Relationships: The Impact on Security," *Supply Chain Management Review*, 8 (6), 52-63.

Ruth N. Bolton and Matthew B. Myers (2003), "Price-Based Global Segmentation for Services," *Journal of Marketing*, 67 (July), 108-129. Reprinted in *International Marketing* (2007), by Stanley J. Paliwoda and John K. Ryans (eds.)

Michael Harvey, Milorad Novicevic, Thomas Hench, and Matthew B. Myers (2003), "Global Account Management: Supply Side Managerial View," *Industrial Marketing Management*, 32(7), 563-571.

Michael Harvey, Matthew B. Myers and Milorad Novicevic (2002), "The Role of MNCs in Balancing the Human Capital 'Books' Between African and Developed Countries," *International Journal of Human Resource Management*, 13 (7).

Michael Harvey, Matthew B. Myers and Milorad Novicevic (2002), "Managerial Issues Associated with Global Account Management," *Thunderbird International Business Review*, 44 (5), 625-640.

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Patricia J. Daugherty, Matthew B. Myers, and R. Glenn Richey (2002), "Information Support for Reverse Logistics: The Influence of Relationship Commitment," *Journal of Business Logistics*, 23 (1), 85-106.

Matthew B. Myers, S. Tamer Cavusgil, and Adamantios Diamantopoulos (2002), "The Export Pricing Strategy-Export Performance Relationship: A Conceptual Framework and Directions for Future Research," *European Journal of Marketing*, 1/ 2 159-188.

Matthew B. Myers and Stanley F. Fawcett (2002), "A Cross-Cultural Comparison of Caribbean and Mexican Production Sharing Operations: Performance Since NAFTA and the CBI," *Latin American Business Review*, 3 (2), 65-84.

Matthew B. Myers and Michael Harvey (2001), "The Value of Pricing Control In Export Channels: A Governance Perspective," *Journal of International Marketing*, 9 (4), 1-29. Reprinted in *The International Library of Critical Writings on Business and Management, International Marketing* (2008), by Stanley J. Paliwoda and John K. Ryans (eds.)

R. Glenn Richey and Matthew B. Myers (2001), "An Investigation of Information Systems Use in Export Channel Decisions: Antecedents and Outcomes," *International Journal of Physical Distribution and Logistics Management* 31 (5), 334-353.

Stanley E. Fawcett and Matthew B. Myers (2001), "The Impact of Quality, Just-In-Time, Automation, and Employee Development Strategies on Firm Performance: A Comparative Study of Manufacturing, Purchasing, and Logistics Operations," *International Journal of Production Research*, 39 (1), 65-79.

Michael Harvey and Matthew B. Myers (2001) "The Impact of Infrastructure Expansion on the Environment: The Case of Emerging Market Countries," *Global Focus: An International Journal of Business, Economics and Social Policy*, 13 (2).

Matthew B. Myers, Roger Calantone, Thomas Page, and Ray Taylor (2000) "An Application of Multiple Group Causal Models in Assessing Cross-Cultural Measurement Equivalence," *Journal of International Marketing*, 8 (4), 108-121. *The International Library of Critical Writings on Business and Management, International Marketing* (2008), by Stanley J. Paliwoda and John K. Ryans (eds.)

Matthew B. Myers, Patricia J. Daugherty, and Chad A. Autry (2000), "Automatic Replenishment in the Supply Chain: Antecedents and Outcomes," *Journal of Retailing*, 76 (4), 455-482.

Matthew B. Myers and David A. Griffith (2000), "An Investigation of Organizational-And Product-Related Influences of Gray Market Activity," *Journal of Marketing Channels*, 7 (4), 45-60.

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Patricia J. Daugherty, Robert F. Lusch, Matthew B. Myers, and David A. Griffith (2000) "Supply Chain Compensation: Experience, Education, Responsibility, and Skills Count," *Supply Chain Management Review* 4, (3), 64-73.

Michael G. Harvey and Matthew B. Myers, "The Expansion of Infrastructure in Developing Countries and the Resulting Impact on Biodiversity," *Journal of Business and Contemporary Issues*.

Matthew B. Myers (1999), "Incidents of Gray Market Activity Among U.S. Exporters: Occurrences, Characteristics, and Consequences," *Journal of International Business Studies*, 30 (1), 105-126.

Matthew B. Myers and David A Griffith (1999), "Strategies for Combating Gray Market Activity," *Business Horizons*, 42 (6), 2-8.

Patricia J. Daugherty, Matthew B. Myers, and Chad W Autry (1999), "Automatic Replenishment Programs: An Empirical Examination," *Journal of Business Logistics*, 20 (2), 21-42. Portions reprinted in *Managing Logistics*, January 2000.

