

## **Thomas J. Cossé, Ph.D.**

*Current as of August 2021*

Associate Dean for International Business Programs  
Professor of Marketing and International Business  
Director, Center for International Business Programs  
Robins School of Business, University of Richmond  
Richmond, Virginia 23173 USA  
+1.804.289.8572 Fax: +1.804.287.1924 Email: tcosse@richmond.edu

### **Education**

Ph.D. University of Arkansas, Fayetteville, 1977

Major: Marketing  
Minors: Management, Economics  
Dissertation: *The Product Manager's Normative Role in Strategic Planning: A Study of Product Managers Employed by Selected Firms in the Grocery Products Industry*, Committee: Harper W. Boyd, Jr., Tulane University (Chair), Laurie D. Belzung and John E. Swan, University of Arkansas

M.B.A. University of Arkansas, Fayetteville, 1972  
Department of Marketing, Research Assistant 1971-1972

B.S.B.A. University of Southwestern Louisiana (now University of Louisiana – Lafayette), 1971  
Major: Marketing

### **Teaching Experience**

Department of Marketing, Robins School of Business, University of Richmond, 1975-Present

Tenure Granted: 1981  
Rank: Professor 1986, Associate Professor 1980  
Assistant Professor 1975  
CSX Chair Professor 2003- 2009  
Undergraduate Courses: Fundamentals of Marketing, Marketing Research, Marketing Strategy, Marketing Problems  
Graduate Courses: Global Environment of Business/International Residency, Fundamentals of Marketing, Marketing Research, Advanced Marketing Management, Marketing Planning, International Market Planning

IFI, Groupe ESC Rouen (now NEOMA Business School), France, March 2002 and April 2003

Rank: Visiting Professor, European Business Studies

School of Management, University of Bath, England, spring 1991

Rank: Visiting Professor of Marketing  
Courses: Lectured in Basic Marketing, Marketing Research, Marketing Management; served as advisor to Ph.D. student

College of Business Administration, University of Arkansas, 1972-1975

Rank: Instructor of Economics 1972-1973, Instructor of Marketing 1973-1975  
Undergraduate Courses: Principles of Economics, Principles of Marketing

### **Administrative Experience**

Associate Dean for International Business Programs, Robins School of Business, 2003 - present

Director, International Business Programs, Robins School of Business, 2000 - 2003

Associate Dean, Robins School of Business, and Director, The Richard S. Reynolds Graduate School (MBA, Executive MBA, and Master of Accountancy programs), 1983 - 1990.

Chair, Department of Marketing, Robins School of Business, 1977-1981; Acting Chairman, January - July 2000.

## Certifications

Certified as an Intercultural Development Inventory Qualified Administrator, IDI, LLC.

CQ Certified Facilitator, Cultural Intelligence Center.

## Honors

### Research

Stephen J. Shaw Award for Best Paper in Conference (with T. M. Weisenberger, “Words Versus Actions About Organ Donation: A Four Year Tracking Study of Attitudes and Self Reported Behavior”), Society for Marketing Advances Conference, 1998.

Best Paper in Consumer and Buying-Related - Research Track (with T. M. Weisenberger, “Words Versus Actions About Organ Donation: A Four Year Tracking Study of Attitudes and Self Reported Behavior”), Society for Marketing Advances Conference, 1998.

Robins School of Business Award for Outstanding Scholarly Activity, 1997-1998.

Top Paper in Marketing Research Track (with T. M. Weisenberger, “The Saturn Buyer: A Proxy for the Non-Negotiating Non-Shopper?”), Association for Marketing Theory and Practice, 1996.

Top Paper in Marketing Education Track (with D.N. Ashworth and T. M. Weisenberger, “The Effect of Team Size on Team Performance and Student Experiences in a Computer Based Marketing Simulation Exercise”), Association for Marketing Theory and Practice Conference, 1995.

### Teaching

Commonwealth of Virginia *Governor’s Award for Excellence* for MBA International Market Planning Projects in 1994 (for Chesapeake Corporation), 1995 (for American Filtrona), and 1998 (for GE Fanuc)

Robins School of Business *Outstanding Teacher Award* 1992-1993

Virginia Department of World Trade Professor of Business, 1990

### Service

Omicron Delta Kappa Honorary Service Fraternity, inducted spring 2010.

## Publications and Presentations

### Published/Presented Articles and Papers

with T. M. Weisenberger, “Perceived Fairness in the Human Organ Allocation Process in the United States,” *Journal of Nonprofit & Public Sector Marketing*, vol. 8, no. 4, 2001, pp. 45-61.

with T. M. Weisenberger, “Who Buys Automobiles at Fixed Price Dealers?,” *Book of Abstracts: 8<sup>th</sup> Recent Advances in Retailing & Services Science Conference*, The European Institute of Retailing and Services Studies, p. 123. July 2001, Vancouver, British Columbia, Canada.

with T. M. Weisenberger, “Words Versus Actions About Organ Donation: A Four Year Tracking Study of Attitudes and Self-Reported Behavior,” *Journal of Business Research*, vol. 50, no. 3, December 2000, pp. 297-303.

with T. M. Weisenberger, “The Marketing Implications of Perceived Fairness in the Human Organ Allocation Process in the United States,” in Jerry Wilson (edt.), *Marketing in the Century Ahead: Proceedings of the 2000 Annual Meeting of the Atlantic Marketing Association*. Charleston, SC: Atlantic Marketing Association, 2000, pp. 236-249.

with D. N. Ashworth and T. M. Weisenberger, “The Effect of Team Size in a Marketing Simulation,” *Journal of Marketing Theory and Practice*, vol. 7, no. 3, Summer 1999, pp 98-106.

