

Ed Chung, PhD

Education

Ph.D. in Marketing, *Schulich School of Business, York University, Ontario*. 1997.

Master of Business Administration, *Oregon State University, Oregon*. 1979.

Bachelor of Commerce, *McMaster University, Ontario*. 1978.

Teaching Experience

Associate Professor, Marketing. *Elizabethtown College, Elizabethtown, PA*. Fall 2004 to present.

Assistant Professor, Marketing. *St. Norbert College, De Pere, WI*. Fall 1997 to Spring 2004.

Part Time Lecturer in Marketing. *York University, Canada*. Spring 1993 to Winter 1997.

Research Interest

Consumer Research, with emphasis on the *consumer* side of the marketing equation. Current focus on ethnic identity and its relationship with consumption.

Cultural Issues, including intra and inter cultural differences in consumption behavior, as well as the fabrication and maintenance of culture, at the individual, corporate, and societal levels.

Strategic Management, with a *process* orientation. In particular, the role that people play in the development and emergence of strategies.

Philosophy of Science, in particular alternative ontological perspectives that guide the study of marketing and management related disciplines.

Corporate Social Responsibility, especially as it relates to the way businesses treat and mistreat people.

Publications and Presentations

Refereed Journals:

Ciocirlan, Cristina, **Ed Chung**, and Carolan McLarney (2011), “Against All Odds: A Strategic Analysis of the Fall of Hong Kong, 1941,” *Management Decision*, Vol. 49(6), 984-1000.

McKay, Ruth, Crsitina Ciocirlan, and **Ed Chung** (2010), “Thinking Strategically about Workplace Bullying in Organizations,” *Journal of Applied Management and Entrepreneurship*, Vol. 15 (4), 73-93.

McLarney, Carolan, **Ed Chung**, and James McNiven (2010), “Corporate Strategy Operating within NAFTA,” *GITAM Review of International Business*, Vol. 3 (1), 79-94.

McLarney, Carolan, and **Ed Chung** (2009), “The UK Beverage Industry: Changing Nuances of Effective Strategic Planning Processes,” *Metamorphosis - A Journal of Management Research*, Vol. 8 (1), 25-42.

McLarney, Carolan, **Ed Chung**, and Sheila Randolph (2008), “An Investigation of The Kaisha: A Study in Partner Management,” *The ICFAI Journal of Business Strategy*, Vol. V (2), 7-23.

McLarney, Carolan, David Wicks, and **Ed Chung** (2008), “Online Surveys may be Hazardous to your Corporate Health: A Framework for Assessing and Improving Market Research Survey Quality,” *Metamorphosis - A Journal of Management Research*, Vol. 7 (1), 59-73.

Chung, Ed, Carolan McLarney, and Mark Gillen (2008), “Social Policy Recommendations to Alleviate Stress Among Informal Providers of Elder Care,” *International Journal of Sociology and Social Policy*, Vol. 28 (9/10), 340-50.

McKay, Ruth B., and **Ed Chung** (2008), “It’s Cowabunga Time: Setting Up Shop in a Foreign Country,” *Simulation & Gaming*, Vol.39(4), 558-76.

Pahl, Joy, **Ed Chung**, Iris Jenkel, and Ruth McKay, (2007), “College of St. Germain Global Conference in Business and Economics A & B,” *The CASE Journal*, Vol.4 (1), 51-72.

Chung, Ed, and Kim Whalen (2006), “The Embedded Entrepreneur: Recognizing the Strength of Ethnic Social Ties,” *New England Journal of Entrepreneurship*, Vol. 9(1), 49-60.

Gillen, Mark, and **Ed Chung** (2005), “An Initial Investigation of Employee Stress

Related to Caring for Elderly and Dependent Relatives at Home,” *International Journal of Sociology and Social Policy*, Vol.25(9), 78-93.

McKay, Ruth B., and **Ed Chung** (2005), “Benchmarking for Entrepreneurial Survival: Pursuing a Cohesive and Imperfectly Imitable Culture,” *Benchmarking: An International Journal*, Vol. 12 (3), 207-218.