Michael G. Harvey and Matthew B. Myers (1999), "A Comparison of Infrastructure Development in Select Eastern and Western European Countries: Pre/Post 'Fall of the Berlin Wall,'" *Thunderbird International Business Review*, 41 (1), 83-105.

Shaoming Zou and Matthew B. Myers (1999), "The R&D, Manufacturing, and Marketing Competencies and the Firm's Global Performance: An Empirical Study," *Journal of Global Marketing*, 12 (3), 5-22.

Matthew B. Myers (1997), "The Pricing of Export Products: Why Aren't Managers Satisfied with the Results?" *Journal of World Business*, 32 (3), 277-289. Re-printed in *International Marketing*, Stanley J. Paliwoda and John K. Ryans, Jr., eds. (forthcoming).

Matthew B. Myers (1997), "The Pricing Processes of Exporters: A Comparative Study of the Challenges Facing U.S. and Mexican Firms," *Journal of Global Marketing*, Volume 10, No. 4, pp. 95-115.

Matthew B. Myers and S. Tamer Cavusgil (1996), "Export Pricing Strategy-Performance Relationship: A Conceptual Framework," *Advances in International Marketing*, 8, 159-178.

Matthew B. Myers S.E. Fawcett and S.R. Smith (1996), "Operating in the Caribbean: A Logistics Perspective," *The International Journal of Physical Distribution and Logistics Management*, 26 (9), 20-35.

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## **Books**

Co-editor (with J. Thomas Mentzer and Ted Stank) (2006), *Handbook for Global Supply Chain Management*, Sage Publications.

### ***Book Chapters***

Matthew B. Myers and David A. Griffith (2008), "The Study of Fit in International Business Research: Methodological and Substantive Issues," *Thought Leadership in Advancing International Business Research*, Arie Lewin, S. Tamer Cavusgil, and G. Tomas M. Hult (eds.), Palgrave-Macmillan.

John T. Mentzer, Theodore P. Stank, and Matthew B. Myers (2006), "Why Global Supply Chain Management," in *The Handbook of Global Supply Chain Management*, Sage Publications.

John T. Mentzer, Theodore P. Stank, and Matthew B. Myers (2006), "Global Supply Chain Management Strategy," in *The Handbook of Global Supply Chain Management*, Sage Publications.

Matthew B. Myers, Antonio Borghesi, and Ivan Russo (2006), "Assessing the Global Environment," in *The Handbook of Global Supply Chain Management*, Sage Publications.

S. Tamer Cavusgil and Matthew B. Myers (2000), "International Pricing: The Balancing Act between Local and Global Decision Making," in *Internationales Priesmanagement*, Christian Belz and Joachim Muhlmeyer, eds. St. Gallen Press.

Matthew B. Myers and Glenn S. Omura (1996), "The Internationalization of Doctoral Programs: A Survey of Program Directors," *Internationalizing Doctoral Education in Business*, S. Tamer Cavusgil (ed.). East Lansing, Mich.: Michigan State University Press.

### ***Proceedings, Refereed Conferences, and Other Publications***

Marcel Zondag and Matthew B. Myers, "An Empirical Study of the Fit Between Knowledge Sharing Routines of International Supply Chain Partners and Relational Performance," *Proceedings of the 2010 Academy of International Business Conference*, Rio de Janeiro, Brazil.

Christopher P. Blocker, Daniel J. Flint, and Matthew B. Myers, "Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization," *Proceedings of the 2009 Academy of Marketing Science Conference, Baltimore*. Recipient of the Delozier Best Conference Paper Award.

Mee Shew Cheung and Matthew B. Myers, "What Do We Know About Base-of-the-Pyramid Marketing? A Review of the BOP Literature" *Proceedings of the 2009 Academy of Marketing Science World Marketing Congress*, Oslo, Norway.

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Mee Shew Cheung, Matthew B. Myers, and John T. Mentzer, "A Dyadic Perspective on the Value of Relationship Learning: A Cross National Investigation" *Proceedings of the 2008 Academy of International Business Conference*, Milan, Italy.

Nancy Nix, Matthew B. Myers, and J. Thomas Mentzer, "The Role of Cross-Functional Integration of Global Supply Chain Activities: Dynamically Balancing Global Supply With Demand," *Proceedings of the 3<sup>rd</sup> Annual JIBS/AIB/Ciber Conference on Emerging Research Frontiers in International Business (2005)*, Rotterdam, Netherlands.

Mee Shew Cheung and Matthew B. Myers, "Inter-Firm Knowledge Sharing as a Source of Competitive Advantage in Global Supply Chains", *Proceedings of the 2005 Academy of International Business Conference*, Quebec City.

Michael Harvey and Matthew B. Myers, "Developing A Method for Selection of GAM Team Members" *Proceedings of the 2003 Academy of International Business Conference*, Monterey, California.

