

## David A. Griffith

Iacocca Chair

Professor of Marketing and Department Chair

Department of Marketing, College of Business and Economics

*Lehigh University*

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### I. EMPLOYMENT

#### Academic Experience

*Lehigh University*, College of Business and Economics, Bethlehem, Pennsylvania

2015-present, Iacocca Chair

2012-present, Department Chair, Department of Marketing (appointed 2012-2015, reappointed 2015-2018)

2012-present, Professor of Marketing (Tenured 2012)

*Michigan State University*, Eli Broad College of Business, East Lansing, Michigan

2008 - 2012, John William Byington Endowed Chair in Global Marketing

2007 - 2012, Director Ph.D. Program in Marketing

2010 - 2012, Professor of Marketing

2006 - 2010, Associate Professor Marketing (Tenured 2006)

2003 - 2006, Assistant Professor of Marketing & Supply Chain Management

*University of Hawai'i at Manoa*, College of Business Administration, Honolulu, Hawai'i

2001-2003, Associate Professor of Marketing (Tenured 2003)

2002-2003, Managing Director of Research, Center for International Business Education and Research

*Japan-America Institute of Management Science*, Honolulu, Hawai'i

2002 Affiliated MBA faculty

*Wirtschaftsuniversität Wien*, International Marketing and Management, Vienna, Austria

2002, 2007, 2008, Affiliated faculty

*University of Oklahoma*, Michael F. Price College of Business, Norman, Oklahoma

1997-2001, Assistant Professor of Marketing

#### Business Experience

*Hampton Pension Services, Inc. (acquired by Charles Schwab)*

Developed and executed customer relationship management programs. Supervised and trained employees in areas of pension plan administration and trust accounting. Responsible for the oversight and administration of defined contribution pension plans.

*Paine Webber Securities, Inc. (acquired by UBS)*

Developed and implemented customer service and sales management programs. Advanced and executed technical and fundamental equity valuation models.

*Consulting/Executive Education*

Advised executives from companies such as ARS Group, Chrysler, Da Vinci Science Center, E&J Gallo, General Motors, Hanwha Group, Masco, Microsoft, NCSOFT, The Walt Disney Company among others on a wide range of topics, such as marketing analytics, digital marketing, global marketing strategy and customer engagement.

**II. AWARDS AND HONORS**

- 2017 “Top 50” Author Research Productivity in the Premier AMA Journals (2007-2016), *AMA DocSIG*
- 2016 Appointed to the *Hong Kong Research Grants Council, Business Studies Panel* (2016-2017)
- 2016 “Top 50” Author Research Productivity in the Premier AMA Journals (2011-2015), *AMA DocSIG*
- 2015 Recipient of the 2015 Hans B. Thorelli Award by the *Journal of International Marketing, American Marketing Association*. This award recognizes an article for significant and long-term contribution to international marketing theory or practice. Received in honor of the article: Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), “An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance,” *Journal of International Marketing*, 15(3), 63-93.
- 2015 *Faculty Fellow*, Societa Italiana Marketing, 2015 Doctoral & Research Colloquium
- 2015 “Top 50” Author Research Productivity in the Premier AMA Journals (2010-2014), *AMA DocSIG*
- 2015 *Keynote Speaker*, Mid-Atlantic Doctoral Symposium, Temple University
- 2014 *Carl R. and Ingeborg Beidleman Research Award*, Lehigh University
- 2014 *AMA Global Marketing SIG Excellence in Global Marketing Research Award*. Received in honor of the article: Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2005), “The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis” *Journal of International Business Studies*, 36(3), 270-283.
- 2014 Named to the American Marketing Association’s *Academic Council*
- 2014 Ranked 34<sup>th</sup> worldwide in terms of impact to the international business literature (based on weighted normalized citations). Xu, Poon and Chan (2014), “Contributing institutions and authors in international business research,” *Management International Review*, 54(5), 735-755.
- 2014 “Top 50” Author Research Productivity in the Premier AMA Journals (2009-2013), *AMA DocSIG*
- 2012 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2012 Ranked 5<sup>th</sup> worldwide in terms of publication productivity in the leading three international business journals (2001-2009). Lahiri, S. and V. Kumar (2012), “Ranking international business institutions and faculty members using research publication as the measure,” *Management International Review*, 52, 317-340.
- 2011 John D. and Dortha J. Withrow Endowed Teacher-Scholar Award, Michigan State University
- 2011 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 Named a “Rising Star” by ScienceWatch.com for the Economics & Business Discipline.
- 2010 Ranked 25<sup>th</sup> worldwide in terms of publication productivity in the seven leading international business journals and twenty-two elite mainstream journals (1996-2008). Trevino et al. (2010), “A perspective on the state of the field: International business publications in the elite journals as a measure of institutional and faculty productivity,” *International Business Review*, 19(4), 378-387.
- 2010 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 *International Marketing Review*, top ten reviewer for 2008-2010
- 2009 Best Paper in Retailing Track (AMA Summer Educators’ Conference)
- 2009 *International Marketing Review*, Outstanding Paper Award
- 2009 Award for Meritorious Performance, Eli Broad Graduate School of Management
- 2009 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2008 Ranked 4<sup>th</sup> worldwide in terms of publication productivity in the leading six international business journals (1996-2006). Xu, S., G. Yalcinkaya and S.H. Seggie (2008), “Prolific authors and institutions in leading international business journals,” *Asia Pacific Journal of Management*, 25, 189 –207
- 2008 *International Marketing Review*, Outstanding Paper Award
- 2008 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium

- 2008 *Faculty Fellow*, Haring Symposium, Indiana University
- 2007 *Faculty Fellow*, Haring Symposium, Indiana University
- 2002 *Dennis Ching Teaching Excellence Award*, University of Hawai'i
- 2001 *Excellence in Leadership*, Beta Epsilon Chapter of Delta Sigma Pi, University of Oklahoma
- 2000 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
- 1999 *Faculty Fellow*, Robert Mittelstaedt Doctoral Symposium, University of Nebraska - Lincoln
- 1999 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
- 1999 *OU Associates Teaching Fellow 1999-2001*, University of Oklahoma
- 1998 *Junior Faculty Research Award*, University of Oklahoma
- 1998 *American Brands/Rayonier International Business Scholar*, University of Oklahoma
- 1998 *Outstanding Professor*, University of Oklahoma Student Association
- 1996 *Doctoral Consortium Student Fellow*, American Marketing Association, Kent State University
- 1996 *University Fellowship*, Kent State University, outstanding achievement in research
- 1995 *David B. Smith Fellowship*, Kent State University, recognizing scholarship and research
- 1995 *Excellence in Teaching Award*, Kent State University Graduate Student Senate
- 1995 *Excellence in Research Award*, Kent State University Graduate Student Senate
- 1994 *Outstanding Marketing Ph.D. Teaching Award*, Department of Marketing, Kent State University

### III. EDUCATION

- Ph.D. *Kent State University*, Marketing and International Business
- M.B.A. *Kent State University*, General Management
- B.S.B.A. *The University of Akron*, Finance

### IV. RESEARCH

#### Research Areas

Inter-organizational Relationship Management, Global Marketing Strategy, Innovation

**Journal Publications** (Google Scholar citations 7854; h-index 46; i10-index 94; accessed 8/16/16)

Griffith, David A., Jessica J. Hoppner, Hannah S. Lee and Tobias Schoenherr (2017), "The Influence of the Structure of Interdependence on the Response to Inequity in Buyer-Supplier Relationships," *Journal of Marketing Research*, 54(1), 124-137.

Griffith, David A. and Hannah S. Lee (2016), "Cross-country Collaboration of Marketing Personnel within a Multinational: Leveraging Customer Participation for New Product Advantage," *Journal of International Marketing*, 24(4), 1-19.