- with T. M. Weisenberger, "Encouraging Human Organ Donation: Altruism Versus Financial Incentives," *Journal of Nonprofit & Public Sector Marketing*, vol. 6, no. 2/3, 1999, pp. 77-94. Simultaneously published in *Volunteerism Marketing*, D. R. Self and W. W. Wymer (eds.), The Hayworth Press, Inc., New York, 1999.
- with T. M. Weisenberger, "The Relationship Between Attitude Toward Human Organ Donation and Financial Incentives," presented American Marketing Association 1999 Summer Educators' Conference, San Francisco, CA. Abstract in Gordon, Peter J. and Bert J. Kellerman (eds.), *Enhancing Knowledge Development in Marketing*, 1999 American Marketing Association Educators' Proceedings, Chicago, IL., pp. 169-170.
- with H. Babb, and D. N. Lascu, and T. M. Weisenberger. "Colors and Emotions: Overview and Analysis," presented at The Academy of Marketing Annual Conference July 6-9, 1999, University of Stirling, Scotland.
- with T. M. Weisenberger and D. N. Lascu, "Mexico and U.S.A. Country-of-Origin/Country-of-Manufacture Stereotyping Effects," presented at the International Marketing Conference of the Graduate School of Management, Groupe Sup de Co Montpellier, France, October 1997. Published in Backhaus (edt.), *Contemporary Developments in Marketing*, Paris, France: Editions ESKA, 1999, pp. 535-545.
- with T. M. Weisenberger, "Words Versus Actions About Organ Donation: A Four-Year Tracking Study of Attitudes and Self Reported Behavior," presented at the Society for Marketing Advances, New Orleans, LA, November 1998. Received Outstanding Research/Best Paper Award in the Consumer and Buying-Related Research Track and The Stephen J. Shaw Award for Best Paper in Conference. Summary brief in J. Duncan Herrington and Ronald D. Taylor (eds.), *Marketing Advances in Theory, Practice and Education*, Society for Marketing Advances 1998 Conference Proceedings, pp. 104-105.
- with G. J. Taylor, L. J. McGaw, G. Mayes, and T. M. Weisenberger, "The Coordinator Attrition Problem in the U.S.: Myth or Reality?" *Journal of Transplant Coordination*, June 1998, pp. 88-92.
- with E. C. Kingston, "The Relationship Between Attitude Toward Posthumous Organ Donation and Demographic and Personal Experience Variables," in Joseph Chapman (edt.), *Proceedings of the Association of Marketing Theory and Practice 1998 Annual Meeting*. Charleston, SC: Association of Marketing Theory and Practice, 1998, pp. 169-178.
- with T. M. Weisenberger, "Saturn Buyers: Are They Different," *Journal of Marketing Theory and Practice*, Fall 1997, pp. 77-87.
- with T. M. Weisenberger, "Perspectives on the Use of Financial Incentives for Human Organ Donation," in Jerry W. Wilson (edt.), *Marketing: Innovative Diversity. Proceedings: Atlantic Marketing Association 1997 Annual Conference*. Nashville, TN: Atlantic Marketing Association, 1997, pp. 89-100.
- with T. M. Weisenberger and Patrick Saxton, "A Meta Analysis of the Impact of Incentive Compensation on Human Organ Procurement," in David L. Moore (edt.), *Proceedings of the Association of Marketing Theory and Practice 1997 Annual Meeting*. Jekyll Island, SC: Association of Marketing Theory and Practice 1997, pp. 186-194.
- with T. M. Weisenberger and G. J. Taylor, "Walking the Walk: Behavior Shifts to Match Attitude Toward Organ Donation -- Richmond, Virginia 1994 - 1996," *Transplantation Proceedings*, 29, December 1997, 3248. Paper by same title presented at the 1997 Society for Organ Sharing Congress and International Transplant Congresses, Washington, D.C., July 1997; abstract published in *The Organ Shortage: Meeting the Challenge, Book of Abstracts -- The Fourth International Society for Organ Sharing Congress and International Transplant Congresses*, abstract number 89, p. 103.
- with T. M. Weisenberger and Gloria J. Taylor, "Public Feelings about Financial Incentives for Donation and Concern about Incurring Expenses Due to Donation in One U.S. City," *Transplantation Proceedings*, 29, December 1997, 3263. Paper originally presented at the 1997 Society for Organ Sharing and International Transplant Congresses, Washington, D.C., July 1997. Abstract published in *The Organ Shortage: Meeting the Challenge, Book of Abstracts -- The Fourth International Society for Organ Sharing Congress and International Transplant Congresses*, abstract number 98, p. 107.
- with G. J. Taylor, L. J. McGaw, G. Mayes and T. M. Weisenberger, "The Coordinator Attrition Problem in the U.S.: Myth or Reality?" Paper originally presented at the International Transplant Coordinators Society Meeting and International Transplant Congresses, Washington, D.C., July 1997. Abstract published in *The Organ Shortage:*

*Meeting the Challenge, Book of Abstracts -- The Fourth International Society for Organ Sharing Congress and International Transplant Congresses*, abstract number 52, p. 82.