Chung, Ed, Ruth B. McKay and Raj Devasagayam (2005), "Corporate Workplace Responsibility: Play Nice and Win," *Ethics and Critical Thinking Journal*, Vol. 2005, (1), 37-48.

Day, Brennan, Ruth B. McKay, Michael Ishman, and **Ed Chung** (2004), “The New Normal: Lessons learned from SARS for Corporations Operating in Emerging Markets,” *Management Decision*, Vol.42 (6), 794-806.

Day, Brennan, Ruth B. McKay, Michael Ishman, and **Ed Chung** (2004), “‘It Will Happen Again’: What SARS Taught Businesses About Crisis Management,” *Management Decision*, Vol. 42 (7), 822-836.

Chung, Ed, Iris Jenkel, and Carolan McLarney (2002), “Deconstructing Paradise: Beneath the Hegemonic Illusions of Harmony,” *International Journal of Sociology and Social Policy*, Vol. 21 (7), 9-25.

Chung, Ed, Kathy Molnar, and Jon Gilbertson (2002), “Oil and Water? Business Education in a Liberal Arts Setting,” *Insights to a Changing World*, Vol. 2002 (2), 1-14.

Chung, Ed (2001), “Not According to Plan: Making Sense of Your Strategies,” *Business Forum*, Vol. 26 (3/4), 34-6.

Chung, Ed, and Eileen Fischer (2001), “When Conspicuous Consumption Becomes Inconspicuous: The Case of the Migrant Hong Kong Consumer,” *Journal of Consumer Marketing*, Vol. 18 (6), 474-87.

Chung, Ed, and Stephen Alagaratnam (2001), “Teach Ten Thousand Stars How Not to Dance: A Survey of Alternative Ontologies in Marketing Research,” *Qualitative Market Research: An International Journal*, Vol. 4 (4), 223-34.

Chung, Ed (2001), “Heroic Medicine and Business Downsizing: Management’s Dark Ages,” *TQM Magazine*, Vol. 13 (5), 309-15.

Chung, Ed (2000), "Re-humanizing the Workplace: All Great Strategies Start From Within," *Business Journal for Entrepreneurs*, Sep, 68-72.

- Chung, Ed**, and Carolan McLarney (2000), "The Classroom as a Service Encounter: Suggestions for Value Creation," *Journal of Management Education*, Vol. 24 (4), 484-500.
- McLarney, Carolan, and **Ed Chung** (2000), "What Happened is Prologue: Creative Divergence and Corporate Culture Fabrication," *Management Decision*, Vol. 38 (6).
- Chung, Ed** (2000), "Navigating the Primordial Soup: Charting the Lived Worlds of the Migrant Consumer," *Journal of Consumer Marketing*, Vol. 17 (1), pp.36-54.
- Chung, Ed**, and Eileen Fischer (1999), "Embeddedness: Socializing the 'Social' Construction of Ethnicity," *International Journal of Sociology and Social Policy*, Vol. 19 (12), 34-55.
- McLarney, Carolan, and **Ed Chung** (1999), "Post-Materialism's 'Silent Revolution' in Consumer Research," *Marketing Intelligence and Planning*., Vol 17 (6), pp.288-97.
- Chung, Ed**, and Eileen Fischer (1999), "It's Who You Know: Intracultural Differences in Ethnic Product Consumption," *Journal of Consumer Marketing*, Vol. 16 (5), pp.482-501.
- Chung, Ed**, and Carolan McLarney (1999), "When Giants Collide: Strategic Analysis and Application," *Management Decision*, Vol.37 (3), pp.233-47.