Esmark, Carol, Stephanie M. Noble, John Bell, and David A. Griffith (2016), "The Effects of Behavioral, Cognitive, and Decisional Control in Collaborative Service Experiences," *Marketing Letters*, 27(3), 423-436.

Dean, Tereza, David A. Griffith and Roger J. Calantone (2016), "New Product Creativity: Understanding Contract Specificity in New Product Introductions," *Journal of Marketing*, 80 (2), 39-58.

Hoppner, Jessica J. and David A. Griffith (2015), "Looking Back to Move Forward: An Examination of Research in International Marketing Channels," *Journal of Retailing*, 91(4), 610-626.

Hoppner, Jessica J., David A. Griffith and Ryan C. White (2015), "Reciprocity in Relationship Marketing: A Cross-Cultural Examination of the Effects of Equivalence and Immediacy on Relationship Quality and Satisfaction with Performance," *Journal of International Marketing*, 23(4), 64-83.

- Griffith, David A. and Yanhui Zhao (2015), "Contract Specificity, Contract Violation and Relationship Performance in International Buyer-Supplier Relationships," *Journal of International Marketing*, 23 (3), 22-40.
- Griffith, David A., Goksel Yalcinkaya and Gaia Rubera (2014), "Country-level Performance of New Experience Products within a Global Rollout: The Moderating Effects of Economic Wealth and National Culture," *Journal of International Marketing*, 22(4), 1-20.
- Hoppner, Jessica J., David A. Griffith and ChangSeob Yeo (2014), "The Intertwined Relationships of Power, Justice and Dependence," *European Journal of Marketing*, 48(9/10), 1690-1708.
- Griffith, David A. and Boryana Dimitrova (2014), "Business and Cultural Aspects of Psychic Distance and Complementarity of Capabilities in Export Relationships," *Journal of International Marketing*, 22 (3), 50-67.
- Crespo, Cátia Fernandes, David A. Griffith and Luis Filipe Lages (2014), "The Performance Effects of Vertical and Horizontal Subsidiary Knowledge Outflows in Multinational Corporations," *International Business Review*, 23(5), 993-1007.
- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Intangible Capital, Knowledge and New Product Development Competence in Supply Chains: Process, Interaction and Contingency Effects among SMEs," *International Journal of Production Research*, 52(16), 4916-4929.
- Dahlquist, Steven H. and David A. Griffith (2014), "Multidyadic Industrial Channels: Understanding Component Supplier Profits and Original Equipment Manufacturer Behavior," *Journal of Marketing*, 78(4), 59-79.
- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Knowledge Management in Supply Chains: The Role of Explicit and Tacit Knowledge," *Journal of Business Logistics*, 35(2), 121-135.
- Griffith, David A., Hannah S. Lee, ChangSeob Yeo and Roger Calantone (2014), "Marketing Process Adaptation: Antecedent Factors and New Product Performance Implications in Export Markets," *International Marketing Review*, 31(3), 308-334.
- Griffith, David A. and Gaia Rubera (2014), "A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations," *Journal of International Marketing*, 22(1), 5-20.
- Cui, Annie Peng, Michael Y. Hu and David A. Griffith (2014), "What Makes a Brand Manager Effective?" *Journal of Business Research*, 67(2), 144-150.
- Seggie, Steven H., David A. Griffith and Sandy D. Jap (2013), "Passive and Active Opportunism in Interorganizational Exchange," *Journal of Marketing*, 71(6), 73-90.
- Lages, Luis Filipe, Jose Mata and David A. Griffith, (2013), "Change in International Market Strategy as a Reaction to Performance Decline," *Journal of Business Research*, 66(12), 2600-2611.
- Griffith, David A. and Jessica J. Hoppner (2013), "Global Marketing Managers: Improving Global Marketing Strategy through Soft Skill Development," *International Marketing Review*, 30(1), 21-40.
- Moeller, Miriam, Michael Harvey, David A. Griffith and R. Glenn Richey (2013), "The Impact of Country-of-Origin on the Acceptance of Foreign Subsidiaries in Host Countries: An Examination of the 'Liability-of-Foreignness'," *International Business Review*, 22(1), 89-99.

- Rubera, Gaia, David A. Griffith and Goksel Yalcinkaya (2012), "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration," *Journal of Product Innovation Management*, 29(6), 1047-1060.
- Griffith, David A., Timothy S. Kiessling and Marina Dabic (2012), "Aligning Strategic Orientation with Local Market Conditions in a Transitional Economy: Implications for a Subsidiary's Knowledge Management and Marketing Effectiveness," *International Marketing Review*, 29(4), 379-402.
- Lee, Hannah S. and David A. Griffith (2012), "Comparative Insights into the Governance Problems of Agency Theory: The Influence of Institutional Environment on the Basic Human Tenets," *Academy of Marketing Science Review*, 2(1), 19-33.
- Griffith, David A. and Michael R. Czinkota (2012), "Release the Constraints: Working to Solve the Problems of Export Financing in Troublesome Times," *Business Horizons*, 55(3), 251-260.
- Hoppner, Jessica J. and David A. Griffith (2011), "Clarifying the Performance Payoff of Relational Behavior," *Journal of Marketing Research*, 48(5), 920-928.
- Kim, Stephen K., Richard G. McFarland, Soongi Kwon, Sanggi Shon and David A. Griffith (2011), "Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework," *Journal of Marketing Research*, 48(3), 603-616.
- Rubera, Gaia, Andrea Ordanini and David A. Griffith (2011), "Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S.," *Journal of International Business Studies*, 42(4), 459-476.
- Cui, Anna Shaojie, Roger J. Calantone and David A. Griffith (2011), "Strategic Change and Termination of Inter-firm Partnerships," *Strategic Management Journal*, 32(4), 402-423.
- Harvey, Michael G., David A. Griffith, Timothy S. Kiessling and Miriam Moeller (2011), "A Multi-level Model of Global Decision-Making: Developing a Composite Global Frame-of-Reference," *Journal of World Business*, 46(2), 177-184.
- Griffith, David A. (2011) "Insights into Gaining Access to Export Financing: Understanding Export Lenders' Ideal Exporter Profile," *Journal of World Business*, 46(1), 84-92.
- Griffith, David A., Goksel Yalcinkaya and Roger J. Calantone (2010), "Do Marketing Capabilities Consistently Mediate Effects of Firm Intangible Capital on Performance Across Institutional Environments?" *Journal of World Business*, 45(3), 217-227.
- Melancon, Joanna Phillips, David A. Griffith, Stephanie M. Noble and Qimei Chen (2010), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24(5), 400-411.
- Griffith, David A. (2010), "Understanding Multi-level Institutional Convergence Effects on Market Segments and Global Marketing Strategy," *Journal of World Business*, 45(1), 59-67.
- Griffith, David A. and Goksel Yalcinkaya (2010), "Resource-Advantage Theory: A Foundation for Insights into Global Advertising Research," *International Journal of Advertising*, 29(1), 15-36.
- Adjei, Mavis T., David A. Griffith and Stephanie M. Noble (2009), "When Do Relationships Pay Off for Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing," *Journal of Retailing*, 85(4), 493-501.