- with L. J. McGaw, G. J. Taylor, F. L. Chabalewski, M. C. Cossitt, E. Foltz, and D. L. Seem, "Business Schools: An Untapped Resource for U.S. Non-Profit Organizations," poster presentation at the 1997 International Transplant Coordinators Society Meeting and International Transplant Congresses, Washington, D.C., July 1997. Abstract published in *The Organ Shortage: Meeting the Challenge, Book of Abstracts -- The Fourth International Society for Organ Sharing Congress and Transplant Congresses*, abstract number 56, p. 85.
- with T. M. Weisenberger and D. N. Lascu, "Country-of-Origin and Country-of-Manufacture Stereotyping Effects," Summary brief published in Stuart, Elnora W., David J. Ortinau, and Ellen M. Moore (eds.), *Marketing: Moving Toward the 21st Century -- Proceedings of the 1996 Annual Meeting of the Southern Marketing Association*. New Orleans, LA: Southern Marketing Association, 1996, pp. 129-130.
- with T. M. Weisenberger, "The Saturn Buyer: A Proxy for the Non-Negotiating Non-Shopper?" in David L. Moore (ed.), *Proceedings of Association of Marketing Theory and Practice 1996 Annual Meeting*. Hilton Head, SC: Association of Marketing Theory and Practice, 1996, pp. 338-347. Received Top Paper in Track Award (Marketing Research Track).
- with J. P. Raines, J. R. Nicholls, and M. Sargent, "The U.S. Marketing Promotion Program: Domestic Issues and International Implications," presented at the International Association for Business and Society Conference, June 1995, Vienna, Austria.
- with T. M. Weisenberger and D. N. Lascu, "Country-of-Manufacture and Country-of-Origin: Stereotyping Effects When Product Make is Not Salient." in Michelle Bergadaà (ed.), *Marketing Today and for the 21st Century: Proceedings of the 24th European Marketing Academy Conference*. Work in Progress Session. Cergy, France: ESSEC, May 1995, pp. 1515-1523.
- with D. N. Ashworth and T. M. Weisenberger, "The Effect of Team Size on Team Performance and Student Experiences in a Computer-Based Marketing Simulation Exercise," in David L. Moore (ed.), *Proceedings of the Association of Marketing Theory and Practice 1995 Annual Meeting*. Savannah, GA: Association of Marketing Theory and Practice, 1995, pp. 349-357. Received Top Paper in Track Award (Marketing Education Track).
- with F. Franzak and G. Hiller, "Public Sector Promotion of Exports: Partnering with Educational Institutions," paper presented at the American Marketing Association Winter Educator's Conference, February 1995, La Jolla, CA; abstract published in David W. Stewart and Naufel J. Vilcassim (eds.), *Marketing in a Global Information Environment*. Chicago: American Marketing Association, 1995, pp. 136-137.
- with J. Earl, and T. M. Weisenberger, "Customer Oriented Marketing: The Key for Success in the 90s?" presented at the Western Risk and Insurance Association Conference, Las Vegas, NV, January 1995.
- with J. Earl, "Fee for Service: The Property & Casualty Commercial Lines Compensation System of the 1990's?" presented at the Southern Risk and Insurance Association Conference, Point Clear, AL, November 1994.
- with D. N. Lascu and T. M. Weisenberger, "Country-of-Origin Effects and the Impact of Manufacturer Identification," in Brian T. Engelland and Alan J. Bush (eds.), *Marketing -- Advances in Theory and Thought: Proceedings of the Annual Meeting of the Southern Marketing Association*. New Orleans, LA: Southern Marketing Association, 1994, pp. 136-142.
- with G. Swiatowy, D. N. Lascu, and T. M. Weisenberger, "Consumption Patterns of Polish Households: Implications for Marketing Practitioners," in Brian T. Engelland and Alan J. Bush (eds.), *Marketing: Advances in Theory and Thought: Proceedings of the Annual Meeting of the Southern Marketing Association*. New Orleans, LA: Southern Marketing Association, 1994, pp. 366-372.
- with T. M. Weisenberger and D. N. Lascu, "The One-Price Automobile Buyer: An Exploratory Study," in Robert L. King (ed.) *RETAILING: Theories and Practices for Today and Tomorrow, Special Conference Series Volume VII 1994, Proceedings of the Fourth Triennial National Retailing Conference*. Richmond, VA: The Academy of Marketing Science and The American Collegiate Retailing Association, 1994, pp. 16-20.
- with P. A. Alexander, "The Use of Marketing Research in the Jury Selection Process: A Target Market for Marketing Research Providers," in Sammy G. Amin (ed.) *Marketing Science: Theory and Practice, Proceedings of the*