Kenneth Kahn and Matthew B. Myers, "An Evaluation of Marketing Effectiveness," *Proceedings of the 2003 Academy of Marketing Science Conference*, Washington, D.C.

Allen Broyles and Matthew B. Myers, "Exploring the Influence of Culture on the Customer Satisfaction Process," *Proceedings of the 2003 American Marketing Association Winter Educators' Conference*, Orlando, Florida.

David A. Griffith, Matthew B. Myers, and Michael Harvey, "A Knowledge-based View of Competitive Advantage: Problem/Information Sharing for Building Trust/Commitment in Global Channels of Distribution" *Proceedings of the 2002 Academy of International Business Conference*, San Juan, Puerto Rico.

Michael Harvey, Matthew B. Myers, and Marina Dabić, (2002), "Examining the Potential Positive and Negative Consequences of Global Account Management," *Proceedings of the American Marketing Association Winter Educators' Conference*, Austin, Texas.

"Global Account Management: Supply-Side Managerial View," *2002 Association of Marketing Theory & Practice Conference Proceedings*, Savannah, Georgia.

David A. Griffith, and Matthew B. Myers (2001), "The Performance Outcomes of Strategic Fit of Relational Norm Inter-Organizational Governance Strategies," *Proceedings of the Academy of International Business Conference*, Sydney, Australia.

Matthew B. Myers and Cornelia Droge (2001), "The Role of Market Profiles on Overseas Entry Decisions: Country and Market Risk," *Proceedings of the American Marketing Association Summer Educators' Conference*.

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Matthew B. Myers (2001), "Optimal Models of International Pricing Strategy: An Alternative Approach and Application," *Proceedings of the 10<sup>th</sup> Biennial World Marketing Congress*.

Matthew B. Myers and Cornelia Droge (2000), "An Examination of Competing Versions of International Market Congruence and its Ties with Venture Performance," *American Marketing Association International Conference Proceedings*.

Michael Harvey, Matthew B. Myers, Milorad Novicevic, and Marina Dabic (2000), "Building Knowledge in Transition/Emerging Markets: A Key Factor in the Development of an Entrepreneurial Environment," *2<sup>nd</sup> International Conference on Dynamic Enterprises Proceedings*, Portoroz, Slovenia.

Matthew B. Myers and Michael Harvey (2000), "An Empirical Examination of the Value of Pricing Control in Overseas Markets," *Academy of International Business Conference Proceedings*.

Ruth N. Bolton and Matthew B. Myers (2000), "An Investigation of Business Customers' Price Sensitivity for Customized Services in International Markets," *Frontiers in Services Conference Proceedings*.

Patricia J. Daugherty, Matthew B. Myers, and R. Glen Richey (2000), "Information Support for Reverse Logistics: The Influence of Relationship Commitment," *American Marketing Association Summer Educators' Conference Proceedings*.

Matthew B. Myers, "The Use of Strategic Reference Points in Overseas Entry Decisions: An Empirical Examination of Service Industries," *Proceedings of the 2000 Conference on Service Management*, LaLonde, France.

Matthew B. Myers, Patricia J. Daugherty, and Chad A. Autry, (2000) "Automatic Replenishment in the Supply Chain: Antecedents and Outcomes," *American Marketing Association Summer Educators' Conference Proceedings*.

Matthew B. Myers, "A Congruence Model of Foreign Market Entry Decisions," (2000) *American Marketing Association International Conference Proceedings*.

Matthew B. Myers (1999), "An Application of Strategic Reference Points in an International Marketing Environment" *Academy of International Business Conference Proceedings*.

Matthew O'Brien and Matthew B. Myers (1999) "An Investigation of the Influence of Product Related Variables on Channel Integration Decisions," *Academy of International Business Conference Proceedings*.

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Matthew B. Myers and Michael Harvey (1999), "The Value of Pricing Control in Export Channels: An Investigation of Antecedents and Outcomes," *Fordham Pricing Conference Proceedings*.

Patricia Daugherty, Alex Ellinger, and Matthew B. Myers (1999), "Automatic Replenishment Programs: Forging Supply Chain Relationships," *Academy of Marketing Science Conference Proceedings*, Charles H. Noble (ed.), Vol. 22, p. 219.

Matthew B. Myers and David A. Griffith (1998) "An Investigation of Organizational Factors and Individual Markets Associated with Gray Market Activity," *Academy of International Business Conference Proceedings*.

David A. Griffith and Matthew B. Myers (1998) "The Cross-Cultural Applicability of Trust and Commitment in 'High' and 'Low' Trust Cultures," *Academy of International Business Conference Proceedings*.

Matthew B. Myers (1998), "An Investigation of Information Processing in Export Pricing Decisions," *American Marketing Association Summer Educators' Conference Proceedings*.