- Zhang, Chun, John W. Henke, Jr., and David A. Griffith (2009), "Do Buyer Cooperative Actions Matter Under Conditions of Relational Stress? Evidence from Japanese and U.S. Assemblers in the U.S. Automotive Industry," *Journal of Operations Management*, 27(6), 479-494.
- Narasimhan, Ram, Anand Nair, David A. Griffith, Jan Stentoft Arlbjørn and Elliott Bendoly (2009), "Lock-in Situations in Supply Chains: Exploring Strategies under a Social Exchange Theory-Economic Modeling Joint Approach," *Journal of Operations Management*, 27(5), 374-389.
- Griffith, David A., Nukhet Harmancioglu and Cornelia Dröge (2009), "Governance Decisions for Offshore Outsourcing of New Product Development in Technology Intensive Markets," *Journal of World Business*, 44(3), 217-224.
- Seggie, Steven H. and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73(1), 122-132.
- Griffith, David A., S. Tamer Cavusgil and Shichun Xu (2008), "Emerging Themes in International Business Research," *Journal of International Business Studies*, 39(7), 1120-1235.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Carol A. Finnegan, Tracy Lee Gonzales-Padron, Nukhet Harmancioglu, Ying Huang, M. Berk Talay and S. Tamer Cavusgil (2008), "Data Equivalency in Cross-Cultural International Business Research: An Assessment and Guidelines," *Journal of International Business Studies*, 39(6), 1027-1046.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Brian R. Chabowski, Mary K. Hoffman, Bernadine Johnson Dykes, Wesley A. Pollitte and S. Tamer Cavusgil (2008), "An Assessment of the Measurement of Performance in International Business Research," *Journal of International Business Studies*, 39(6), 1064-1080.
- Lages, Luis Filipe, Sandy Jap and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-term Reactive Approach" *Journal of International Business Studies*, 39(2), 304-325.
- Chen, Qimei, Yi He, Xinshu Zhao and David A. Griffith (2008), "Sources of Product Information for Rural Chinese Consumers," *International Journal of Advertising*, 27(1), 67-97.
- Seggie, Steven H. and David A. Griffith (2008), "The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms," *International Marketing Review*, 25(3), 262-275. (2008 Best Paper Award; *International Marketing Review*)
- Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance," *Journal of International Marketing*, 15(3), 63-93.
- Griffith, David A. and Robert F. Lusch (2007), "Getting Marketers to Invest in Firm-Specific Capital," *Journal of Marketing*, 71(1), 129-145.
- Calantone, Roger J. and David A. Griffith (2007), "Challenges and Opportunities in the Field of Global Product Launch," *Journal of Product Innovation Management*, 24(5), 414-418. (Introduction to the Special Issue)
- Harvey, Michael G. and David A. Griffith (2007), "The Role of Globalization, Time Acceleration and Virtual Global Teams in Fostering Successful Global Product Launches," *Journal of Product Innovation Management*, 24(5), 486-501.

- Cort, Kathryn T., David A. Griffith and D. Steven White (2007), "An Attribution Theory Approach for Understanding the Internationalization of Professional Service Firms," *International Marketing Review*, 24(1), 9-25. (2007 Best Paper Award; *International Marketing Review*)
- Calantone, Roger J., David A. Griffith and Goksel Yalcinkaya (2006), "An Empirical Examination of a Technology Adoption Model for the Context of China," *Journal of International Marketing*, 14(4), 1-27.
- Chen, Haiyang, David A. Griffith and Michael Y. Hu (2006), "The Influence of Liability of Foreignness on MNE's Market Entry Strategy: An Illustration of Market Entry in China," *International Marketing Review*, 23(6), 636-649.
- Griffith, David A., Matthew B. Myers and Michael G. Harvey (2006), "An Investigation of National Culture's Influence on Relationship and Knowledge Development in Japan and United States Intra- and Inter-Cultural Inter-organizational Exchanges," *Journal of International Marketing*, 14(3), 1-32.
- Griffith, David A., Chun Zhang and S. Tamer Cavusgil (2006), "Attributions of Noncooperative Incidents and Response Strategies: The Role of National Character," *Journal of World Business*, 41(4), 356-367.
- Cui, Anna Shaojie, David A. Griffith, S. Tamer Cavusgil and Marina Dabic (2006), "The Influence of Market and Cultural Environmental Factors on Technology Transfer: A Croatian Illustration," *Journal of World Business*, 41(2), 100-111.
- Griffith, David A. (2006), "Human Capital in the Supply Chain of Global Firms," *Organizational Dynamics*, 35(3), 251-263.
- Griffith, David A., Laurence Jacobs and R. Glenn Richey (2006), "Fitting Strategy Derived from Company Orientation to International Contexts," *Thunderbird International Business Review*, 48(2), 239-262.
- Griffith, David A., Michael G. Harvey and Robert F. Lusch (2006), "Social Exchange in Inter-organizational Relationships: The Resulting Benefits of Procedural and Distributive Justice," *Journal of Operations Management*, 24(2), 85-98.
- Griffith, David A., Stephanie Noble and Qimei Chen (2006), "The Performance Implications of Entrepreneurial Proclivity: A Dynamic Capabilities Approach," *Journal of Retailing*, 82(1), 51-62.
- Noble, Stephanie M., David A. Griffith and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Value Orientation," *Journal of Retailing*, 82(3), 177-188.
- Zhang, Chun, David A. Griffith and S. Tamer Cavusgil (2006), "The Dissolution of International Distribution Relationships: A Process Framework and Propositions," *Journal of International Marketing*, 14(2), 85-115.
- Chen, Qimei, David A. Griffith and Fuyuan Shen (2005), "The Effects of Interactivity on Cross-Channel Communication Effectiveness," *Journal of Interactive Advertising: Special Issue on Interactivity and Its Relationship to Advertising, Marketing and Communication*, 5(2), <http://www.jiad.org/vol5/no2/>.

- Cui, Anna Shaojie, David A. Griffith and S. Tamer Cavusgil (2005), "The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of MNC Subsidiaries," *Journal of International Marketing*, 13(3), 32-53.
- Griffith, David A. (2005), "An Examination of the Influences of Store Layout in Online Retailing," *Journal of Business Research*, 58(10), 1391-1396.
- Griffith, David A., Aruna Chandra and Timothy Fealey (2005), "Strategically Employing Natural Channels in an Emerging Market," *Thunderbird International Business Review*, 47(3), 287-311.
- Griffith, David A., Timothy S. Kiessling and Marina Dabic (2005), "An Exploratory Examination of the Challenges to Technology Transfer in the Transitional Economy of Croatia," *Thunderbird International Business Review*, 47(2), 163-181.
- Griffith, David A. and Matthew B. Myers (2005), "The Performance Implications of Strategic Fit of Relational Norm Governance Strategies in Global Supply Chain Relationships," *Journal of International Business Studies*, 36(3), 254-269.
- Noble, Stephanie M., David A. Griffith and Marc G. Weinberger (2005), "Consumer Derived Utilitarian Value and Channel Utilization in a Multi-Channel Retail Context," *Journal of Business Research*, 58(12), 1643-1651.
- Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2005), "The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis" *Journal of International Business Studies*, 36(3), 270-283.
- Chen, Qimei, David A. Griffith and Fang Wan (2004), "The Behavioral Implications of Consumer Trust across Brick-and-Mortar and Online Retail Channels," *Journal of Marketing Channels*, 11(4), 59-85.
- Griffith, David A. and Qimei Chen (2004), "The Influence of Virtual Direct Experience on Online Ads Message Effectiveness," *Journal of Advertising*, 33(1), 55-68.
- Griffith, David A. and Michael G. Harvey (2004), "The Influence of Individual and Firm Level Social Capital of Marketing Managers in a Firm's Global Network," *Journal of World Business*, 39 (3), 244-254.
- Lee, Chol and David A. Griffith (2004), "The Marketing Strategy-Performance Relationship in an Export-Driven Developing Economy: A Korean Illustration," *International Marketing Review*, 21(3), 321-334.
- Luo, Xueming, David A. Griffith, Sandra S. Liu and Yi-Zheng Shi (2004), "The Effects of Customer Relationships and Social Capital on Firm Performance: A Chinese Business Illustration," *Journal of International Marketing*, 12(4), 25-45.
- Myers, Matthew B., David A. Griffith, Patricia J. Daugherty and Robert F. Lusch (2004), "Maximizing the Human Capital Equation in Supply Chain Logistics: Education, Experience and Skills," *Journal of Business Logistics*, 25(1), 211-232.
- Griffith, David A. (2003), "Intimacy, Rites of Passage and Social Support: Symbolic Meaning from Lifetime Shopping Experiences," *The International Review of Retail, Distribution and Consumer Research*, 13(3), 263-278.
- Ryans, John K. Jr., David A. Griffith and D. Steven White (2003), "Viewpoint: Standardization/Adaptation of International Marketing Strategy: Necessary Conditions for the Advancement of Knowledge," *International Marketing Review*, 20(6), 588-603.