Refereed Conference Proceedings

- Pilgrim, Tim, **Ed Chung**, Paul Ngo, and Bingye Mu (2009), "Come in under the Shadow": A Psychological Exploration of the Corporate Unconscious," *Midwest Academy of Management Conference 2009*.
- Ngo, Paul, **Ed Chung**, and David Wicks (2006), "Sad Movies Always Make Me Cry: Cross-Cultural Differences in Response to Emotional Stimuli," *Atlantic Marketing Association Conference 2006*.
- Gillen, Mark, **Ed Chung**, and Ruth McKay (2006), "Elder Care and the Pending Employee Shortage: Implications for Retail Productivity," *Atlantic Marketing Association Conference 2006*.
- Chung, Ed**, Ruth McKay, Iris Jenkel, and Joy Pahl (2005), "Differentiating an Academic Conference: the College of St. Germain," *Society for Marketing Advances Annual*

Conference 2005.

Gillen, Mark, and Ed Chung (2005), "All we need is love? Caregiving and its Impact on a Firm's Human Capital," *Northeast Decision Science Institute Annual Meeting 2005.*

Chung, Ed, Kyle Riste, and Amy Vandenberg (2004), "For Want of Corporate Workplace Responsibility: Pursuing the Imperfect Imitability of People," *North American Management Society Meetings 2004.*

McKay, Ruth, **Ed Chung**, and David Wicks (2003), "Towards a Model of Entrepreneurial Strategic Competence," *Society for Marketing Advances Annual Conference 2003.*

Chung, Ed, and Iris Jenkel (2000), "I yam what I yam, and that's all that I yam: Impact of Corporate Social Responsibility on the Business Curriculum," *Institute of Behavioral and Applied Management Conference 2000.*

McLarney, Carolan, David Wicks, Shelley Rhyno, and **Ed Chung** (2000), "Online Surveys May Be Hazardous to Your Corporate Health: A Framework for Assessing and Improving Market Research Survey Quality," *Institute of Behavioral and Applied Management Conference 2000.*

Chung, Ed, and Eileen Fischer (1999), "Ethnicity's 'Indefinite Substance': Toward a Theory-based Measurement of Ethnic Identification," *Proceedings: Society for Consumer Psychology 1999 Winter Conference*, ed. M. Viswanathan, L. Compeau, and M. Hastak. St. Petersburg, Florida. pp.133-40.

Chung, Ed, and Stephen Alagaratnam (1999), "Of Summer Insects and Ice: Alternative Ontologies in Marketing," *Proceedings: American Society of Business and Behavioral Sciences, Sixth Annual Meeting*, Las Vegas.

Chung, Ed, and Amy Spielbauer (1999), "Beauty is Skin-Deep, Taxes Cut Deeper: Towards a Taoist Ontological Challenge to Positivism in Ethics," *Proceedings: North American Management Society Conference 1999*. ed. R. Farris, and F. Chong. Chicago. pp.62-8.

Chung, Ed, Hiroshi Nakamura, and Amy Spielbauer (1999), "Burned Popcorn and Broken Crystal Balls: Beware of False Prophets Bearing Food," *Proceedings: Marketing Management Association Spring Conference 1999*. ed. R. green, D. Varble, and G. Wunder. Chicago. pp.118-23.

Spielbauer, Amy, **Ed Chung**, and Sarah Beggs (1999), "Exploring the Interconnections

of Cultural Meanings: Marketing Revelations from Fiction," *Proceedings: American Society of Business and Behavioral Sciences, Sixth Annual Meeting*, Las Vegas.

Chung, Ed, and Eileen Fischer (1998), "Challenging Cultural Consumption Stereotypes: An Investigation of Conspicuous Consumption Values Within A Chinese Immigrant Population," *Proceedings: 1998 Marketing Management Association Spring Conference*, ed. D. Varble, J. Young, and K. Glynn. Chicago. pp.121-8.

Chung, Ed (1995), "'I Have Better Things To Do': Exploring the Dynamics of Ethnicity," *Proceedings: Facing East/Facing West: A Multidisciplinary Conference on North America's Relations with Asian/Pacific Countries*, ed. M. Luqmani and I. Mangla. Western Michigan University. p.15.

Chung, Ed, and Carolan McLarney (1994), "Objects in the Rear-View Mirror May Appear Closer Than They Are: Creative Divergence as Entrepreneurial Strategy," *Proceedings: Annual Nordic Marketing Conference*, ed. J. Jaensson and G. Tesar. Umeå University, Sweden. pp.49-60.