- 1994 *Atlantic Marketing Association Conference*. Atlantic City, NJ: Atlantic Marketing Association, 1994, pp. 474-480.
- with D. N. Lascu and T. M. Weisenberger, "Country of Origin Effects: Implications for North American Strategic Alliances," in Tom K. Massey, Jr. (ed.) *Marketing: Satisfying a Diverse Customerplace, Proceedings of Southern Marketing Association Conference*, Atlanta, GA: Southern Marketing Association, 1993, pp. 67-71.
- invited contributor to *Training in America*, Anthony P. Carnevale, Leila J. Gainer, and Janice Vilet, editors. (San Francisco: Josey-Bass Inc. and Washington, D.C.: American Society for Training and Development, 1990).
- with W. Zhang, "Japan's Successful Business Strategy in China," *Proceedings of the Second Annual Symposium of the Institute for International Economic Competitiveness*. Radford, VA: Institute for International Competitiveness, 1989, pp. 199-208.
- with R. C. Poole, "The Independent Agent -- Customer or Sales Orientation," Southern Risk and Insurance Association, Work in Progress Session, November 1985.
- with J. E. Swan, "Strategic Market Planning by Product Managers: Room for Improvement?" *Journal of Marketing*, Summer 1983, pp. 94-101.
- with J. E. Swan, "SHARE PROFIT: A Model for Product Managers," *Business Horizons*, July/August 1983, pp. 34-40.
- with B. S. Hodges III, "The Mail Survey: More To It Than Counting The Returns," *Bank Marketing*, April 1983, pp. 10-13.
- with B. S. Hodges III, "Computer Code, Edit, Open-Ended Questions to Improve Survey Accuracy and Efficiency," *Marketing News*, Special Marketing Research Issue, Section 1, January 21, 1983, pp. 10-13.
- with J. E. Swan, "Power and Safety Appeals in Auto Advertising," *Journal of Advertising Research*, August 1981, pp. 27-34.
- with T. L. Reuschling, "The Business School as a Corporate Resource: Implementing an Industrial Faculty Fellowship Program," *Collegiate News & Views*, Fall 1980, pp. 9-13.
- with T. M. Weisenberger, "Perceived Risk and Racial Bias," in John H. Summey and Ronald D. Taylor (ed.) *Evolving Marketing Thought for 1980: Proceedings of the Annual Meeting of the Southern Marketing Association*. New Orleans, LA: Southern Marketing Association, 1980, pp. 401-403.
- with K. J. McGovern, "So You Want To Do A Shopping Study?" *Bank Marketing*, June 1980, pp. 18-21.
- with H. W. Babb, "A Change for the Family Life Cycle Concept in the Future." Paper presented at the Southwest Marketing Association Conference, San Antonio, TX, April 1980.
- with H. W. Babb, "Unmarried Couple Households: A New Market Segment," (This paper was not published as an article but formed the basis for: "Cohabitation - Just a Stage," *American Demographics*, May 1979, pp. 6-7. Also, it was used in "Unmarried Couples Form Major Market," *The Journal of Commerce*, May 22, 1979, pp. 1-2).
- with J. Eastman, "The Effect of Selected Planner Characteristics on Strategic Planning Practices." Paper presented at The Institute of Management Science, Southeast Chapter Conference, Atlanta, GA, Fall 1978.
- with J. Eastman, "An Analysis of Strategic Planning Forecasts," in Dennis F. Ray and Thad B. Green (ed.) *Management in an Age of Complexity and Change: Proceedings*, Atlanta, GA: Southern Management Association, 1977, pp. 51-53.
- with J. E. Swan, "Response of Ford, General Motors, and the Industry to Public Policy and Economic Incentives for Auto Safety Advertising," in Barnett A. Greenberg (ed.) *Proceedings: Southern Marketing Association 1974 Conference*, Atlanta, GA: Southern Marketing Association, 1974, pp. 209-212.
- with J. E. Swan, "An Analysis of Safety Appeals in Automobile Advertising: The Spillover Effects of Public Policy Compared to Economic Influences," in Thomas V. Greer (ed.) *1973 Combined Proceedings: Increased Marketing Productivity and Conceptual and Methodological Foundations of Marketing*, Chicago, IL: American Marketing Association, 1974, pp. 509-514.

## Unpublished Research

with V. Torres and J. Vanhorn, "Pharmaceutical Industry's Conundrum: A Normative Model to Balance the Needs of the World and the Needs of Business."

Food Trade and Promotion Organizations. Unpublished field research conducted in The Netherlands, 1991.

## Business Cases

"The Jury Selection Survey," (mini-case with teaching notes), St. Charles, IL: Arthur Andersen & Co., SC, 1992.

"The Focus Group," (mini-case with teaching notes), St. Charles, IL: Arthur Andersen & Co., SC, 1992.

"The Too Small Sample," (mini-case with teaching notes), St. Charles, IL: Arthur Andersen & Co., SC, 1992.

"High Priced Study," (mini-case with teaching notes), unpublished, 1992.

with T. D. Giese and Ian Stewart, "A. H. Robins - Iran," unpublished, 1979.

with T. D. Giese and Ian Stewart, "A. H. Robins - Robitussin," (with teaching notes), Boston: Inter-collegiate Case Clearing House, 1979, ICCH Number 9-580-626. Reprinted in Louis E. Boone and David L. Kurtz, *Contemporary Marketing*, 4th edition, Dryden Press 1983; Douglas J. Dalrymple and Len Parsons, *Marketing Management: Strategy & Cases*, John Wiley & Sons, 1983; and in Charles W. Lamb, Jr., *Marketing Cases for Analysis*, Houghton Mifflin Company, 1982. Also, translated into French by the University of Montreal, 1982.

## Books/Chapters/Proceedings

with J. K. Matejka, *The Business Case Method: An Introduction*, Richmond, VA: Robert F. Dame, Inc., 1981.

with J. E. Swan, "Integrating Marketing and Sales Force Strategy," contribution to: Charles M. Futrell, *Sales Management: Behavior, Practice, Cases*, The Dryden Press, 1981, pp. 17-41.

with T. M. Weisenberger, *Marketing Education: Beyond the Lecture*, Mid-Atlantic Marketing Association, University of Richmond, 1978.