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- Javalgi, Rajshenkhar G., David A. Griffith, and D. Steven White (2003), "An Empirical Examination of Factors Influencing the Internationalization of Service Firms," *Journal of Services Marketing*, 17(2/3), 185-199.
- Zeybek, Ali Yavuz, Matthew O'Brien and David A. Griffith (2003), "Cultural Congruence's Influence on Communication Strategies and Resultant Performance: A Kazakhstan-Foreign International Joint Venture Illustration," *International Business Review*, 12(4), 499-521.
- Chandra, Aruna, John K. Ryans, Jr. and David A. Griffith (2002), "Advertising Standardisation in India: U.S. Multinational Experience," *International Journal of Advertising* 21(1), 47-66.
- Griffith, David A. (2002), "The Role of Communication Competencies in International Business Relationship Development," *Journal of World Business*, 37(4), 256-265. Reprinted in International Marketing: Modern and Classic Papers Vol. III, (2008) Stanley J. Paliwoda and John K. Ryans, Jr. (eds.), Edward Elgar Publishing, UK.
- Griffith, David A. and Clifton C. Gray (2002), "The Fallacy of the Level Playing Field: The Effect of Brand Familiarity and Web Site Vividness on Online Consumer Response," *Journal of Marketing Channels*, 9(3/4), 87-102. Reprinted in Internets, Intranets, and Extranets: New Waves in Channel Surfing, (2002) Audhesh Paswan (ed.), Best Business Books, Binghamton, NY, 87-102.
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- Johnson, Tanner M. and David A. Griffith (2002), "5 Steps to Online Success," *Marketing Management*, 11(5), 34-39.
- Krampf, Robert F. and David A. Griffith (2002), "Print and Online Catalogs: The Influence of Communication Mode on Information Processing," *Journal of Marketing Channels*, 10(1), 25-39.
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- Griffith, David A. and Michael G. Harvey (2001), "An Intercultural Communication Model for Use in Global Relationship Networks," *Journal of International Marketing*, 9(3), 87-103.
- Griffith, David A., Robert F. Krampf and Jonathan W. Palmer (2001), "The Role of Interface in Electronic Commerce: Consumer Involvement with Print vs. Online Catalogs," *International Journal of Electronic Commerce*, 5(4), 135-153.
- Griffith, David A., Ali Yavuz Zeybek and Matthew O'Brien (2001), "Knowledge Transfer as a Means for Relationship Development: A Kazakhstan-Foreign International Joint Venture Illustration," *Journal of International Marketing*, 9(2), 1-18.
- Daugherty, Patricia J., Robert F. Lusch, Matthew B. Myers and David A. Griffith (2000), "Linking Compensation and Retention," *Supply Chain Management Review*, 4(3), 64-72.

- Griffith, David A., Michael Y. Hu and John K. Ryans, Jr. (2000), "Process Standardization Across Intra- and Inter-cultural Relationships," *Journal of International Business Studies*, 31(2), 303-324.
- Griffith, David A. and Robert F. Lusch (2000), "An Examination of the Influence of Procedural Justice on Long-term Orientation in Wholesaler-Supplier Relationships," *Journal of Marketing Channels*, 7(3), 1-16.
- Harvey, Michael G., David A. Griffith and Milorad Novicevic (2000), "Development of 'Timescapes' to Effectively Manage Global Inter-organizational Relational Communications," *European Management Journal*, 18(6), 646-662.
- Myers, Matthew B. and David A. Griffith (2000), "Organizational- and Product-related Influences of Gray Market Activity," *Journal of Marketing Channels*, 7(4), 45-59.
- Griffith, David A. (1999), "Organizing to Minimize a Cyber-Terrorist Threat?" *Marketing Management*, 8(2), 9-15.
- Griffith, David A. and Jonathan W. Palmer (1999), "Leveraging the Web for Corporate Success," *Business Horizons*, 41(1), 3-10.
- Myers, Matthew B. and David A. Griffith (1999), "Strategies for Combating Gray Market Activity," *Business Horizons*, 41(6), 2-8.
- White, D. Steven, David A. Griffith and John K. Ryans, Jr., (1999), "Profiling Exporting and Non-Exporting Service Firms: The Differences are Critical to Decision-Makers," *Thunderbird International Business Review*, 41(2), 195-213.
- Griffith, David A. (1998), "Cultural Meaning of Retail Institutions: A Tradition-based Culture Examination," *Journal of Global Marketing*, 21(1), 47-59.
- Griffith, David A. (1998), "Making the Web Strategically Accountable," *Marketing Management*, 7(2), 41-49.
- Griffith, David A., Michael Y. Hu and Haiyang Chen (1998), "Formation and Performance of Multi-Partner Joint Ventures: A Sino-Foreign Illustration," *International Marketing Review*, 15(3), 171-187.
- Griffith, David A. and Robert F. Krampf (1998), "A Content Analysis of Retail Web-sites," *Journal of Marketing Channels*, 6(3/4), 73-86.
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- Hu, Michael Y. and David A. Griffith (1997) "Conceptualizing the Global Marketplace: Marketing Strategy Implications," *Marketing Intelligence and Planning*, 15(3), 117-123.
- Griffith, David A. and Paul J. Albanese (1996), "An Examination of Plog's Psychographic Travel Model within a Student Population," *Journal of Travel Research*, 34(4), 47-51.
- Shanklin, William L. and David A. Griffith (1996) "Crafting Strategies for Global Marketing in the New Millennium," *Business Horizons*, 39(5), 11-16. Reprinted in Annual Editions: International Business 98/99, Fred H. Maidment (ed.), 7<sup>th</sup> ed., Dushkin/McGraw-Hill, New York, NY, p.137-142.
- Griffith, David A. and John K. Ryans, Jr. (1995), "Strategically Employing Natural Channels in an Era of Global Marketing," *Journal of Marketing Practice: Applied Marketing Science*, 1(4), 52-69.

## **Books**

- Jain, Subhash and David A. Griffith (eds.), (2011), *Handbook of International Marketing Research, Second Edition*, Edward Elgar Publishing Inc.
- Bello, Daniel C. and David A. Griffith (eds.), (2011), *Wiley International Encyclopedia of Marketing: International Marketing*, Wiley & Sons.
- Lewin, Arie L., S. Tamer Cavusgil, G. Thomas M. Hult and David A. Griffith (eds.), (2008), *Thought Leadership in Advancing International Business Research*, Palgrave MacMillan.
- Dunne, Patrick M., Robert F. Lusch and David A. Griffith (2002), *Retailing*, 4<sup>th</sup> Edition, Harcourt, Inc.

## **Book Chapters/Publications in Books**

- Griffith, David A. and Goksel Yalcinkaya (2016), "Global Product Launch: A Perspective on Past, Present and Future Research," *Handbook of New Product Development Research*, Peter N. Golder and Debanjan Mitra (eds.), Edward Elgar Publishing.