McLarney, Carolan, and **Ed Chung** (1994), "Maneuvering at Midway: Leveraging your way out of Annihilation," *Proceedings: Annual Nordic Marketing Conference*, ed. J. Jaensson and G. Tesar. Umeå University, Sweden. pp.1-16.

Blind-Reviewed Conference Presentations:

Chung, Ed, Cristina Ciocirlan, Ruth McKay, and Paul Ngo (2010), "Individual- and Group-Level Factors that Impact Sustainability," *4th International Conference on Business and Sustainability*, Portland, OR.

Chung, Ed, Paul Ngo, and Peter Pisano (2008), "Nightmare Avoidance and the Fabrication of Organizational Culture," *American Anthropological Association 107th Annual Meeting*, San Francisco, CA.

Chung, Ed, Paul Ngo, and Joy Pahl (2008), "The Company One Keeps – an exploration of social ties' impact on felt ethnicity," *Eastern Sociological Society 78th Annual Meeting*, New York, NY.

Pisano, Peter M., **Ed Chung**, and Paul Ngo (2008), "Towards a Qualitative and Quantitative Understanding of Ethnicity and Emotion," *Eastern Sociological Society 78th Annual Meeting*, New York, NY.

Chung, Ed (2007), "Barking up the wrong ethnic tree: Ethnic marketing needs an emic

definition of ethnicity,” 30th Annual Meeting of the *Northeastern Association of Business, Economics and Technology*, State College, PA.

Chung, Ed and Mark Gillen (2007), “Caregiver Stress: Implications of and Responses to an Aging Population,” *Eastern Sociological Society 77th Annual Meeting*, Philadelphia, PA.

Lohrey, Peter, Ruth Bernice-McKay, and **Ed Chung** (2004), “Towards a Model to Benchmark Entrepreneurial Survival,” *Decision Sciences Institute 2004 Annual Meeting*, Boston, MA.

Chung, Ed, Iris Jenkel, and Paul Ngo (2004), “Investing in People: Community Banks in an Era of Mega Bank Mergers,” *Decision Sciences Institute 2004 Annual Meeting*, Boston, MA.

Wicks, David, **Ed Chung**, and Ruth Bernice-McKay (2004), “Positioning ‘Good’ Tattooing,” *Decision Sciences Institute 2004 Annual Meeting*, Boston, MA.

Chung, Ed, Iris Jenkel, and Nichole Heinecke (2002), “Balancing the Rational and Organic: Feminist Voice in Management Discourse,” *British Academy of Management 2002 Conference*, London, UK.

Chung, Ed, and Carolan McLarney (1999), "Post-Materialism's 'Silent Revolution' in Consumer Research: Still Silent After All These Years," *29th Annual Atlantic Schools of Business and 5th Annual Atlantic Canadian Operations Research Society Joint Conference*, Halifax, Canada.

Chung, Ed, and Kathleen Molnar (1999), "Strategy is But an Infinite Loop: A Taoist Look at Strategic Sense-Making," *29th Annual Atlantic Schools of Business and 5th Annual Atlantic Canadian Operations Research Society Joint Conference*, Halifax, Canada.

Alagaratnam, Stephen, **Ed Chung**, and Amy Spielbauer (1998), "Biblical and Taoist Challenges to Positivism in Ethics: Of Artificial Beauty, Whitewashed Sepulchres and Giving Unto Caesar What is His," *1998 Institute of Business Administration & Technology Conference*, Toronto.

Alagaratnam, Stephen, and **Ed Chung** (1998), "The 4 Ps of Transnational Exploitation: Illustrations from a Developing Economy," *Midwest Business Administration Association 34th Meeting*, Business, Government, and Society Track, Chicago.

McLarney, Carolan, and **Ed Chung** (1998), "Maneuvering in the Global Marketplace: Using Less and Getting More," *Globalization and Its (Dis)Contents: Multiple*

Perspectives, Michigan State University, Lansing, MI.