Matthew B. Myers (1998), "An Investigation of Pricing Strategies of Exporters and the Relationship with Export Performance," *American Marketing Association Winter Educators' Conference Proceedings*.

Patricia J. Daugherty, Chad W. Autry, Matthew B. Myers, and Theodore P. Stank (1998), "Automatic Replenishment Programs: An Empirical Investigation," *Marketing Exchange Colloquium Proceedings*.

Matthew B. Myers (1997), "Problematic Areas Within the Export Pricing Process," *Academy of International Business Conference Proceedings*.

Matthew B. Myers and Stanley E. Fawcett (1997), "Employee Development and Leading Manufacturing Strategies: Interaction and Competitive Impact," *Decision Sciences Institute Conference Proceedings*.

Shaoming Zou and Matthew B. Myers (1997), "The Coordination and Concentration of Manufacturing, Marketing, and Technology in Firm Strategies: An Empirical Investigation," *Academy of Marketing Science Conference Proceedings*.

Matthew B. Myers and S. Tamer Cavusgil (1996), "Export Pricing Processes and Challenges: A Cross-Cultural Study of U.S. and Mexican Exporters," *AMA Winter Educators' Conference Proceedings*, Edward A. Blair and Wagner Kamakura (eds.), Chicago, Ill.: American Marketing Association, 7-9.

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Matthew B. Myers S.E. Fawcett and S.R. Smith (1996), "International Production Sharing Activities of U.S. Manufacturers: A Comparison of Production and Logistics Performance," *Academy of International Business Conference Proceedings*.

Matthew B. Myers S.E. Fawcett and S.R. Smith (1996), "Obstacles to Effective Distribution in Latin America and the Caribbean: An Empirical Study," *Proceedings of the Business Association of Latin American Studies Conference*, Ricardo P.C. Leal (ed.), Monterey, Mexico, 627.

Matthew B. Myers (1995), "The Role of Channel Evaluation in Economic Development: The Channel Mapping Method," *AMA Summer Educators' Conference Proceedings*, Barbara B. Stern and George Zinkhan (eds.), Chicago, Ill.: American Marketing Association, 6-9.

Matthew B. Myers (1995), "Ethnocentrism: A Literature Overview and Directions for Future Research," *Proceedings of the Academy of Marketing Science Conference*, Roger Gomes (ed.), Coral Gables, Fla.: Academy of Marketing Science, 202-207.

Matthew B. Myers (1995), "The United Fruit Company in Central America: History of a Public Relations Failure," *Proceedings of the Seventh Conference on the History of Marketing and Marketing Thought*, Stanley C. Hollander and Kathleen Rassuli (eds.), East Lansing, Mich.: Michigan State University.

Matthew B. Myers and S. Tamer Cavusgil (1995), "The Export Pricing-Strategy Relationship," *Proceedings of the 3rd Annual Consortia for International Marketing and Research Conference*, Odense, Denmark, Tage Madsen (ed.), East Lansing: Michigan State University.

### ***Book Reviews***

Matthew B. Myers (1997), review of "New and Improved: The Story of Mass Marketing in America," by Richard S. Tedlow. *Journal of the Academy of Marketing Science*.

Matthew B. Myers (1996), Review of *Global Marketing Strategy* by Susan P. Douglas and C. Samuel Craig, *Journal of International Marketing*, 3 (3), 121-122.

Matthew B. Myers (1995), Review of *Global Marketing: Emphasizing Practical Problem Solving and Day-to-Day Operating Details* by Richard L. Sandhusen. *Journal of International Marketing* 3(2), 111-113.

Matthew B. Myers (1995), Review of *International Marketing Strategy: Environmental Assessment and Entry Strategies* by Michael R. Czinkota and Ilkka A. Ronkainen, *Journal of International Marketing* 3(1), 95-97.

### ***Invited Publications***

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Matthew B. Myers (2010), "The Many Benefits of Supply Chain Collaboration," *Supply Chain Management Review*. November.

Matthew B. Myers (2008), "Global Competition Fosters Supply Chain Education Partnerships," *Industry Week*, 12 May.

John T. Mentzer, Ted Stank, and Matthew B. Myers (2007), "Global Supply Chain Management Strategy," *World Trade Online*.

Nancy W. Nix, Ted Stank, Matthew B. Myers, and J. Thomas Mentzer (2005), "Global Integration of Supply Chain Processes," *Logistics Quarterly*, 11 (3).

Matthew B. Myers (2003), "Customer Driven Global Supply Chain Designs," *Logistics Quarterly*, 9 (3/4).

## RESEARCH PRESENTATIONS

Research Panel, Emerging Supply Bases and Markets, 2008 Council for Supply Chain Management Professional Conference, Denver.