Lee, Hannah S. and David A. Griffith (2012), "Transferring Corporate Brand Image to Local Markets: Governance Decisions for Market Entry and Global Branding Strategy," *Advances in International Marketing: New Directions in International Advertising Research: Product Design, Innovation, & Branding in International Marketing*, K. Scott Swan, Shaoming Zao, & Chris Adkins (eds.), pp. 39-65, Emerald Group Publishing Limited.

Griffith, David A. and ChangSeob Yeo (2011), "Resource-Advantage Theory: Insights for Global Marketing Strategy Research," *Handbook of Research in International Marketing Research*, 2<sup>nd</sup> Edition, Subhash Jain and David A. Griffith (eds.), pp. 158-178, Edward Elgar Publishing Inc.

Griffith, David A. (2011), "Standardization/Adaptation of International Marketing Strategy," *Wiley International Encyclopedia of Marketing: International Marketing*, Jagdish N. Sheth and Naresh Malhotra (Editors in Chief), Daniel C. Bello and David A. Griffith (Volume Editors), pp. 193-198, John Wiley & Sons, Ltd.

Myers, Matthew B. and David A. Griffith (2008), "The Study of Fit in International Business Research: Methodological and Substantive Issues," *Thought Leadership in Advancing International Business Research*, pp. 230-246, Palgrave Macmillan.

Cavusgil, S. Tamer, Z. Seyda Deligonul and David A. Griffith (2008), "Rigor in Survey Research in International Business Research: A Review and Methodological Recommendations," *International Business Scholarship: AIB Fellow on the First 50 Years and Beyond*, Jean J. Boddewyn (ed.), Vol. 14, pp. 229-246, Elsevier Science Publishers.

Ryans, John K., Jr., David A. Griffith and Subhash Jain (2008), "A Historical Examination of the Evolution of International Advertising Standardization/Adaptation Thought and Needed Foundations for Advancement," *International Business Scholarship: AIB Fellow on the First 50 Years and Beyond*, Jean J. Boddewyn (ed.), Vol. 14, pp. 279-293, Elsevier Science Publishers.

Yalcinkaya, Goksel and David A. Griffith (2006), "An Exploratory Examination of the Factors Influencing Distributor Self-perceived Power in Channel Relationships: A Seven Country Study," *Advances in International Marketing: International Channels of Distribution*, Carl Solberg (ed.), Vol. 16, 267-286. Elsevier Science Publishers.

Ryans, John K. Jr. and David A. Griffith (2003), "International Advertising Research: Standardization/Adaptation and the Future," *Handbook of Research in International Marketing*, Subhash Jain (ed.), Edward Elgar Publishing Inc., Williston, VT, 294-312.

Chandra, Aruna, David A. Griffith and John K. Ryans, Jr. (2002), "The Association between Process and Program Advertising Standardization: An Illustration of U.S. Multinationals Operating in India," *Advances in International Marketing: New Directions in International Advertising Research*, C. R. Taylor (ed.), Vol. 12, pp. 67-83, Elsevier Science Publishers.

### **Conferences** (papers, presentations)

Griffith, David A. and Hannah S. Lee (2016), "Building New Product Advantage across Markets through Customer Participation: The Role of Cross-Country Collaboration with Multinationals," *Institute for the Study of Business Markets Biennial Academic Conference*, Emory University, Atlanta, GA.

Dahlquist, Steven H. and David A. Griffith (2016), "OEM and Component Supplier Use of Explicit and Normative Contracting in Collaborative Joint Profit Generation," *2016 AMA Winter Educators' Conference*, Las Vegas, NV.

Hoppner, Jessica J. and David A. Griffith (2015), "Does the Implementation of Sales Teams Influence the Turnover Process of Salespeople? An Analysis of Team Players, Lone Wolves, and the Lonely," *2015 Academy of Marketing Conference*, Limerick, Ireland.

Harmancioglu, Nukhet and David A. Griffith (2015), "Market Returns to Innovation Offshore Outsourcing Decisions: Short- and Long-Term Implications," *5th Theory + Practice in Marketing (TPM) Conference*, Atlanta, GA.

Griffith, David A. (2015), "The Trade-off of Increased Efficiency and Effectiveness Found in Close Relationships - Potential Costs Associated with Neglect, Self-Interest Seeking Behavior and Opportunism," *European Marketing Academy Conference*, Leuven, Belgium.

Dahlquist, Steven H. and David A. Griffith (2015), "A Framework for the Formation of Governance Portfolios in International Interfirm Collaborations," *2015 AMA Winter Educators' Conference*, San Antonio, TX.

Harmancioglu, Nukhet and David A. Griffith (2014), "Should Strategic Decisions be Assessed using Short-or Long-term Stock Returns," *INFORMS Marketing Science Conference*, Emory University, Atlanta, GA.

Bolton, Ruth N., David A. Griffith and Roger J. Calantone (2013), "Hybrid Offerings: How Service Builds Relationships with Large Business Customers in Global Markets," *13th International Research Symposium on Service Excellence in Management*.

Hoppner, Jessica J. and David A. Griffith (2013), "Only the Lonely: The Influence of Teams on Salesperson Turnover," *2013 AMA Winter Educators' Conference*, Aric Rindfleisch and Jim Burroughs (eds.), Vol. 24, 140.

Hoppner, Jessica J. and David A. Griffith (2012), "Reciprocity in Interfirm Relationships: A Review and Extension," *2012 AMA Summer Educators' Conference Proceedings*, Todd Arnold and Lisa Scheer (Eds.), Vol. 23, 25-26.

Griffith, David A. and Yanhui Zaho (2012), "Safeguarding Unilateral Investments Through Contract Drafting: Making It Specific or Complex," *ISBM Academic Conference*, Chicago, IL.

Briggs, Elten, David A. Griffith and Hieu P. Nguyen (2009), "Information Value and Influence of Price on Quality Perception: Insights from Cue Utilization Theory," *2009 AMA Winter Educators' Conference Proceedings*, Michael Kamins and Ingrid M. Martin (eds), Vol. 20, 111-112. (Retailing & Pricing: *Best paper in track award*)

Patwardhan, Abhijit, Stephanie M. Noble, and David A. Griffith (2006), "The Use of Deception in Relationships: A New Perspective," *SMA Conference*, Nashville, TN.

Zhang, Chun, S. Tamer Cavusgil, David A. Griffith and Meng Zhao (2006), "Response Strategies to Noncooperative Incidents in International Distribution Partnerships," *Proceedings of the 48<sup>th</sup> Annual Meeting of the Academy of International Business*, Mary Ann Von Glinow and Tunga Kiyak (eds), Academy of International Business, 226.

Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2006), "An Empirical Examination of Firm Capital on Performance: A Cross-Cultural Study," *2006 AMA Winter Educators' Conference Proceedings*, Jean L. Johnson and John Hulland (eds.), Vol. 17, 112-113.

Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2005), "An Empirical Examination of Competing Technology Adoption Models in the Context of China," *2005 AMA Summer Educators' Conference Proceedings*, Beth A. Walker and Mark B. Houston (eds.), Vol. 16, 155-156.