Chung, Ed (1995), "Postmaterialism: Stephen King's Gothic Landscape of Consumer Culture," paper presented at the *Sixth Annual Popular Culture Association Conference 1995, Advertising and Marketing Area*, Philadelphia.

Book Chapters and Books:

Chung, Ed (2007), "Transfer Pricing," in *Encyclopedia of Business Ethics and Society*, ed. R. W. Kolb. Sage.

Heeler, Roger M., and **Ed Chung** (2000), Chapter 4 "Economics basis of marketing," in *Marketing Theory: a student text*, ed. M. J. Baker. London: Thomson Learning. (Modified from next item).

Heeler, Roger M., and **Ed Chung** (1999), "The economics basis of marketing," in *The IEBM Encyclopedia of Marketing*, ed. M. J. Baker. London: International Thomson Business Press. pp.35-51. (revised 2nd edition of next item).

Chung, Ed, and Roger M. Heeler (1995), "The Economic Basis of Marketing," in *Companion Encyclopedia of Marketing*, ed. M. J. Baker. London: Routledge. pp.47-67.

McLarney, Carolan, and **Ed Chung** (1995), *Instructor's Manual to Accompany "Global Management,"* by M. Mendenhall, B.J. Punnett, and D. Ricks. Cambridge, MA: Blackwell.

Invited Articles and Practitioner Journals:

Chung, Ed (2001), "Book Review: Lessons from the Sandbox," *New England Journal of Entrepreneurship*, Vol. 3 (2), 61-2.

Chung, Ed (2001), "From Plato's Cave to Feathered Wings: A Heretic's View of Liberal Arts Business Education," *The Beacon*, Vol. 16(4), 4-5.

Chung, Ed (1998), "Cultural Diversity in the Classroom," *The Beacon*, Vol. 13 (6), p.1.

Chung, Ed (1997), "So You Want To Do Cross-Cultural Surveys," *Institute for Social Research Newsletter*, York University, Vol. 12 (2), p.3.

Heeler, Roger M., and **Ed Chung** (1995), "Marketing Strategy in the 90s: The Pursuit of

Value," *Sales and Market (China)*. February 24, 1995.

Heeler, Roger M., Pia Lindell, **Ed Chung**, and Zhang Yuli (1994), "Building the Strategic Marketing Channel," *Sales and Market (China)*. No. 9, 6-10.

Academic Reviewer:

Academic Reviewer for Northeast Decision Science Institute 2010 Conference.

Academic Reviewer for Academy of Management 2006 Conference.

Academic Reviewer for "Dark Side Case Competition," Academy of Management 2006.

Academic Reviewer for Association for Consumer Research conference 2006.

External Academic Reviewer, CGA Canada/Laurentian University MBA course in International Marketing (for accreditation), 2004.

Academic Reviewer for Marketing Management Association 2005 Conference, Not-for-Profits Track.

Academic Reviewer for Academy of Management 2005, Entrepreneurship Program.

Academic Reviewer for "Dark Side Case Competition," Academy of Management 2005.

Academic Reviewer for *Management Decision* journal, 2001 to present.

Reviewer Panel Member for *New England Journal of Entrepreneurship*, 2000 to present.

Academic Reviewer, DSI 2004 conference, Strategy and Policy track.

Ad Hoc Reviewer, *Journal of Management Education*, 2003.

Ad Hoc Reviewer, *Journal of Business Research*, 2001- present.

Ad Hoc Reviewer, *Journal of Business and Industrial Marketing*, 2002.

Ad Hoc Reviewer, *Benchmarking: An International Journal*, 2003.

Academic Reviewer for 2003, AMA Winter Marketing Educators' Conference, Social Issues Track.

Academic Reviewer for Association of Consumer Research Conferences, 2005, 2002, 2001, and 2000.

Academic Reviewer for 2001 American Marketing Association Summer Educators' Conference, Consumer Behavior Track.

Academic Reviewer for 2001 ASAC (Administrative Sciences Association of Canada) annual conference, Marketing Track.

Academic Reviewer for North American Case Research Association annual conference, Business Policy and Strategy Track. 2001, 2000, and 1999.