"Demand-Supply Integration in the Global Marketing Context," presented at the 2006 American Marketing Association Summer Educators' Conference, Chicago.

"The Role of Cross-Functional Integration of Global Supply Chain Activities: Dynamically Balancing Global Supply With Demand," presented at the 3<sup>rd</sup> Annual JIBS/AIB/Ciber Conference on Emerging Research Frontiers in International Business (2005), Rotterdam, The Netherlands.

"Inter-Firm Knowledge Sharing as a Source of Competitive Advantage in Global Supply Chains", presented at the 2005 Academy of International Business Conference, Quebec City.

"Identifying Spatial Segments for Global Supply Chain Services," presented at the 2005 Academy of International Business Conference, Quebec City.

"Using Polynomial Regression Techniques for Evaluating Fit in Management Research," presented at the 2004 Frontiers in International Business Symposium, Michigan State University.

"Merging the Needs of the Institution and Academy: Making International Business Research Relevant," presented at the 2004 Academy of International Business-Southeast Regional Conference, Knoxville, TN.

"Meeting Customer Demands in the Global Supply Chain," presented at the 2004 Academy of International Business Conference, Stockholm, Sweden.

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“A Knowledge-based View of Competitive Advantage: Problem/Information Sharing for Building Trust/Commitment in Global Channels of Distribution” presented at the 2002 Academy of International Business Conference, San Juan, Puerto Rico

“The Performance Outcomes of Strategic Fit of Relational Norm Inter-Organizational Governance Strategies,” presented at the 2001 Academy of International Business Conference, Sydney, Australia.

“The Use of Strategic Reference Points in Foreign Market Entry Decisions,” presented at the 2001 American Marketing Association Summer Educators’ Conference, Washington, D.C.

“An Empirical Examination of the Value of Pricing Control in Overseas Markets,” Presented at the 2000 Academy of International Business Conference, Phoenix, Arizona.

“An Investigation of Business Customers’ Price Sensitivity for Customized Services in International Markets,” presented at the 2000 Frontiers in Services Conference, Nashville, Tennessee.

“An Examination of Competing Versions of International Market Congruence and its Ties with Venture Performance,” presented at the 2000 American Marketing Association International Conference Proceedings, Buenos Aires, Argentina.

“The Use of Strategic Reference Points in Overseas Entry Decisions: An Empirical Examination of Service Industries,” presented at the 2000 Conference on Service Management, LaLonde, France.

“An Application of Strategic Reference Points in an International Marketing Environment,” presented at the 1999 Academy of International Business Conference, Charleston, SC.

“The Value of Pricing Control in Export Channels: Antecedents and Outcomes,” presented at the 1999 Fordham Pricing Conference, New York, NY.

“An Investigation of Organizational Factors and Individual Markets Associated with Gray Market Activity,” presented at the 1998 Academy of International Business Conference, Vienna, Austria.

“An Investigation of Information Processing in Export Pricing Decisions,” presented at the American Marketing Association Summer Educators’ Conference, Boston, Massachusetts, 1998.

“An Investigation of Pricing Strategies of Exporters and the Relationship with Export Performance,” presented at the American Marketing Association Winter Educators’ Conference, Austin, Texas, 1998.

“Problematic Areas within the Export Pricing Process,” presented at the Academy of International Business Conference, Monterey, Mexico 1997.

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“Managerial Perspectives on the Pricing of Exports,” presented at the Consortium for International Marketing Research Conference, Brugge, Belgium 1997

“The Coordination and Concentration of Manufacturing, Marketing, and Technology in Firm Strategies: An Empirical Investigation,” presented at the Academy of Marketing Science Conference, Miami, Florida, 1997.

“International Production Sharing Activities of U.S. Manufacturers: A Comparison of Production and Logistics Performance,” presented at the Academy of International Business Conference, Banff, Alberta, Canada, 1996.

“Export Pricing Processes and Challenges: A Cross-Cultural Study of U.S. and Mexican Exporters,” presented at the American Marketing Association Winter Educators’ Conference, Hilton Head, South Carolina, 1996.

“Obstacles to Effective Distribution in Latin America and the Caribbean: An Empirical Study,” Presented at of the Business Association of Latin American Studies Conference, Monterey, Mexico, 1996.

“The Impact of Just-In-Time, Automation, and Employee Development Strategies on the Performance of U.S. Manufacturing Firms: An Empirical Investigation,” presented at the Albert Haring Symposium, Indiana University, Bloomington, Indiana, 1996.

“The Internationalization of Doctoral Programs: A Survey of Program Directors,” presented at the Academy of International Business Western Regional Conference, Glendale, Arizona.

“The Role of Channel Evaluation in Developing and Transitional Economies: The Channel Mapping Method,” presented at the American Marketing Association Summer Educators’ Conference, Washington, D.C., 1995.