- Griffith, David A., Stephanie Noble and Qimei Chen (2005), "The Performance Implications of Synergistic Knowledge Resource Effects in Differing Environmental Conditions," *2005 AMA Winter Educators' Conference*, Kathleen Seiders and Glenn B. Voss (eds.), American Marketing Association, Vol. 16, 77-78.
- Chen, Qimei, David A. Griffith and Fang Wan (2004), "The Carry-Over Effects of Online Consumer Trust in Multi-Channel Retailing," *American Marketing Association Winter Educators' Conference*, William L. Cron and George S. Low (eds.), American Marketing Association, Vol. 15, 192-193.
- Cui, Shaojie and David A. Griffith (2004), "The Environmental Antecedents of Knowledge Management Capabilities: An MNC Subsidiary Examination," *Proceedings of the 46<sup>th</sup> Annual Meeting of the Academy of International Business*, Nakiya Boyacigiller and Tunga Kiyak (eds.), Academy of International Business, 109.
- Egri, Carolyn, Isabelle Maignan, David Ralston, Frances Bowen, Jean-Pascal Gond, Carlos Lo and David Griffith, (2004), "A Cross-Cultural Examination of Corporate Social responsibility Practices and their Benefits in China, France, Spain the U.K. and the U.S.," *2004 Academy of Management Conference*, New Orleans, LA.
- Griffith, David A., Aruna Chandra and John K. Ryans, Jr. (2004), "A Mixed Method Approach for Enhancing Substantive Inference in International Marketing Research," *2004 AMA Educator Proceedings*, Kenneth L. Bernhardt, James S. Boles and Pam Scholder Ellen (eds.), American Marketing Association, Vol. 15, 163-164.
- Griffith, David A., D. Steven White, Godwin Ariguzo and Kathryn Cort (2003), "An Attribution Theory Approach for Understanding Internationalization: A Service Industry Examination," *2003 Academy of Marketing/American Marketing Association's 4<sup>th</sup> Joint Biennial Conference, Birmingham, UK*, Aston Business School, 128.
- Vargo, Stephen, Matthew O'Brien and David A. Griffith (2003), "A Process Model of Inter-organizational Governance: Beyond Dyads, Opportunism and Compliance," *American Marketing Association Winter Educators' Conference Proceedings*, Geraldine R. Henderson and Marian Chapman Moore (eds.), American Marketing Association, Vol. 14, 105-106.
- Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2003), "An Exploratory Meta-Analysis of the Effects of Cultural Distance," *2003 Academy of Management Conference*, Seattle, WA.
- Briggs, Elten and David A. Griffith (2002), "Global Standardization of Retail Web Sites: Insights from Cue Utilization Theory," *American Marketing Association Winter Educators' Conference*, Kenneth R. Evans and Lisa K. Scheer (eds.), American Marketing Association, Vol. 14, 112-113.
- Griffith, David A. and Camille Schuster-Passler (2002), "Before Measurement Equivalence – Ensuring Conceptual Equivalence," *2002 AMA Educator Proceedings*, American Marketing Association, 315-316.
- Griffith, David A., Matthew B. Myers and Michael G. Harvey (2002), "A Knowledge-based View of Competitive Advantage: Problem/Information Sharing for Building Trust/Commitment in Global Channels of Distribution," *2002 Academy of International Business Conference*, Academy of International Business, 146.
- Griffith, David A. and Matthew B. Myers (2001), "The Performance Implications of Process Standardization of Relational Norm Strategies in U.S.-Japanese Relationships," *2001 Academy of International Business Conference: Extended Program*, Academy of International Business, 50.
- Griffith, David A. (2000), "Process Standardization in International Relationship Coordination: Culture's Influence on Self-Perceived Power," *American Marketing Association Biennial International Conference*, Buenos Aires, Argentina Jacqueline Pels and David W. Stewart (eds.), American Marketing Association, 357-358.

Griffith, David A., Kathryn T. Cort and D. Steven White (2000), "Attribution Theory and Service Firm Internationalization," in *Managing in a Turbulent International Business Environment*, *Ninth World Business Congress*, Gary N. McLean, Erdener Kaynak and Oscar A. Aliaga (eds.), San Jose, Costa Rica, Hummelstown, PA: International Management Development Association, 144-147.

Griffith, David A. and Rajshenkhar G. Javalgi (2000), "An Empirical Examination of Factors Influencing the Internationalization of Service Firms," *American Marketing Association Summer Educators' Conference*, Gregory T. Gundlach and Patrick Murphy (eds.), American Marketing Association, 252-253.

Griffith, David A. and Robert F. Krampf (2000), "An Empirical Examination of Consumer Information Processing: A Print Versus Web-based Retail Catalog," *American Marketing Association Summer Educators' Conference*, Gregory T. Gundlach and Patrick Murphy (eds.), American Marketing Association, 30-31.

Griffith, David A., Ali Yavuz Zeybek and Matthew O'Brien (2000), "The Relationship Effects of Knowledge Transfer in Transitional Economy International Joint Ventures," *2000 Academy of International Business 2000 Annual Meeting*, Academy of International Business.

Griffith, David A. and Robert F. Krampf (1999), "The Influence of Medium and Vividness: A Print versus Online Catalog Examination," *American Marketing Association Winter Educators' Conference*, Anil Menon and Arun Sharma (eds.), American Marketing Association, Vol. 10, 53-54.

Griffith, David A. and D. Steven White (1999), "An Examination of Global Market Convergence," *Proceedings of the Academy of Marketing and the American Marketing Association*, Andrew McAuley, D. Steven White, and William J. Lundstrom (eds.), University of Stirling, Scotland, 47-50.

Griffith, David A. and Robert F. Krampf (1998), "An Examination of Retail Web-Sites: The Impact of the Retail Marketing Mix on Consumer Attitude," *American Marketing Association Winter Educators' Conference*, Dhruv Grewal and Connie Pechmann (eds.), American Marketing Association, Vol. 9, 20-21.

Griffith, David A. and Matthew B. Myers (1998), "The Cross-Cultural Applicability of Trust and Commitment in 'High' and 'Low' Trust Cultures," *1998 Academy of International Business Annual Meeting*, Bruce Kogut (ed.), Academy of International Business, Vienna, Austria, 22.

Myers, Matthew B. and David A. Griffith (1998), "An Investigation of Organizational Factors and Individual Markets Associated With Gray Market Activity," *1998 Academy of International Business Annual Meeting*, Bruce Kogut (ed.), Academy of International Business, Vienna, Austria, 13.

Griffith, David A. and Mohammed K. Shaki (1996), "A Flexible Organizational Structure for Competing in a Global Environment," *Business Research Yearbook: Global Business Perspectives*, Vol. III, Abbass F. Alkhafaji and Jerry Biberman (eds.), International Academy of Business Disciplines, Lanham, MD: University Press of America, 867-871.

Griffith, David A. and Paul J. Albanese (1995), "A Preliminary Analysis of Personality in Travel Destination Preference," *Association of Marketing Theory and Practice Proceedings*, David L. Moore (ed.), 183-189.

Griffith, David A. and William E. Fillner (1995), "The Effects of Modeled Behavior on the Frequency of Vacation Travel," *Annual Conference of the Administrative Sciences Association of Canada Tourism Management Division*, Vol. 16 No. 14, Judith Waalen (ed.), Ryerson Polytechnic University, 16-22.

Griffith, David A. and Patricia Pederesen (1995), "An Analysis of Internal Marketing as a Cost Effective Strategy in a Public Organizational Setting," *Midwest Marketing Association*, E. Wayne Chandler and Michael d'Amico (eds.), Midwest Marketing Association and Eastern Illinois University, 145-149.