## Presentations Only

with N. Bagranoff, "Strategies for Local Engagement and Global Reach," Annual meeting of Southern Business Administration Association, Richmond, Virginia, October 2017.

Panelist on undergraduate programs session, EFMD Annual Undergraduate Management Education Conference, St. Petersburg, Russia, September 2013.

Plenary session presenter, "Organisational Design for External Relations," EFMD Conference for International, External & Corporate Relations, PR, Marketing, Communication and Alumni Professionals, Riga International School of Economics and Business Administration, Riga, Latvia, March 2012.

"Internationalisation of Undergraduate Management Programmes," EFMD Undergraduate Management Education Conference (steering committee member), BI Norwegian Business School, Oslo, Norway, September 2012.

"Ms. Manners meets Mr. Queally at the Robins School," European Foundation for Management Development Undergraduate Management Education Conference, Umeå, Sweden, September 2009.

"Developing International Executive Education Programs Across Borders, moderator/facilitator, European Foundation for Management Development Executive Education Annual Meeting, Lisbon, Portugal, October, 2008.

"Is There Really a Difference between Teaching and Pedagogical Methods for Post-Experience Programs and Pre-Experience MBA Programs?" invited speaker, International Conference, Groupe ESC Rouen, Rouen, France April 2007.

“Effects of the EU’s Bologna Accord on European/U.S. Student Exchange Programs,” Invited speaker to EPSCI, Groupe ESSEC 30<sup>th</sup> Anniversary Program. Cergy-Pontoise, France, December 2005.

“The Creation of International Learning Environments,” invited speaker, European Foundation for Management Development (EFMD) 2005 Meeting on Undergraduate Management Education, Madrid, Spain, October 2005.

“Creating New and Sustainable Partnerships,” Session moderator at joint AACSB International/EFMD/CFBDS Conference on Strategic Alliances in Management Education Conference, Montreal, Canada, November 2004.

“Required International Residencies for Part-time/Professional MBA Programs,” Workshop presented at AACSB International Annual Meeting, New Orleans, LA, April 2003.

with Martin Butler, “Resource Funding Strategies for International Programs,” Workshop presented at AACSB International Strategic Alliance Conference, Grenoble, France, October 2002.

with Frank J. Franzak, “The International Market Planning Program and Its Partnership with the Commonwealth of Virginia,” presentation to the Global Marketing Special Interest Group, Innovations in Teaching International Marketing, American Marketing Association Summer Educators’ Conference, Chicago, August 1997.

“Integrating Community Service Field Projects into Traditional Undergraduate and Graduate Marketing Courses,” presentation at the Virginia Marketing Educators Association, Charlottesville, VA, 1995.

### **Book Reviews**

Review of McDonald, *Strategic Marketing Management Casebook* manuscript for Prentice Hall Publishing Company, 1996

Review of Burns and Bush, *Marketing Research*, for Prentice Hall Publishing Company, 1996.

Blind reviewer of marketing research text manuscript, *Marketing Research: A Proactive Information Planning Approach*, for West Publishing Company, 1993.

Review of *Systems Selling Strategies*, Mark Hanan, James Cribbin, and Jack Donis, New York: AMACOM, 1978, *Journal of Marketing*, October 1978, p. 104.

### **Professional Activities**

Panel Moderator, Business Models applied to Developing Relationships among Business Schools, AAPBS Annual Meeting, Ho Chi Minh City, Vietnam, October 2019.

EFMD Asia Meeting, Ho Chi Minh City, Vietnam, November 2019

IES Abroad, Curriculum Committee, 2018 – present.

EFMD Global Network Americas Steering Committee, 2017 – present.

Treasurer and Member of the Board, CUIBE, 2015- 2020.

Panel Moderator, EFMD Americas Conference, Quebec, Canada, October 2015.

Reviewer, Academic Administration Track, CLADEA Annual Meeting, Lima, Peru, October 2012.

Chair, Sustainability and Business Schools session, CLADEA annual meeting, Lima, Peru, October 2012.

EFMD Undergraduate Management Education Steering Committee, 2009 – present.

Advisory Council, Birla Institute of Management Technology, Delhi, India, 2009 - 2013.

Reviewer, European International Business Academy Conference, International Corporate Strategy Track, 2007.

Reviewer, *Journal of Latin American Business Studies*, 2005.

Reviewer, Academy of International Business Conference, 2003.

Reviewer, European Marketing Academy Conference, 2001.

Reviewer, Teaching Track, American Marketing Association International Marketing Conference, Buenos Aires, January 2000.

Judge, Society for Marketing Advances Doctoral Dissertation Proposal Competition, 1999, 2000.

Track chair, Consumer Behavior, 1998 Atlantic Marketing Association Conference.

Paper reviewer, 1997 International Marketing and Development Association Conference.

Paper reviewer, 1997 International Marketing Conference of the Graduate School of Management, Groupe Sup de Co, Montpellier, France.

Track chair, Marketing Management/Strategic Marketing/Marketing Research, 1997 Atlantic Marketing Association Conference.

Member, Editorial Review Board, *Journal of Marketing Theory and Practice*, 1996 - 2005.