“The United Fruit Company in Central America: History of a Public Relations Failure,” presented at the Seventh Conference on Historical Research in Marketing and Marketing Thought, Ft. Wayne, Ind., 1995.

“Ethnocentrism: A Literature Overview and Directions for Future Research,” presented at the Academy of Marketing Science Conference, Orlando, Florida, 1995.

## **PROFESSIONAL ACTIVITIES AND HONORS**

2008 Outstanding MBA Second Year Faculty Award, University of Tennessee.

2007 Chancellor’s Award for Internationalization, University of Tennessee

2002 Outstanding MBA Second Year Faculty Award, University of Tennessee.

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2002 Award for Outstanding Marketing Instruction, University of Tennessee Chapter of The American Marketing Association.

John and Mary Nichols Faculty Fellow, University of Oklahoma, 2000 – 2001.

University of Oklahoma Associates Teaching Fellow for Excellence in Teaching, 1999-2001

Academy of International Business Junior Faculty Consortium Speaker, conducted at the Academy of International Business Annual Conference, Sydney, Australia, November 2001

American Brands/Rayonier International Business Scholar, 1998, 2000

Affiliate Faculty- University of Oklahoma International Programs Center (1998-2001)

Academy of International Business Junior Faculty Consortium participant, conducted at the Academy of International Business Annual Conference, Monterey, Mexico, October 1997.

Academy of International Business Doctoral Consortium Fellow, 1996

Albert Haring Symposium Fellow, 1996

## **UNIVERSITY SERVICE**

Management Department Head Search Committee (Chair)- 2010

Provost Search Committee, University of Tennessee, 2006

Scholarship Committee, University of Tennessee, 2006, 2008

Quality Enhancement Program Committee, University of Tennessee 2004-present.

International & Intercultural Curriculum Infusion Subcommittee, University of Tennessee 2006.

CBA Dean's Faculty Advisory Council, University of Tennessee, 2002-present.

Chair, College Committee on Globalization, University of Tennessee, 2004-present.

Faculty Advisor, Roteract International Business Association, University of Oklahoma (1998-1999, 1999-2000)

International Academic Programs Advisory Committee, University of Oklahoma, 1997-2001.

Master of Business Administration Committee, University of Oklahoma, 1999-present.

College of Business Academic Misconduct Committee, University of Oklahoma, 1998-2001

Graduate College Academic Misconduct Committee, University of Oklahoma, 2000-2001

Nominations Committee, University of Oklahoma, 2000-2001

Junior Faculty Search Committee, University of Oklahoma, 1999

International Business Major Review Committee, University of Oklahoma, 2000-2001.

International Business Curriculum Committee, University of Oklahoma, 2000- 2001.

## **RESEARCH GRANTS AND FUNDING**

\$183,000 Department of Education Business and International Education Grant (PI: M.B. Myers)

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External Evaluator, Department of Education Business and International Education Grant, Texas Tech University (2009-11)

Recipient of a \$10,000 Faculty Research Program Grant, College of Business Administration, University of Tennessee, for research associated with Global Logistics Service Quality project, 2004.

Recipient of a \$10,000 Faculty Research Program Grant, College of Business Administration, University of Tennessee, for research associated with Global Logistics Service Quality project, 2003.

Recipient of a \$10,000 Faculty Research Program Grant, College of Business Administration, University of Tennessee, for research associated with Global Supply Chain Design project, 2001.

Recipient of a \$6000 Faculty Research Program Grant, Price College of Business, University of Oklahoma, for research associated with Strategic Reference Point project, 2000.

Recipient of a \$6000 Junior Faculty Research Program Grant, University of Oklahoma, for research associated with Strategic Reference Point project, 2000.

Recipient of a \$8211 American Brands/Rayonier International Business grant for research conducted in Latin America, 1998.

Recipient of a \$6000 Junior Faculty Research Program Grant, University of Oklahoma, for research associated with Importer Buyer Behavior project, 1998.

Recipient of a \$5000 United States Information Agency grant in affiliation with the Tashkent University of Economics for teaching and research in the areas of international management and channels of distribution in the Republic of Uzbekistan, 1994.

Recipient of a \$7000 Michigan State University-Center for International Business Education and Research grant for research in the area of international pricing practices off U.S. exporters, 1996.