Reviewer for *Venture Design* text, written by Anne Marie Knott of Wharton, 2001.

Academic Reviewer for Northeast Decision Sciences Institute Annual Meeting, Organization Theory, Behavior & Strategy Track, 2000 and 1999.

Academic Reviewer for 2000 Marketing Management Association annual conference, Marketing Research Track.

Ad Hoc Reviewer, *Journal of Business and Behavioral Sciences*, 1999.

Academic Reviewer for 1996 AMA Winter Marketing Educators' Conference, Buyer Behavior Track.

"Marketing Channels" textbook manuscript reviewed for John Wiley & Sons (1995).

Service

Member, *Academic Standing Committee*, Elizabethtown College (2010-present).

Member, *Search Committee for Accounting Faculty*, Elizabethtown College (2010).

Member, *Senior Merit Committee*, Elizabethtown College (2008-2010).

Member, *Global Ethics Study Group*, Elizabethtown College (2008-2010).

Member, *Strategic Planning Task Force*, Elizabethtown College (2004-2006).

Member, *Personnel Council*, Elizabethtown College (2005-2008).

Member, *Middle States Academic Focus Group*, Elizabethtown College (2007-2008).

Member, Search Committee for *Dean, Center for Continuing Education and Distance Learning*, Elizabethtown College (2007).

Member, *Scholarship Committee*, Business Department, Elizabethtown College (2007-present).

Faculty Advisor, *Honors in Discipline*, Elizabethtown College (2005-ongoing).

Faculty Advisor, *Hershey Honors Program* student research, Elizabethtown College (2005).

Member, *Title VI Project Coordination Committee*, Elizabethtown College (2004-2007).

Co-editor, *The Oyster*, Elizabethtown College Dept. of Business International Business and Economics Periodical (2005-2007).

Co-organizer, *Student Learning Trip to Toronto*, Elizabethtown College (2005).

Panelist, *Business and Economics Students Conference*, Elizabethtown College (2005).

Panelist, *Engineering Ethics Panel*, Elizabethtown College Dept. of Engineering (2005).

Presenter, *Brown Bag Seminar*, Elizabethtown College Dept. of Business (2004, 2006).

Presenter, *International Business Day*, Elizabethtown College (2006).

Member, *Search Committee: Marketing Position*, Elizabethtown College (2004).

Member, *Admissions Committee*, St. Norbert College (2003).

Member, *Philippines Studies Committee*, St. Norbert College (2002-4).

Member, *Academic Court*, St. Norbert College, (2003-4).

Member, Board of Directors, *Northeastern Wisconsin Chapter, ACLU of Wisconsin* (2001-2).

Co-editor, Special Issue of *Management Decision*, 2001, Vol. 39 (4).

Member, Organizing Committee, *Annual St. Norbert College International Business and Economics Conference*, (1998-2002).

Panelist, *St. Norbert College Food for Thought Session* on “Internships: Enhancing the

Student Learning Experience,” October 2000.

Faculty Advisor, *Kappa Beta Gamma*, St. Norbert Chapter (2000-2001).

Member, *Faculty Development Committee*, St. Norbert College (2000-2001).

Presenter, “Positioning the Community Bank in Today’s Market,” pro-bono presentation to the *Wisconsin Bankers Sounding Board*, September 2000.

Member, *Search Committee: Management Position*, St. Norbert College (2000 and 2001).

Member, *Search Committee: Finance Position*, St. Norbert College (2000).

Vice-President, *Sigma Beta Delta*, St. Norbert College Chapter, 2000-2003.

Volunteer Consultant, *Junior Achievement of Brown County*, (1999).

Member, *Search Committee for Director of St. Norbert College Survey Center* (1999).

Member, *Kauffman Grant Committee*, St. Norbert College (1999).

Member, *President's Information Council*, St. Norbert College (1999 to 2001).

Member, *Business and Finance Advisory Committee*, St. Norbert College (1998 to 2000).

Member, *Search Committee: Accounting Position*, St. Norbert College (1998).

Member, *Rath Scholarship Committee*, St. Norbert College (1998-99).