Session chair and paper reviewer, International Track, Southern Marketing Association 1996 Conference.

Paper reviewer, session chair, and Practitioner Panel chair, Conference Program Committee member, 1996 Association of Marketing Theory and Practice Conference.

Participant, 1995 Virginia Marketing Educators Association Conference.

Paper reviewer, 1995 Southern Marketing Association Conference.

GMAT Test Reviewer, Educational Testing Service, Princeton, NJ, 1995.

Paper reviewer, Marketing Track, Decisions Sciences Institute Annual Meeting, 1995.

Marketing Research track co-chair with T. M. Weisenberger, 1995 Atlantic Marketing Association Conference.

Program committee and paper reviewer, 1995 European Marketing Academy Conference (EMAC).

Participant, Survey Sampling, Inc., Sampling Workshop, Washington, D.C., Fall 1994.

Panel co-chair (with T. M. Weisenberger) and participant, "The Use of Computer Simulation Games in Marketing Courses," Atlantic Marketing Association 1994 Conference.

Paper reviewer, Association of Decisions Sciences Annual Conference, 1993.

Manuscript Reviewer, *European Journal of Marketing*, special edition, "Rethinking Marketing," 1993.

Session chair, Discussant, Paper Reviewer, Atlantic Marketing Association, Annual Conference, 1993/94.

Paper reviewer, Midwest Marketing Association, Annual Conference, 1991, 1992, 1993, 1995.

Virginia Auditing Symposium, Annual Conference, paper discussant, 1991.

Participant, British Academy of Management, New South Wales Chapter, Annual Conference, Bath, England, March 1991.

Marketing Department Representative, The Arthur Andersen Conference on Teaching Business Ethics, St. Charles, IL Summer 1990.

Reynolds Graduate School, Robins School of Business Primary Representative to Graduate Management Admission Council, 1989 - 1990. Note, I initiated action for Robins School of Business to become GMAC member.

Workshop leader, "Developing an EMBA Program," Executive MBA Council, Annual Conference, Denver, CO, 1989.



Graduate Management Admissions Council, University of Richmond Primary Representative, 1987-1990.

Participant, Survey Sampling, Inc., Conference on Critical Issues in Quality Telephone Survey Research, New York, 1988.

Virginia Economic Development Partnership, International Market Planning Program Professor, 1991 -Present.

Virginia Department of World Trade Advisory Committee for International Education, 1988-1991.

American Assembly of Collegiate Schools of Business Seminar on Microcomputers in the Marketing Curriculum, University of Utah, 1988.

Member, Fall Seminar Planning Committee, Richmond Chapter, American Marketing Association, 1985.

Session chairman, "Developing and Administering Executive MBA Programs," Association of Graduate Business Directors, Orlando, FL, 1985 Conference.

Paper reviewer, 1981 Southern Marketing Association Conference.

Paper discussant, American Marketing Association, National Educators Conference, Chicago, IL, 1980.

Session co-chair with T. M. Weisenberger, "Workshop on Planning, Developing and Conducting Conferences," Midwest Business Administration Association, Annual Meeting, Chicago, IL, 1979.

Conference co-chairman/President with Terry M. Weisenberger, Mid-Atlantic Marketing Association, Annual Conference, Richmond, VA, 1978.

Past or Present Member of:

Academy of International Business	European International Business Academy
Academy of Marketing Science	Executive MBA Council
American Marketing Association	Graduate Management Admission Council
Association of Graduate Business Directors	Midwest Marketing Association
Association of Marketing Theory and Practice	Sales and Marketing Executives of Richmond
Atlantic Marketing Association (Past President)	Sigma Iota Epsilon*
Beta Gamma Sigma	Society for Marketing Advances
Business Association for Latin American Studies	The Planning Forum
Chi Gamma Iota	Virginia Marketing Educators Association
Richmond International Business Council	World Affairs Council
Omicron Delta Kappa	

### **Recognition**

Omicron Delta Kappa, 2010.

Fellow, American Marketing Association Doctoral Consortium, 1974.

Bob Newall Memorial Scholarship in Transportation, 1974.

National Food Brokers Association Memorial Scholarship, 1973.

### **Grants**

Program to Enhance Teaching Effectiveness summer grant to develop an introductory marketing course based on an interactive CD-ROM text, Summer 1996.

Program to Enhance Teaching Effectiveness grant to attend SSI Sampling Workshop, Washington, D.C., Fall 1994.

Program to Enhance Teaching Effectiveness summer research grant to integrate international topics and computer applications in courses, Summer 1991.

Faculty Research Committee grant to attend conference on Critical Issues in Quality Telephone Survey Research sponsored by Survey Sampling, Inc., New York, 1988.

Virginia Optometric Association Grant to conduct research to determine the financial implications associated with the use of ocular therapeutic pharmaceutical agents by optometrists, 1985.

Joint grant from Robins School of Business, University of Richmond Faculty Research Committee and University of Richmond Program to Enhance Teaching Effectiveness to attend Burke Marketing Services Multivariate Analysis Seminar and Workshop, New York, 1982.

Robins School DuPont Summer Faculty Research Grant, 1980.

Robins School Industrial Faculty Fellowship with Dominion National Bank of Richmond, 1979.

University of Richmond Faculty Research Grant, 1976.

American Marketing Association Doctoral Dissertation Research Grant, 1975.

### **Student Related Activities**

Chapter founder (2003) and advisor, Epsilon Chi Omicron International Business Honor Society.