## **TEACHING EXPERIENCE**

### University of Tennessee

1. Marketing Analysis and Strategy, UG (Spring, Fall 2002, Spring 2003)
  2. MBA Marketing Concentration, 2<sup>nd</sup> Year (Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2008)
  3. Global Marketing Strategy, UG (Fall 2001, Fall 2003, Spring 2004, Spring 2005, Spring 2008)
  4. International Business Theory, Ph.D. (Readings Course)(Fall 2001, Spring, Fall 2005, Fall 2006, 2007)
  5. International Business Research Methods. Ph.D. (Readings Course)(Fall 2002)
-

6. Contemporary Marketing Thought, Ph.D. (Fall 2005, 2007)
7. Global Supply Chain Management, UG, (Fall 2006, 2007)
8. Marketing and Customer Value, MBA (Spring 2009, Spring 2010)

#### University of St. Andrews, Scotland

1. Visiting Professor, Graduate Program, School of Management (Spring 2006)

#### University of Verona, Italy

1. Visiting Lecturer, Masters in Logistics Executive Program 2005-6

#### University of Tennessee- Taiwan Executive MBA Program (Taipei)

1. Marketing Management (2002)

#### University of Tennessee- Executive Development Program

1. Executive MBA Faculty
2. ProMBA Faculty
3. Supply Chain Certification Faculty
4. Executive Development Program Faculty
5. Logistics Executive Development Faculty
6. Supply Chain Development Program-Timisoara University, Romania (2002)

#### University of Oklahoma

1. Inter-Organizational Theory and Analysis, Ph.D. (Spring 1998)
2. Managerial Marketing, MBA Lockstep Program (Spring 1999, 2000, Fall 2000).
3. Channels of Distribution, MBA elective (Spring 2001)
4. International Business, Ph.D./MBA, (Fall 1999)
5. International Marketing, UG, (Fall 1997, Fall 1998, Fall 1999, Spring 2001).
6. Marketing Strategy and Policy, UG (Fall 1997, Spring 1998, Fall 1998).
7. International Business Research, Ph.D. (directed readings)
8. Undergraduate Directed Readings in Marketing Topics (1998, 1999, 2000)

#### Michigan State University

1. International and Comparative Dimensions in Business, UG-400+ students (1995-1997)
2. International Marketing Management, UG, (1994-95)
3. Managerial Marketing, UG, (1994)

#### Tashkent State University of Economics, Uzbekistan (1994)

1. Marketing and Management Principles. Instructed third and fourth year students in free-market aspects of organizational behavior, human resource management, and marketing. Sponsored by the Center for International Business Education and Research/Michigan State University and the U. S. Information Agency.
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## Dissertation Committees

### Dissertation Chair

Mee Shew Cheung (Department of Marketing and Logistics, University of Tennessee), “Inter-Firm Knowledge Sharing and its Effect on Relationship Value: A Global Supply Chain Perspective,” 2005. Institution: Xavier University. Finalist for the Academy of International Business Farmer Dissertation Award.

### Dissertation Committee Member

Ayman Omar (Department of Marketing and Logistics, University of Tennessee), “Antecedents and Consequences of Global Supply Chain Process Integration.” 2008. Institution: American University.

Elizabeth Davis (Department of Marketing and Logistics, University of Tennessee), “Marketing Effectiveness in Logistics Service Quality Processes.” 2006. Institution: University of Louisville.

Christopher Blocker (Department of Marketing and Logistics, University of Tennessee), “Exploring the Role of Customer Value Change and Relationship Adaptation in Global Business Services.” 2007. Institution: Baylor University.

R. Glenn Richey (Division of Marketing, University of Oklahoma), “Logistics Service Quality and the Influence on Organizational Fit,” 2003. Institution: University of Alabama.

Matthew O’Brien, (Division of Marketing, University of Oklahoma), “The Role of Organizational Identification in Marketing Channels: A Qualitative and Quantitative Assessment.” 2001. Institution: University of Arizona.

Chad Autry, (Division of Marketing, University of Oklahoma), “The Person-Organization Fit of Warehouse Operations Employees.” 2001. Institution: Texas Christian University.

Birud Shindav, (Division of Marketing, University of Oklahoma), “A Proactive Model of Communication in Marketing Channels.” 2000. Institution: University of Nebraska-Omaha.

## **INVITED LECTURES, PRESENTATIONS, AND CONSULTING**

“International Pricing: An Overview of Influences and Tactics,” presented to the HanWha Energy Corp. of Korea at the Global Performance Management Series Executive Education Program, Norman, Oklahoma, September 1997.

Consultant to Oklahoma Public Television broadcasts of *The Power of Ideas*.

“Global Market Segmentation for Services,” presented to NEC Corp., Tokyo, Japan, August 2003.

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Panel Member, American Marketing Association Consortium on Supply Chain Management, "Global Issues in Supply Chain Management," Ft. Worth, Texas, 2003.

"Customer Driven Global Supply Chain Designs," Visiting Scholar Speaking Series, Moore College of Business, University of South Carolina, 2004. 2004

"Mas Alla del Costo: Valor in la Cadena de Logistica al Cliente," VISUM Conference on Value Added Networks, Mexico City, Mexico, 2005.

