

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.

SELECTED 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* (forthcoming).

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.

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).

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.

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.

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.

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.

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.

Books

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

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.

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

RESEARCH GRANTS AND FUNDING

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

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

Graduate and Undergraduate

Global Marketing Strategy (MBA, UG); International Business Theory, Marketing Thought (PhD)

Executive Education

Executive MBA Faculty-International Residency Period (2006-India, China; 2007-Poland, Slovenia, Italy; 2008- Vietnam, China; 2009- Poland, Hungary; 2010- Chile, Brazil), ProMBA Faculty, Supply Chain Certification Faculty, Executive Development Program Faculty, Logistics Executive Development Faculty

Other Teaching

Visiting Lecturer, Masters in Logistics Executive Program, University of Verona, Italy 2005-6, University of Tennessee- Taiwan Executive MBA Program (Taipei) 2002), Supply Chain Development Program-Timisoara University, Romania (2002), Tashkent State University of Economics, Uzbekistan (1994)

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.

EDITORIAL ACTIVITIES

Departmental Editor, Supply Chain and Operations Management: *Journal of International Business Studies* (2006-2008)

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-present)

Member-Editorial Review Board: *Journal of International Marketing* (2003-present)

Member-Editorial Review Board: *Journal of International Management* (2002-present)

Member-Editorial Review Board: *Journal of Business Strategies* (1999-2004)