Facilitator, *First Year Experience*, St. Norbert College, (1998).

Working Committee, *SNC Professional Services Group*, (1998-2000).

Chair, Organizing Committee, *First Annual St. Norbert College International Business and Economics Conference*, (1998).

Organizing Committee, *Asia Pacific Conference*, St. Norbert College (1998).

Master's in Business Committee, BA Discipline, St. Norbert College (1998).

Outdoor Leadership Advisory Committee, St. Norbert College (1998 to 1999).

Academic Advisor, St. Norbert College.

Selection Panel, St. Norbert College *Leadership Awards* ("Nubbies") and *Who's Who* listings (1998).

Host Family for an international student from Japan (1998).

Judge, St. Norbert College *Winter Carnival Mini-Sculpture Contest* (1998).

Judge, St. Norbert College *Homecoming Float Competition* (1997).

Chef and Server, "*100 Men Who Cook*" *Fundraising Dinner*, St. Norbert College (1999).

Faculty Advisor, various York University MBA strategic study groups.

Conducted *pro bono* marketing seminar for the Marketing Committee of a Green Bay Catholic School Board.

Conducted *pro bono* taste test panels for a Green Bay processed food product manufacturer.

Provided *pro bono* marketing channel strategy consultation for a small Green Bay firm in the food preparation equipment business.

Conducted marketing study and proposed marketing plan for a footwear manufacturer intending to import footwear to Canada.

Provided marketing communication consultation work to a \$3 billion financial institution in Canada.

Provided *pro bono* marketing planning consultation to a small hospitality company in Toronto contemplating a venture into the cafeteria business.

Professional and Honorary Memberships

American Marketing Association

Association for Consumer Research

Academy of Management

Society for Applied Anthropology

American Anthropological Association

Eastern Sociological Society

Beta Gamma Sigma

American Mensa

Awards

Delta Mu Delta Business Teacher of the Year, *Elizabethtown College*, 2006-2007.

Citation of Excellence, Highest Quality Rating awarded by *ANBAR Electronic Intelligence* for co-authored article "It's Who You Know: Intracultural Differences in Ethnic Product Consumption," appearing in *Journal of Consumer Marketing*, Vol 16(5), 1999.

Best Paper Award, Marketing, for co-authored paper "Post-Materialism's 'Silent Revolution' in Consumer Research: Still Silent After All These Years." Presented at the *29th Annual Atlantic Schools of Business and 5th Annual Atlantic Canadian Operations Research Society Joint Conference*, Halifax, Canada. 1999.

Citation of Excellence, Highest Quality Rating awarded by *ANBAR Electronic Intelligence* for co-authored article "When Giants Collide: Strategic Analysis and Application," appearing in *Management Decision*, Vol. 37 (3), 1999.

Outstanding Paper Award in the 1999 Volume of *Management Decision*, for co-authored article "When Giants Collide: Strategic Analysis and Application."

The John Peace Part-Time Faculty Teaching Award, 1996. *York University Schulich School of Business*.

Business Experience

OR Communications, Canada

Aug 92 to May 97

Management Consultant

Sun Life Trust, Canada

Dec 89 to Aug 92

Manager, Marketing Communications

Central Guaranty Trust, Canada

Aug 89 to Dec 89

Manager, Corporate Budgeting

Aug 88 to Aug 89

Manager, Accounting, Corporate Trust

Feb 88 to Aug 88

National Manager, Information Reporting, Trust
Services

Jun 87 to Feb 88

Product Development Manager, Corporate Services

Jan 86 to Jun 87

Senior Analyst, Corporate Budgeting

Mobil Oil, Hong Kong

Apr 85 to Sep 85

Manager, Sales Administration

Aug 84 to Apr 85

Senior Planning Associate

Aug 83 to Aug 84

Planning Analyst, *Mobil South Inc., New York*

Mar 82 to Aug 83

Planning Associate

Mar 81 to Feb 82

Planning Analyst

A. Yuen & Chee Cheong Company, Hong Kong

Jul 79 to Feb 81

Assistant General Manager