Global Logistics Management, University of Verona, Italy *LogiMaster* Program, February 2005, June 2006.

Advisor to CNBC on Global Logistics

Consultant to firms in the global distribution, pharmaceutical, chemical, insurance, and motor parts industries.

## **PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

### *External Reviews:*

**Tenure and Promotion External Reviewer-** Brigham Young University; Colorado State University; University of Victoria

**Academic Programs Reviewer-** Temple University

### *Membership:*

American Marketing Association  
Academy of International Business  
Council of Supply Chain Management Professionals  
Academy of Marketing Science

### *Editorial Activities:*

Departmental Editor, Supply Chain and Operations Management: *Journal of International Business Studies* (2006-2008)  
Co-editor, Special Issue on Marketing in Transitional and Developing Economies, *Journal of World Business*, 35, (2), 2000.  
Member-Editorial Review Board: *Journal of International Business Studies* (2002-present)  
Member-Editorial Review Board: *Journal of the Academy of Marketing Science*, (2009-present)  
Member-Editorial Review Board: *Journal of World Business* (1999-2011)  
Member-Editorial Review Board: *Journal of International Marketing* (2003-present)

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Member-Editorial Review Board: *Journal of International Management* (2002-present)  
Member-Editorial Review Board: *Journal of Business Strategies* (1999-2004)

*Other Activities:*

Reviewer-MSI Clayton Dissertation Competition, 2009  
Reviewer- Prentice-Hall International Textbook Series  
Reviewer- Sage Publications Textbook Series  
Reviewer, Research Grants Council, Hong Kong University of Science and Technology  
Ad Hoc Reviewer-*Journal of Marketing*  
Ad Hoc Reviewer-*Management International Review (Special Issue)*  
Ad Hoc Reviewer- *Journal of Operations Management*  
Ad Hoc Reviewer-*Journal of the Academy of Marketing Science*  
Ad Hoc Reviewer-*Journal of Business Logistics*  
Ad Hoc Reviewer-*Psychology and Marketing* (Special Issue 2002)  
Ad Hoc Reviewer-*Journal of Business Research* (Special Issue 2000)  
Ad Hoc Reviewer-*Industrial Marketing Management* (2000)  
Ad Hoc Reviewer- *International Marketing Review*  
Ad Hoc Reviewer-*The International Executive* (1995-1996)  
Ad Hoc Reviewer-*Academy of Management Journal* (Special Issue 2000)  
Reviewer-2010 EMAC Conference  
Reviewer-Academy of International Business Conference, 1997-2009.  
Reviewer-European Marketing Association Conference 2009.  
Reviewer-American Marketing Association Educators' Conferences 1999-2007  
Reviewer-Academy of Marketing Science Conference 1995, 1998-2003, 2007  
Reviewer-2001, 2010 Academy of Management Conference  
Reviewer-2001 Business Association of Latin America Conference  
Reviewer-2000 Decision Sciences Institute Conference  
Reviewer-2000 Society for Marketing Advances Conference  
Reviewer-1998 Academy of Marketing Science Dissertation Competition  
Reviewer-1997 Institute of Business Administration and Technology Conference  
Reviewer-2009 CiMAR Conference  
Reviewer-1995 Decision Sciences Institute Conference

*Conferences and Reviewing Activities:*

Panel Member, 2009 Academy of International Business Conference Doctoral Consortium.  
Conference Co-chair (with Thomas Mentzer & the University of Verona, Italy)-2007 Academy of Marketing Science World Marketing Congress, Verona, Italy.  
Conference Co-chair (with Robert Lusch)-2002 Academy of Marketing Science Conference  
Track Chair- 2007 American Marketing Association Winter Conference (Global Marketing)  
Track Chair- 2006 Decision Sciences Conference (Marketing Strategy)  
Track Chair- 2003 American Marketing Association Summer Educators' Conference (Global Marketing)

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Editorial Facilitator- Academy of International Business Conference Paper Development Workshop (Beijing) 2006  
Session Discussant- Academy of International Business Conference 1995, 1997, 2000, 2003-4, 2006.  
Session Chair- Academy of International Business Conference, 1997, 2004, 2006, 2007.  
Session Chair-2003 American Marketing Association Summer Conference  
Session Chair-2002, 2007 American Marketing Association Winter Conference  
Session Chair- 2007 Academy of Marketing Science Conference  
Track Chair-2000 Academy of Marketing Science Conference (Pricing Strategies)  
Session Chair-2000 Academy of International Business-Southwest Conference  
Discussant-2000 Academy of Marketing Science Conference 1995, 2000  
Discussant- 2000 American Marketing Association International Conference  
Discussant-1994 Roundtable on the Internationalization of Doctoral Programs, Michigan State University

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