**Invited Presentations**

2016	University of Hong Kong George Mason University	2010	Universidade Nova de Lisboa
2014	Bilkent University Bocconi University Koc University Drexel University University of North Texas	2009	Kansas State University Kent State University Ozyegin University University of Leeds Villanova University
2013	West Virginia University Iowa State University	2008	University of Hawaii at Manoa Korean Academy of Marketing Science Yonsei University
2012	Bocconi University Florida State University Society of Italian Marketing University of Leeds University of Oklahoma University of Nebraska-Lincoln	2006	Temple University
2011	National University of Ireland, Galway Penn State University University of Vienna Queen's University, Belfast Wirtschaftsuniversität Wien	2004	University of South Carolina
		2003	Koc University
		2002	John Carroll University
		2001	University of South Carolina
		2000	International University of Japan University of Akron

**Research funding/grants**

2015-present	<i>Iacocca Chair</i> , Lehigh University
2012-2015	<i>College of Business and Economics Research Endowment</i> , Lehigh University
2008-2012	<i>John W. Byington Endowed Chair</i> , Michigan State University
2008	<i>Travel Award in Support of Scholarship</i> , Michigan State University CIBER
2007	<i>Summer Research Grant</i> , The Eli Broad College of Business, MSU
2007	<i>Travel Award in Support of Scholarship</i> , Michigan State University CIBER
2006	<i>Summer Research Grant</i> , The Eli Broad College of Business, MSU
2005	<i>Travel Award in Support of Scholarship</i> , Michigan State University CIBER
2004	<i>Travel Award in Support of Scholarship</i> , Michigan State University CIBER
2003	<i>Travel Award in Support of Scholarship</i> , Michigan State University CIBER
2002	<i>Faculty Research Award</i> , Department of Marketing, University of Hawai'i
2002	<i>Faculty Research Award</i> , University of Hawai'i CIBER
2001	<i>Travel Award</i> , University Research Council, University of Hawai'i
2001	<i>Faculty Research Award</i> , Department of Marketing, University of Hawai'i
2000	<i>Junior Faculty Research Award</i> , University of Oklahoma
2000	<i>Michael F. Price College of Business Summer Research Grant</i> , University of Oklahoma



## **TEACHING**

### **Undergraduate**

Quantitative Marketing Analysis/Customer Insights through Data Analysis  
Principles of Marketing (small and large (250+) sections)  
International Marketing  
International Business (large (250+) section)  
Global Retailing  
Global e-tailing  
Retail Management  
Consumer Behavior  
Business Logistics Management

### **Graduate**

Marketing Analytics (MBA)  
International Marketing (MBA)  
Marketing Management (MBA, Executive MBA)  
Global Strategy (MBA)  
International Business (MBA)  
Marketing Theory (Ph.D.)  
Inter-organizational Issues (Ph.D.)

### **International Residency/Study Abroad**

Executive MBA (Asia – China)  
Weekend MBA (Asia – China)  
Undergraduate (Europe – England, Belgium and France)

### **Independent Study Advising**

International Marketing Strategy (Ph.D.)  
Experimental Design (Ph.D.)  
Research Design Issues in Marketing Strategy Research (Ph.D.)  
Agency Theory in International Marketing (Ph.D.)  
International Joint Ventures (Ph.D.)  
Inter-organizational Analysis (Ph.D.)  
International Marketing (MBA)  
Electronic Marketing (Undergraduate)  
Qualitative Research Methods (Undergraduate)  
Sports Marketing (MBA; Undergraduate)  
Marketing Strategy and Planning (Undergraduate)

### **Doctoral Dissertation Committees (Chair, Co-Chair and Committee Member)**

Hannah S. Lee (2014), “The Management of Multiple Relationships in Information-rich Environments: Positive and Negative Effects of Information Symmetry in Networks,” Michigan State University, *Co-Chair*

Steven H. Dahlquist (2012), “Value Maximizing and Claiming Behavior in Multi-dyadic Supply Chain Structures,” Michigan State University, *Chair (2011 Dissertation Award Winner: Institute for the Study of Business Markets, Penn State University)*

Tereza Dean (2012), “New Product Launches and Manufacturers’ Returns: Addressing the Challenges of Launching New Products through Large Retailers,” Michigan State University, *Committee Member*

Ravi Srinivasan (2011), "Governing Inter-organizational Relationships in the Presence of Ex Post Opportunism and Uncertainty: An Alignment Model of Managing Outsourcing," Michigan State University, *Committee Member*

Jessica J. Hoppner (2010), "Marketing Strategy Decision Making: The Unintended Consequences of Incorporating Competitive Information," Michigan State University, *Chair*

Erin Cavusgil (2008), "Three Essays on Marketing Strategy Elements and the Brand Life Cycle in the Pharmaceutical Industry," Michigan State University, *Committee Member*

Michael A. Stanko (2008), "Finding the Balance Between Outsourcing and Internalization: The Key to Innovative Success?" Michigan State University, *Committee Member*

Wesley Pollitte (2008), "The Effect of Vertical Networks on Channel Governance Adaptation: A Transaction Cost Economics Approach," Michigan State University, *Chair*

Steven H. Seggie (2007), "Interorganizational Governance Response Strategies to Active and Passive Ex Post Opportunism: Increased Understanding via Value-based Boundary Constraints," Michigan State University, *Co-Chair*

Goksel Yalcinkaya (2007), "Understanding the Emergence of Aggregate Level Innovation Diffusion through Individual Level Adoption Decisions," Michigan State University, *Co-Chair*

Christopher C. Douglas (2007), "Three Essays on Empirical Macroeconomics," Michigan State University, *Committee Member*

Shichun Xu (2007), "Enhancing Innovation Capability through Successful Inter-firm Collaborations: Two Essays on R&D Alliances," Michigan State University, *Committee Member*

Anna Shaojie Cui (2006), "Joint Venture Termination: Failure or Adaptation," Michigan State University, *Co-Chair*

Nukhet Harmancioglu (2006), "The Development of Market Efficient Technological Innovation: A 'Holistic' Study from Multiple Perspectives," Michigan State University, *Committee Member*

Burcu Tasoluk (2006), "A Contingency Framework for Global Branding: A Multi-level Interaction Model," Michigan State University, *Committee Member*

Chun Zhang (2005), "Response Strategies to Noncooperative Incidents in International Distribution Partnerships," Michigan State University, *Committee Member*

Kiyak, Tunga (2004), "A Framework for Global Corporations: The Role of Strategy, Structure, Leadership, Culture, and Processes," Michigan State University, *Committee Member*

Sindhav, Birud (2001), "A Proactive Model of Communication in Marketing Channels," University of Oklahoma, *Committee Member*

## V. SERVICE

### Editorship/Journal Leadership

Editor: *Journal of International Marketing*, 2008-2010, 2011-2013  
 Senior Advisory Board: *International Marketing Review* (2013-present)  
 Editor: *International Marketing Review*, Special Issue on Conceptualizing Culture: Implications for International Marketing Theory & Practice  
 Co-Editor (Roger J. Calantone and David A. Griffith): *Journal of Product Innovation Management*, Special Issue on Global Product Innovation and Launch  
 Co-Editor (Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith): *Thought Leadership in Advancing International Business Research*  
 Co-Editor (Daniel C. Bello and David A. Griffith): *Wiley International Encyclopedia of Marketing: International Marketing Section*  
 Co-Editor (Subhash Jain and David A. Griffith): *Handbook of International Marketing Research*, Edward Elger Publishing, Inc.

### Editorial Review Boards

*Journal of International Business Studies*: (2004-2007; 2014-present)  
*Journal of International Marketing* (2002-2007; 2014-present)  
*Academy of Marketing Science Review*: (2011-present)  
*International Marketing Review*: (2007- present)  
*Journal of World Business* (2001-present)  
*Journal of Global Scholars of Marketing Science*: (2009-present)  
*Journal of Business Research*: (2004-2007)

### Conference Organizing (co-chair, organizing committee)

2016 Lehigh University, Data X Symposium, Bethlehem, PA.  
 2015 AMA Global Marketing SIG's Pre-conference Event, AMA Winter, San Antonio, TX.  
 2014 AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX.  
 2013 AMA Summer Educators' Conference, Boston, MA.  
 2011 AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX.  
 2010 International Marketing Theory, UConn CIBER, Storrs, CT.