Faculty Advisor, Alpha Kappa Psi, 1994-1997.

Robins School of Business Junior & Senior Advisor, 1991-1999; Incoming Exchange Student Advisor, 2000 -present.

Freshman Advisor, 1990.

Faculty Advisor, Pi Kappa Alpha Fraternity, 1977-1979.

Founder and Faculty Advisor, University of Richmond Collegiate Chapter of the American Marketing Association 1976-1978.

### **Community Service**

International Education Advisory Committee, Virginia Economic Development Partnership (formerly Department of Economic Development and Virginia Department of World Trade), and University of Richmond International Market Planning Program Director 1988-2000.

American Heart Association-Mid-Atlantic Affiliate, Community Organization and Customer Relations Task Force, 1998 - 1999; Marketing and Communications Committee, 1987-1998; Strategic Planning Committee, 1993-1998; Board of Directors and Marketing Committee Chair, 1995-1998.

The Steward School, Richmond, Virginia, Board of Trustees, 1987-1989; Member of Marketing and Public Relations Committee, 1987-1989; Development Committee 1987-1989; and Committee on Administrative Computing (Chair), 1989; Coordinator of Parents Fund-Raising Drive for Capital Campaign, 1988.

### **Committee Assignments**

#### ***External Committees***

EFMD Global Network Americas Steering Committee, 2017 – present.

EFMD Undergraduate Management Education/Bachelor Steering Committee, 2009 – present.

EQUAA Review Team, 2019 – present.

Rouen Business School/Reims Management School, Committee to design a single Masters in Management program, Paris/Reims/Rouen, 2012 – 2015.

EFMD Undergraduate Management Education Committee, spring 2009 – present.

CUIBE Membership Committee, spring 2009 – present. Member of Governing Committee and Treasurer, 2015 – 2019.

### ***University Committees***

Cultures and Languages across the Curriculum Committee, 2017 – present.

Academic Committee for International Engagement, 2016 – present.

International Education Dean Search Committee, 2013 – 2016. Committee structure changed by UR Faculty Senate and this committee replaced by Academic Committee for International Engagement.

International Center Advisory Committee, 2010 – 2015.

University International Education Committee, 2000 – 2017.

Nominee Selection Committee for the VFIC Hiter H. Harris Jr. Memorial Award for Excellence in Undergraduate Teaching, 2009, 2010, 2011.

AVP Public Safety and Chief of Police Search Committee, 2010.

International Education Associate Dean Search Committee, 2007 – 2010.

International Education Assistant Director of Study Abroad Search Committee, 2007 - 2008.

Carol Weinstein International Center Project Planning Committee, 2007 – 2010.

University Faculty Credentials Committee, 2006 – 2009.

University Quality Enhancement Program Committee, 2005 – 2006.

University Faculty Credentials Subcommittee of the SACS Steering Committee, 2005 – 2009.

University Resources Subcommittee of the TFUGE, 2005 – 2006.

University SACS Reaccreditation Leadership Team, 2004 – 2009.

University International Education Strategic Planning Committee, 2003 – 2009.

University Advising and Residential Life Subcommittee of the TFGUE, December 2003 – 2006.

### ***Robins School of Business Committees***

Robins School Academic Council, 1977-1981, 1983-1990, 2000 - present.

Robins School International Business Committee, 1988-1992 (Chair), 1998- present, 1988-1989, 2000-present (Chair).

Speaker Selection Committee, (chair), 2008 – 2009.

Chaired Professor Selection Committee, 2008.

Robins School Graduate Council, 1983 – 1991 (chair), 2003 – 2006, 2009, 2016 - present

Robins School Strategic Planning Committee, 2005 - 2007.

Robins School Internship and Job Placement Committee, 2006 – 2007.

Robins School Graduate Committee on Ethics (Chair), 2004 – 2005.

Robins School Dean Search Committee, 2005

Robins School Task Force on Internships (Chair), 2003 – 2006.

Robins School Website Design Review Team, 2003 – 2006.

Robins School Management/IB professor Search Committee, May 2021 – present.

Robins School E. Claiborne Robins Distinguished Chair Search Committee, 2004 – 2005.

Robins Building Addition Task Force, 2002 – 2006.

Robins School Evaluation Committee, 2005 – 2006.

University Task Force on Undergraduate Education Steering Committee (TFUGE), December 2003 – 2006.

Robins School Marketing and Communications Task Force, 2004 - 2005.

Robins School of Business Ad Hoc committee on New Programs, 2005 – 2006 (Chair).

University Logo Committee, 1999-2000.

Robins School/Reynolds Graduate School, MBA Task Force, 1999 – 2000, 2002 –2004.

Robins School of Business, Dean Search Committee, 1999.

University Committee on Committees, 1997-2000.

School of Continuing Studies Academic Council, 1995-1998.

School of Continuing Studies Summer School Review/Evaluation Committee 1995-1996.

Jepson School Academic Council, 1994-1998.

Robins School Undergraduate Student Enrollment Management Task Force, 1994-1997.

Robins School Tenure Review Committee, 1994-1996 (chair 1995-1996).

Robins School Undergraduate Curriculum Committee, 1993-1995.

Robins School Faculty Governance Review Committee, 1990-1993.

Robins School Management Institute, Functional Management Development Program Planning Committee, 1990-1992.