### Discipline Service

*American Marketing Association*  
 Academic Council (2014-2017)  
 Academic Council, Special Interest Group Sub-Committee (2014-2017)  
 Global Marketing Special Interest Group, Board of Directors (2000-2015)  
 Global Marketing SIG Special Interest Group, Chairperson (2001-2004)  
 Global Marketing Special Interest Group, Webmaster (2000-2015)  
 AMA Journal Task Force, 2010-2011  
 Track Chair, AMA Summer Educators' Conference, Chicago, IL, 2006  
 Track Chair, AMA Winter Educators' Conference, St. Petersburg, FL, 2006  
 Track Chair, AMA, Fifth Biennial AMA/AM Conference, Dublin, Ireland, 2005  
 AMA SIG Budget Task Force, 2004  
 Track Chair, AMA Summer Educators' Conference, San Diego, CA, 2002  
 Track Chair, AMA Winter Educators' Conference, Scottsdale, AZ, 2001  
 Chair, IU CIBER/AMA Global Marketing SIG Case Competition, 2001

*Academy of International Business*

Track Chair, Marketing & Supply Chain Management, AIB Annual Meeting, Monterey, CA, 2003

*Academy of Marketing Science*

Track Chair, AMS World Marketing Conference, Verona, Italy, 2007

**University/College Service**

*Lehigh University*

University

Data X Initiative (interdisciplinary strategic initiative, 2013-present)

Academic Infrastructure Working Group (2016-present)

Faculty Grants for International Connections Selection Committee (2014-present)

Executive Committee, Lehigh University Department Chairs (2014-2017)

Chair, Executive Committee, Lehigh University Department Chairs (2015-2016)

Committee on Data Entry Consistency with Current Grants and Proposals Systems and Processes (2014-2015)

Dean Search Committee, College of Business and Economics (2013)

Classroom Planning Committee (2013-2014)

Cluster Hiring Committee (2012-2013)

College of Business and Economics

Department Chair Council (2014-present)

Beta Gamma Sigma Selection Committee (2014-2015)

Promotion and Tenure Committee (2014-2015)

Professorship Selection Committee (2013, 2014)

Executive Committee (2012-2014)

Department of Marketing

Chairperson (2012-2015, 2015-present)

Recruitment Committee, Tenure-track, Chair (2012, 2013, 2014)

Recruiting Committee, Interdisciplinary Consumer Analytics Data X (2015-2016)

Recruitment Committee, non-Tenure-track, Chair (2014, 2017)

*Michigan State University*

University

University Committee on Faculty Tenure (2010-2011)

Eli Broad College of Business/Eli Broad Graduate School of Management

Doctoral Program Committee (2007-2012)

Undergraduate Curriculum Task Force (2011-2012)

Full Time MBA Curriculum Taskforce (2010- 2011)

Global Initiatives Taskforce (2010 – 2011)

Weekend MBA Task Force (2007-2008)

Undergraduate Program Committee (2005-2007)

International Assessment for Undergraduate International Business (2004-2006)

Freshman College Colloquium (2005)

Department of Marketing

Ph.D. Director, Marketing (2007-2012)

Faculty Recruitment Committee (2008-2009)

Comprehensive Exam Coordinator (2006)

Workload, Evaluation and Compensation Taskforce (2006)

Research, publication and Ph.D. Taskforce (2006)

Marketing Strategic Assessment Committee (2005-2006)

*University of Hawai'i*

College of Business

Managing Director, Center for International Business and Research (2002-2003)  
Noborikawa Chair Search Committee (2002-2003)  
Dennis Ching Teaching Award Selection Committee (2002-2003)  
Fish Scholarship Evaluation Committee – undergraduate (2002)

Marketing Department

Faculty Recruitment Committee (2002-2003)  
Marketing Department Sub-Committee Workload Policy (2001-2002)

*University of Oklahoma*

University

Computing Advisory Committee (2000-2001)  
Instructional Technology Subcommittee (1998-2000)

Michael F. Price College of Business

International Business Major Review Committee (2000-2001)  
Undergraduate Program Committee (1998-2000)

**Student Involvement/Activities**

Lehigh University, Coordinator, Fall Department of Marketing Speaker Series (2013-present)  
Lehigh University, Coordinator, Spring Department of Marketing NYC Corporate Visits (2013-present)  
Lehigh University, Faculty Advisor – Lambda Mu Sigma (2012-present)  
Michigan State University, Faculty Advisor – Delta Sigma Pi (2006-2012)  
Michigan State University, Advisor - International Business Specialization (2004-2006)  
University of Hawai'i, Asia Moot Corp Business Plan Competition, Faculty Advisor (2003)  
University of Oklahoma, Adopt-a-Faculty Program (1997-2001)  
University of Oklahoma, Freshman Mentoring Program (1999-2000)  
University of Oklahoma, Native American Business Society, faculty advisor (1998-1999)  
University of Oklahoma, Netpreneur Club, Faculty advisor (2000-2001)

**Presentations**

The Ph.D. Project, Doctoral Business Programs for Minorities, Marketing (2012)  
University of Wisconsin CIBER, Internationalizing Doctoral Education in Business, (2011)  
Ohio State University CIBER, Internationalizing Doctoral Education in Business, (2009)  
American Marketing Association DocSIG, Career Development in Marketing (2008)  
Michigan State University CIBER, 7<sup>th</sup> Biennial International Business Institute for Community College Faculty, International Marketing (2007)  
University of Illinois CIBER, Internationalizing Doctoral Education in Business, (2005)  
Michigan State University CIBER, 6<sup>th</sup> Biennial International Business Institute for Community College Faculty, International Marketing (2005)  
Michigan State University, Noontime Conversations Series, When Cultures Clash: Is the U.S.-Iraq War the Beginning of a Larger Cultural War? (2005)  
Kent State University, Integrating Research into Pre-Tenure Life (2005)  
Michigan State University CIBER, Internationalizing Doctoral Education in Business, (2004)  
University of Michigan, Developing a Career Path (2004)  
University of Hawai'i, Discussion Forum, Cross-Cultural Measurement Issues (2003)  
University of Oklahoma, Instructional Development Program, Teaching the Mass Section (2001)  
University of Oklahoma, A Research Approach to Teaching (2000)

## VI. MEMBERSHIP IN ASSOCIATIONS

American Marketing Association  
Academy of Marketing Science  
Academy of Marketing  
European Marketing Academy  
Academy of International Business

Alpha Mu Alpha  
Beta Gamma Sigma  
Delta Sigma Pi  
Golden Key National Honor Society

## IIIX. PROFESSIONAL DEVELOPMENT

1. The Academic Department Chair as Transformative Diversity Leader (HigherEd Talent 2017)
2. Haven - Title IX Training (EverFi 2017)
3. Workplace Harassment – What Would You Do (*EduRisk by United Educators* 2016)
4. Influencing without Authority in Higher Education (*Academic Impressions* 2016)
5. Department Chair Workshop: Conflict Management and Change Leadership (*Lehigh Valley Association of Independent Colleges* 2015)
6. Department Chairs Seminar (AACSB 2015)
7. Processes for Successful Faculty Recruitment (*Lehigh University* 2015)
8. Communication and Conflict Management for Department Chairs (*Academic Impressions* 2015, 2016)
9. Harassment Prevention Training (*EduRisk by United Educators* 2014)
10. Creating an Equitable Community: Taking Diversity and Inclusion to the Next Level (*VISIONS INC.*, 2014)
11. Network for Informal Resolution of Complaints (*Lehigh University* 2013)
12. Success in the Academic Hiring Process from Start to Finish: Clarifying Purposes and Procedures, Avoiding Delays, and Increasing Faculty Quality and Diversity (*Michigan State University, Leadership and Administrator Seminar Series* 2012)
13. Crossing the Divide: Transitioning from Faculty to Administrative Positions (*Michigan State University, Workshops for Faculty on Leadership and Academic Life* 2011)