Robins School Graduate Curriculum Committee, 1990-1993.

University of Richmond Southern Association of Colleges and Schools Self-study Committee, 1987-1988.

Presidential Inaugural Committee, 1986.

University Presidential Screening Committee, 1985-1986.

President's Administrative Council, 1983-1990.

University Council of Academic Deans, 1983-1990.

Reynolds Graduate School, Graduate Council, 1979-1982, 1983-1990, 2000- 2006 (Chair 1983-1990).

Robins School, Academic Council, 1977-1981, 1983-1990, 2000-present.

Robins School, Faculty Development Committee, 1982-1983.

WDCE (University Radio Station) Board of Directors, 1979-1983.

University Faculty Senate, 1977-1981, 1983-1990.

University Finance Subcommittee of the Task Force on the Academic Program of the Long-Range Planning Committee, 1978-1979.

Robins School Readmission Committee, 1977-1981.

Robins School Catalog Committee, 1977-1978.

Robins School Faculty Evaluation Aspects Committee, 1977-1978.

Robins School Dean Screening Committee, 1977-1978.

### **Consulting Activities**

Alan Newman Research, Richmond, VA. Research design and analysis consultant on projects for clients including Seiko USA, GE Financial Services, Capital One Financial, and Richmond Symphony Orchestra, 1999 - 2000.

Bunzl Extrusion, Inc., Richmond, VA. Customer satisfaction survey for seven operating units in U.S.A., 1999.

Shenandoah Shutters, Richmond, VA. Marketing Advisory Board, 1998.

United Network for Organ Sharing (UNOS), Richmond, VA. Federally funded research project to study organ procurement coordinator attrition (with T. M. Weisenberger) 1994 - 1997

Molins Sandiacre, Packaging Machinery, Richmond, VA. International environmental analysis of packaging machinery industry as part of due-diligence study for an acquisition candidate, 1996.

Signet Bank, Information Technology Group, Richmond, VA. Consultant on project to measure internal client satisfaction, 1996.

United Network for Organ Sharing (UNOS), Richmond, VA. Federally funded research project (with T. M. Weisenberger), 1994 - 1997. Results reported in *UNOS Organ Procurement Organization Attrition Study: Consultants Report Volumes I, II, III*, 1997.

AMS Genetics, Richmond, VA. Marketing strategy advising, 1993.

Allen, Allen, Allen & Allen, Personal Injury Law Firm, Richmond, VA. Various marketing research projects (focus group studies, market and client surveys, client satisfaction studies), 1990-1995.

The City of Richmond, VA, Department of Public Utilities. Conducted survey of public works directors of 28 U.S. communities to determine refuse collection policies and procedures, 1992.

Household International, Inc., Prospect Heights, IL. "State of the Art in Strategic Planning" presentation at first annual HI strategic planners conference, May 1990.

WKHK-FM Radio, K-95, Richmond, VA. Basic marketing course for sales staff, May - December 1990.

SCI Services Group, Inc., Carrollton, GA. Marketing planning consultant, March 1990.

Virginia Panel Corporation, Waynesboro, VA. Marketing management consultant, 1988-1990.

The Performance Group, Richmond, VA. Marketing research projects conducted for various clients, including Greater Richmond Transit Company, Virginia Association of Realtors, Wolff-Fording, Inc., 1987-1988.

McGuire, Woods, Battle & Boothe, Richmond, VA. Consultant, United States District Court for the Eastern District of Virginia, Richmond Division, Civil Action No. 87-0669-R, Signet Data Systems Ltd. v. Signet Bank/Virginia. April-May 1988; Consultant and expert witness, United States District Court for the Eastern District of Virginia, Richmond Division, Civil Action No. 81-0229-R, Saunders and Housing Opportunities Made Equal v. General Services Corporation and John Perel. August-October 1986.

Pump House Associates, Richmond, VA. Marketing research project to estimate demand for proposed reception and banquet facility in historic building, April-August 1986.

Redmond, Amundson, & Rice Advertising, Norfolk, VA. Various marketing research projects for agency clients conducted. 1985-1986.

Seamark Corporation, Richmond, VA. Marketing research to aid in identifying potential customers for new product in medical instruments industry, December 1984-January 1985.

Hodges & Associates, Inc., marketing research and consulting firm, Richmond, VA. Principal in firm, 1981-1983. Clients serviced: Central Fidelity Bank, Webb & Athey Advertising, Cabell Eanes Advertising, Infilco Degremont, Inc., United Virginia Bank.

Marketech Research, Inc./The Richards & Sparks Company, marketing research firm, Richmond, VA. Staff consultant, 1977-1981. Clients serviced: Dominion National Bank, Duke Power Company, Eastman Kodak, North Carolina Power and Light, PCA International, Trans South.

Robertshaw Controls Company, International Operations, Richmond, VA. General marketing management consulting, August 1980-November 1981.

Dominion National Bank of Richmond, VA. Marketing and strategic planning consulting, June-August 1979.

### **Military Service**

U. S. Army, active duty. Served with 7th Special Forces Group (Airborne); Armed Forces Examining and Entrance Station; and 1st Air Cavalry Division (Airmobile); awarded Bronze Star Medal for Meritorious Achievement, Good Conduct Medal, Vietnam Service Medal, Vietnam Campaign Medal, Presidential Unit Citation, Parachutist Badge; rank at separation from service: Sergeant E-5; 1964 - 1967.